

# MillionPlus

The Association for  
Modern Universities



## Staying local to go far: modern universities as placemakers in the North West



Modern universities in the North West are intimately connected to place. They act as key anchor institutions, generating economic value as employers, procurers and providers of services in the local economy, with ripple effects across the region.

They provide vital pathways into higher education, spreading access and opportunity, while also supporting graduates to transition effectively into the local job market.

They work collaboratively with local stakeholders (NHS, businesses and local government, among others) to drive regional development and weave the social fabric of the cities and towns in which they are located.

Taken together, all these activities illustrate the role of modern universities as placemakers. This role should be utilised and expanded for the government to achieve its ambition to level up the country and ensure that you can stay local to go far.



- University of Bolton
- University of Central Lancashire
- University of Cumbria
- Other modern universities

### Modern universities in the North West...

... create **£2.22bn** of impact as a result of their economic output.

... generate **£1.45bn** in expenditure-related Gross Value Added (GVA) in the region.

... support **19,596 jobs** (Full-time equivalent) in the region.



Modern universities provided **19,010** higher apprenticeships in the North West over the past 5 years.



### University of Central Lancashire

... contributes **£273m** in expenditure-related Gross Value Added (GVA) to the North West economy.

... supports **3,895 jobs** through its wider economic impact as an anchor institution.

... **73.4%** of working graduates are "regional loyals" – this means they studied in their home region and remained there to work.



### Of modern university graduates working in the North West...

... **61%** are "regional loyals" – this means they studied in their home region and remained there to work.

... **13.1%** are "regional stayers" – this means they came from another region to study at a modern university in the North West and remained to work in the North West.

... **53.81%** are employed in public administration, education, or health sectors 15 months after graduating.



### University of Bolton

... contributes **£90m** in expenditure-related Gross Value Added (GVA) to the North West economy.

... supports **522 jobs** through its wider economic impact as an anchor institution.

... **72.7%** of working graduates are "regional loyals" – this means they studied in their home region and remained there to work.



### University of Cumbria

... contributes **£60m** in expenditure-related Gross Value Added (GVA) to the North West economy.

... supports **1,115 jobs** through its wider economic impact as an anchor institution.

... **52.3%** of working graduates are "regional loyals" – this means they studied in their home region and remained there to work.

