

# Your area Our impact

THE UNIVERSITY OF  
WARWICK

The University of Warwick's contribution to Royal Leamington Spa



Leamington Spa

£84m a year

That's £1.6m a week or £230,136 a day



£64.5m

Economic benefits from  
Warwick student expenditure



£18.8m

Economic benefit from staff  
living in Leamington Spa



£2.3m

Purchasing goods and services  
from 93 Leamington Spa businesses

The value of the University of Warwick's economic impact on Leamington Spa

Economic  
impact



Innovation



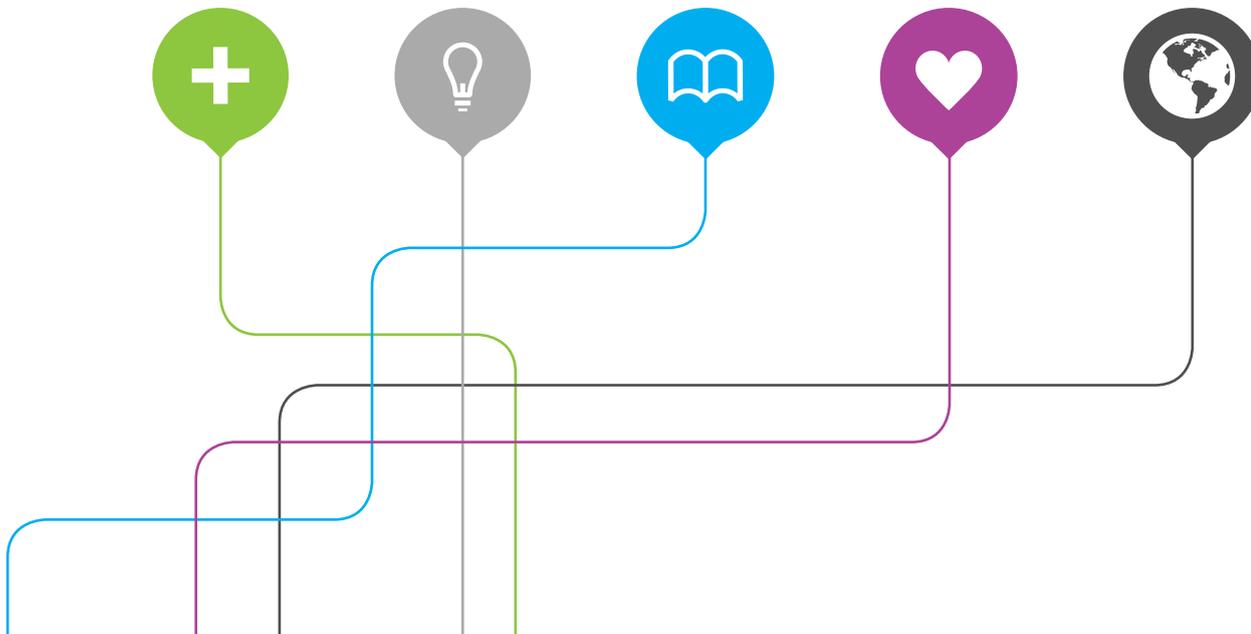
Education  
& training



Culture  
& community



Global  
connections



# Focus on Royal Leamington Spa



## Economic impact

 £13,075

The value of each Warwick student's expenditure to the Leamington Spa economy.

### Innovation



17

Spin-out companies from the University are located in the region



99

employing 99 people.

### Education & training



23

Projects run by Warwick Volunteers in Leamington Spa



11

taking place in 11 schools.

### Culture and community



£27.7m

The estimated value of Warwick Arts Centre to the local economy.

### Global connections



8,350

the number of international students studying at Warwick.





# Economic impact

## Supporting a vibrant local economy

### In 2011/2012...

The total value of the University of Warwick's economic impact on Leamington Spa was £84m.

This economic impact was mostly created by the **4933 University of Warwick students** living in Leamington Spa, whose expenditure was worth £64.5m to the Leamington economy. This figure is based on methodology developed by the Department for Business, Innovation and Skills and is reduced to take into account student term-times, living in the family home and circular spending.

This means the average annual economic impact of **each Warwick student to Leamington's economy was £13,075.**

514 members of University and Students' Union staff live in Leamington Spa, creating **£16.8m** of economic benefit. Finally, the University and Students' Union generated **£2.3m** of economic impact by purchasing goods and services from 93 Leamington businesses.

This economic impact supported **1852 jobs** in Leamington Spa.



# £84m

Total economic impact on Leamington Spa in 2011/2012.



# 1,852

jobs supported by University expenditure 2011/2012.



# £64.5m

Value of student expenditure to the local economy.



# Innovation

## A regional hub for world-leading research and innovation

In the first quarter of 2012, Leamington Spa set a new record for business start-ups, with **164 new companies** formed – many of these in the 'Silicon Spa' technology and gaming cluster. Supported by close links to the University's WMG International Institute for Product and Service Innovation, as well as Coventry University's Serious Games Institute, Warwick graduates are becoming Leamington's newest wave of entrepreneurs.



# 75

New jobs created across the region in 2012/2013 by the WMG SME team.



# 1,900

Warwick graduates live in Leamington Spa.



### Warwick graduates at the heart of Silicon Spa



In 1999, entrepreneur and Warwick graduate John Cooke, with his business partner Simon Jones, started their own business: Black Pepper Software Limited.

Initially based in a spare bedroom in Lillington, the business has grown to employ over forty people. John and Simon made some conscious decisions about how they wanted to run their business, one was to embrace the agile approach to developing software,

another was that they would be based in Leamington town centre and today Black Pepper has offices on Clarendon Street.

The company works with blue chip businesses in both the UK and Europe to deliver leading edge software solutions; and bringing John's story full circle, Black Pepper are currently working with the University of Warwick to deliver a number of interesting projects.



# £2.9m

Funding won by WBS in 2012 to launch a new Enterprise Research Centre to boost SME performance.





## Education & training

Providing the highest quality education and skills for Leamington's workforce

In 2012/13 the University of Warwick was ranked as the **best University in the Midlands** by all four major UK university league tables. It was placed 5th by the Guardian, 6th by the Complete University Guide, 10th by the Sunday Times, and 8th by the Times Good University Guide.

There are currently over 1,900 Warwick graduates living in Leamington Spa, with hundreds more living in the region but working in the town. Warwick graduates account for 3% of the West Midlands population with NVQ Level 4 qualifications and above, a significant proportion of the region's highly skilled labour force.

### Training the region's teachers and doctors

- The University's Institute of Education's teacher-training courses admits around 500 students each year. In 2010/11, 178 were working as teachers in the West Midlands.
- Around 520 Warwick Medical School students undertook clinical placements, either at local hospitals or GP practices in the West Midlands.



23,226

Graduates registered as still resident in the West Midlands.



£1.9m

In 2010/11, the University delivered £1.9m in Continuing Professional Development to organisations in the region.



520

Warwick Medical School students worked in the region's hospitals and GP's surgeries in 2011/12.



## Global connections



The presence of a major inward investor like Tata [at the University] gives a positive signal to other major firms to consider investing and potentially locating in the West Midlands. ”

SQW – University of Warwick Regional Impact Study, 2013



Warwick has links with over 200 partners in 40 countries



83%

of international students would recommend other students to come to the University of Warwick.



500

Warwick undergraduates participated in an international exchange during 2012/13.



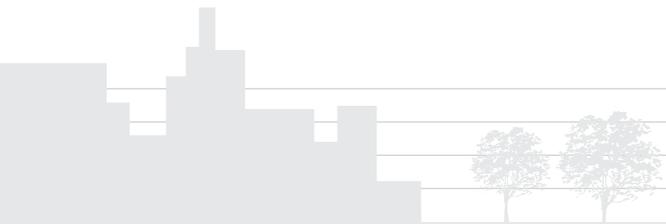
72

The number of countries Warwick's international students come from.

As part of the University's internationally-renowned approach to working with business, WMG has developed a close relationship with **Jaguar Land Rover**, a major employer in the region with many staff living in Leamington Spa. JLR has located 180 of its R&D staff on campus as part of a programme which will generate **£100m** of collaborative research over 10 years. JLR and Tata are also funding, with the UK government, the development of the **National Automotive Innovation Campus at Warwick**; a **£100m** investment in a state-of-the-art new building on Warwick's campus announced at the end of 2012.

Warwick is one of the UK's most culturally diverse universities, with **8,350 international students from 72 different countries** on campus in 2011/12. Our international students make up 40% of all Warwick Volunteers, and organise events like One World Week, which, with over 200 student volunteers, is arguably the world's largest student-run international event.

In addition to economic benefits to Leamington and regional tourism created by visiting families and friends, our international students act as ambassadors for the region and the town. **Over 45,000 international alumni are resident in 193 countries** and 83% of our international students would recommend the University of Warwick – higher than the national average.





# Culture and community

Students as a part of the Leamington Spa community

## Warwick Volunteers

Warwick Volunteers is one of the UK's largest and most popular student volunteering schemes. It attracts 2500 registrants each year and its mentoring scheme alone has been estimated to have a social-economic worth of £1m to the local community.

In 2012-2013 Warwick Volunteers will have run 23 different projects with 11 schools in Leamington Spa. One of the Leamington schools that Warwick Volunteers have developed strong relationships with is Sydenham Primary School. Reading volunteers have substantially increased children's reading levels and also built their aspirations, confidence and self-esteem by providing them with positive role models. Other activities have taught children baking skills, while volunteers from the Cricket and Politics student societies shared their skills in after-school sessions.



Students volunteering in Leamington schools

## The University as a cultural centre on Leamington's doorstep...

Warwick Arts Centre is the second largest arts centre in the UK. 62% of visitors come from Coventry and Warwickshire. It hosted 494 individual performances, with an annual audience of 270,000 in 2010/11. An independent study estimated the total value to the local community from the Arts Centre to be £27.7 million.



Warwick Arts Centre



2,500

Registrants for Warwick Volunteers every year.



£27.7m

Total value to the local economy of Warwick Arts Centre.



62%

Of visitors to Warwick Arts Centre come from Coventry & Warwickshire.



Please send my thanks to all the wonderful volunteers who have helped us this term. We have been very spoiled and feel that your reading volunteers have really helped our children's progress and that your club volunteers (Bake it up, Aliens and Politics and Cricket) have expanded the children's horizons and given them great opportunities that we would not have been able to provide. Thank you all very much.

Carla, Headteacher at Sydenham Primary School



# The University of Warwick's impact in the region

## Culture & community



With 270,000 visitors in 2011/2012, the value of Warwick Arts Centre to the local community has been estimated at £27.7m.

## Economic impact



We had an economic impact of **£520m** in 2011/2012 - that's worth **£10m a week** to the region.

## Economic impact



We support **15,500 jobs** in the West Midlands.

## Education & training



**23,226**

Warwick graduates live and work in the region.

## Innovation



JLR, Tata and the UK Government are funding the development of the National Automotive Innovation Campus at Warwick - a £100m state-of-the-art new building.

## Global connections



Warwick is the only European University involved in the new Centre for Urban Science and Progress (CUSP) in New York. Connecting our global reputation to your local area.

## Find out more

For more information on the University of Warwick and the report by independent consultants SQW, please visit:

[www.warwick.ac.uk/yourarea](http://www.warwick.ac.uk/yourarea)

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