



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

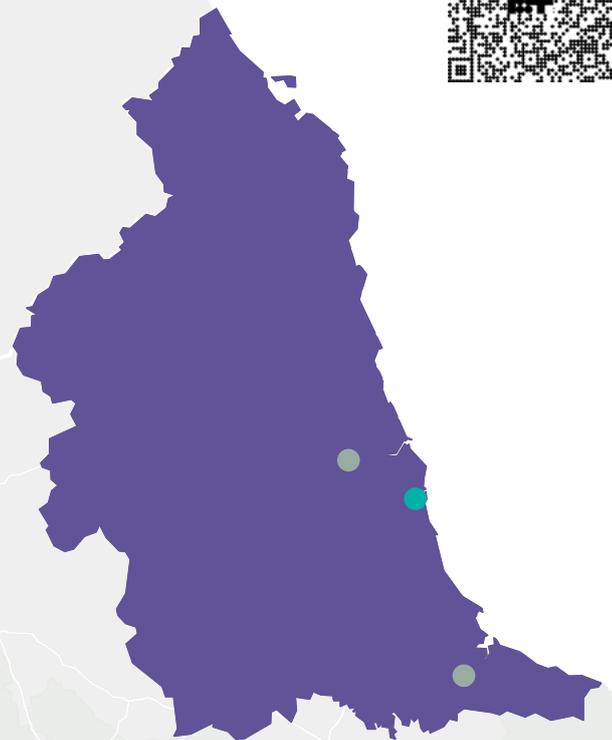


Modern universities in the North East are intimately connected to place. They act as key anchor institutions, generating economic value as employers, procurers and providers of services in the local economy, with ripple effects across the region.

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 Sunderland
- Other modern universities

Modern universities in the North East...

... create **£770m** of impact as a result of their economic output.

... generate **£530m** in expenditure-related Gross Value Added (GVA) in the region.

... support **7,459 jobs** (Full-time equivalent) in the region.



Of modern university graduates working in the North East...

... **69.8%** are "regional loyals" – this means they studied in their home region and remained there to work.

... **9.3%** are "regional stayers" – this means they came from another region to study at a modern university in the North East and remained to work in the North East.

... **51.92%** are employed in public administration, education, or health sectors 15 months after graduating.



Modern universities provided **10,040** higher apprenticeships in the North East over the past 5 years.



University of Sunderland

... contributes **£121m** in expenditure-related Gross Value Added (GVA) to the North East economy.

... supports **2,020 jobs** through its wider economic impact as an anchor institution.

... **67.3%** of working graduates are "regional loyals" – this means they studied in their home region and remained there to work.

