

For more information about MMU and its impact on the region,  
please visit

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to download the 'Future of Knowledge' series of publications

[www.mmu.ac.uk/regional](http://www.mmu.ac.uk/regional)  
for more detailed information about MMU's regional initiatives.



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Front cover image: Piccadilly Fountains 2004 by Carole Heathcote (c.heathcote@hotmail.com)

# In the Region

## The impact of MMU on the Northwest



## The regional economy

Higher education impacts on the regional economy both directly and through multiplier effects.

- MMU's impact on the regional economy is £690 million and rising\*
- For every £1 spent by MMU, a further £1.52 is generated in the local economy, totalling £262.6 million\*
- MMU's students spend £184 million off-campus in the region each year\*

- 99 jobs are generated locally for every 100 jobs at MMU, creating a knock-on effect of 4,250 non-university jobs in the region\*
- 70p is generated in the local economy for every £1 paid in wages to staff at MMU, totalling £71.4 million per year\*
- With over 2,600 international students from 109 countries studying in the UK and a further 1,500 students studying overseas, MMU is helping to raise the profile of the region internationally.

*\*(Universities UK, Strathclyde report, 2006)*

...Creating a knock-on effect of 4,250 non-university jobs in the region...

## Business competitiveness

“Improved business performance to secure economic growth is a key priority for NWDA”

(Northwest Regional Development Agency, [www.nwda.co.uk](http://www.nwda.co.uk))

- Over 50 companies in the Northwest have made major gains from collaborations with MMU through Knowledge Transfer Partnerships (KTPs) in the fields of science, engineering, technology and management, increasing each company's profit by an average of £220k annually and creating an average of three new jobs
- Companies in the Northwest's fashion design and textiles industry have collectively seen an increase in sales of £5 million over the last four years, after working in partnerships with MMU, one of world's largest centres for research in fashion and textiles technology and business
- Over 70 businesses in the £10 billion Northwest food and drink industry have identified increased turnover totalling £7.2 million as a result of working with MMU in developing new products and processes
- Since 2002, over 1,000 small-medium enterprises in less prosperous areas of the region have benefited from MMU's expertise, resulting in the development of almost 200 new products and processes, increased sales of £44 million and 433 new jobs
- MMU's retail specialists are working with communities in Reddish and Rusholme in Manchester, and other declining areas, to protect and revitalise town centres and retail districts through community involvement in town centre management
- The Northwest's tourism and leisure industries have benefited from an increased spend of over £5 million, through strategies devised by businesses in the Northwest and MMU's International Centre for Research and Consultancy for the Tourism and Hospitality Industries.



MMU's KTP support assisted one local food company (Bells of Lazonby) in developing a new range of gluten-free products, increasing sales by £500,000, creating five new positions in the company, and helping the company to win the DTI's Queen's Award for Excellence & Innovation.

...Safeguarding 433 jobs, increasing sales by £44 million and developing almost 200 new products and processes...

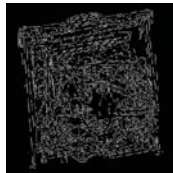


# Science, technology and innovation

“Science and innovation are key enablers to global competitiveness”

(Northwest Regional Development Agency, [www.nwda.co.uk](http://www.nwda.co.uk))

- 74% of the 5,000 science and engineering students trained and educated by MMU every year stay to work and live in the region
- MMU's Centre for Air Transport and the Environment and Manchester Airport Group have been working together for 15 years to address sustainable aviation, a critical issue for the largest generator of economic activity in the region, which handles 20 million passengers and 125,000 tonnes of freight each year
- Serco Manchester Metrolink and MMU's Rail Technology Unit have been working together to reduce the risks of potential vehicle derailments on the city's tramway system by analysing and improving the performance of wheels on rails
- Northwest-based United Utilities is trialling new technology from MMU spin-out company Advanced Bioprocess Development Ltd, which halves the cost of water treatment aeration, has the potential to save the biofuels industry millions of pounds each year and also benefits wildlife
- Pilkington Glass, a major employer in the region, is working with MMU surface engineers to improve the effectiveness of energy-efficient glazing products, making a contribution to reducing carbon emissions into the environment.



Images courtesy of Rapiscan Systems

...Manchester Airport is trialling new scanning technology developed by MMU engineers to automatically detect weapons in passengers' baggage...



## Enterprise and skills

**"The skills base of the workforce is critical to the economic development of the region"**

(Northwest Regional Economic Strategy 2006, NWDA)

- 68% of our graduates stay and work in the Northwest, underpinning and growing the region's economy
- 70 professional bodies and associations work in partnership with MMU to provide the right kind of courses for private and public sector employers and employees across the region
- MMU has the highest concentration of postgraduate taught courses in the Northwest, and is the largest public sector provider of accountancy, law and education professionals in the region
- With nearly 60 different Continuing Professional Development routes available, MMU plays a crucial role in preparing, refreshing and upskilling the region's knowledge workers
- 535 entrepreneurs from across the region are being inspired by MMU's New Entrepreneur Scheme to set up and manage their own business.



Image courtesy of manchesterimages.com

...Preparing, refreshing and upskilling the region's knowledge workers...

## Education

“Education is now at the centre of economic policy making for the future”

(Rt Hon Tony Blair MP, Sedgefield, 18 Nov 2005)

- The educational aspirations and achievements of thousands of inner city learners in the Northwest are being raised through their involvement with MMU's world-leading Centre for Urban Education, which currently works with 200 teachers and 35 schools across the region
- The Centre for Urban Education has recently established a global network of experts from six international cities to share solutions to educational challenges in inner city areas such as Manchester
- The region's schoolchildren are directly benefiting from the 81% of newly qualified teachers who stay on to work and live in the region each year, and the partnerships with 1,300 schools which MMU has forged in Northwest
- Young people from over 820 schools and colleges in the region are having their interest in science re-ignited by 1,800 teaching staff trained last year by MMU's Science Learning Centre North West.
- Over 1,000 young people from schools in Greater Manchester have been encouraged to pursue modern foreign languages at GCSE level and beyond through MMU's Making Modern Languages an Option project
- Working with MMU's experts, 550 educationalists in 80 of the region's schools and colleges are helping to inspire future generations of entrepreneurs through the Northern Enterprise in Education Initiative
- 300 primary and secondary school business managers have made savings of £1.4 million and attracted £6.7 million in additional funding at schools across the region after receiving training from MMU's National College for School Leadership's Bursar Development Programme.



...The region's schoolchildren are benefiting from 81% of MMU's newly qualified teachers who stay on to work in the region...



## Community and health

**"A healthy and educated population is the foundation for sustainable development"**

(Northwest Regional Development Agency, [www.nwda.co.uk](http://www.nwda.co.uk))

- 80% of MMU's trained health professionals including nurses, health visitors, health scientists and dental technicians go on to work in the health services in the Northwest
- MMU provides training programmes for the region's police force to increase community awareness and engagement, which involved 300 police officers in its first year, and has generated interest in delivering a similar programme for the fire service
- Local charities, schools and community groups have benefited from the 600+ MMU student volunteers who have been involved with nearly 1,300 volunteering opportunities
- Manchester City Council and MMU are partners in the Centre for Urban Education, a Knowledge Capital initiative, which is raising the educational aspirations of young people in challenging urban contexts through the schemes 'Higher Futures 4U' and 'School2Uni'
- Over 50 local women with their own businesses have been encouraged to develop their entrepreneurial skills and succeed in their business ventures through the schemes, run by the Centre for Social Inclusion
- A Local Strategic Partnership between Crewe and Nantwich Borough Council, South Cheshire Chamber of Commerce and MMU Cheshire, sees the University leading a campaign to launch Crewe as a boomtown, working to ensure the ongoing economic development of the area.

...80% of MMU's trained health professionals go on to work in the Northwest...

## Arts and culture

“Culture is a major driving force for economic and social good – it improves our quality of life, enhances our creativity and adds up to a substantial part of the region’s economy”

(England’s Northwest,  
[www.englandsnorthwest.com](http://www.englandsnorthwest.com))

- MMU is one of the largest creative communities in the UK, with over 8,000 students and staff involved in cultural production in the region
- MMU is developing graduate entrepreneurship in the region’s creative industries through three new courses delivered in collaboration with the Manchester Science and Enterprise Centre, which provide a further qualification for students who want to take their artistic talents in a business direction
- MMU’s Manchester Institute of Research & Innovation in Art & Design (MIRIAD) is the Northwest’s largest art and design research institute, supporting and developing events, community and public art and knowledge transfer activity across the region
- Over 80,000 art lovers from across the region visited MMU’s Art & Design show 2006 which showcased the talents of around 1,000 graduates, reinforcing the University’s position as major centre for cultural activity in the Northwest
- MMU’s students are continuing to win prizes at high profile national events such as New Designers, London and Graduate Fashion Week, London, raising the profile of the region both in the UK and internationally
- Healthcare services in the region have benefited from MMU’s Arts for Health project, which pioneers the use of hospital arts projects to complement healthcare, including painted murals, textiles, signage, performances, sculptures, architecture and landscape gardening
- Working with 12 LEAs and over 100 schools in the Northwest, MMU hosts an annual creative writing competition for students aged from 14 to 19, and an anthology of the best work is published and launched at an event featuring the region’s best known writers.



MMU’s Professor John Hyatt designed the much photographed windmills in Manchester city centre – a symbol of energy charging Manchester’s transformation.

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