



**UNIVERSITY
COLLEGE
BIRMINGHAM**

ANNUAL REPORT AND FINANCIAL SUMMARY 2022



**UNIVERSITY
COLLEGE
BIRMINGHAM**
IN PARTNERSHIP WITH THE UNIVERSITY OF WARWICK

WELCOME FROM THE VICE-CHANCELLOR AND PRINCIPAL



By any measure, 2021/22 was a historic year for University College Birmingham, and another successful one. I should say at the outset of this report that none of the wonderful success stories and positive KPIs contained within it would be possible without the hard work, expertise and dedication of all my colleagues across the University. Our staff, both academic and professional support, are utterly committed to supporting and developing our students into career-ready graduates who are well equipped to thrive in their chosen discipline, one which will make a tangible difference to regional and national skills challenges.

We are exceptionally proud that 2021/22 saw the official launch and first intake of University College Birmingham students who will graduate with a University of Warwick degree, the important first step in our wide-ranging and ambitious cross-regional partnership with Warwick. For the University of Warwick, who are currently ranked 6th in the UK by the Guardian 2022 league table, to accredit a wide range of our degree courses speaks volumes about the exceptional quality standards our curriculum teams set and meet, and we are delighted to be working so closely with them. Of course, accreditation is only the start of our partnership. 2021/22 saw us begin exciting discussions with colleagues at Warwick on a full range of joint projects to support regional priorities around, among other areas, enhancing student employability and improving maths education for young people, and we look forward to seeing these grow and develop in the coming year.

All staff and governors were absolutely delighted in May for us to be recognised as the University of the Year and also Student Support of the Year at the Whatuni Student Choice Awards. The fact that these awards are nominated and voted for by students makes them the ultimate compliment for any institution, and staff really deserve the recognition and spotlight the awards have brought. We have always known how highly our students think of us, but it was one of my priorities when I was appointed to ensure University College Birmingham became better known externally and recognised more widely for the amazing work we do, so this is particularly satisfying.

Towards the end of the year, we were very proud to play our part in supporting the city of Birmingham with hosting the Commonwealth Games 2022. I'm sure everyone will agree that the Games were a triumph, and a real advert for Birmingham as a dynamic, diverse and future-facing regional hub, as well as a truly inspirational place to live, study and work. We sponsored the Games and handed over a number of our buildings to the organising committee, while Summer Row temporarily became Scotland House, the headquarters of Team Scotland. It was a wonderful effort by our sports, commercial, estates and campus operations staff to get everything to the standard required by professional athletes, and a fantastic experience for so many of our students.

2021/22 saw the University significantly increase its focus on developing its external profile and connections across the West Midlands, with a new Executive Director of External Engagement and Employability taking up post at the start of the year and heading up our Hired careers and employability service. We owe a good deal of thanks to the various representatives of industry who this year have joined our strengthened and expanded Employer Boards, and to our new range of placement providers.

Continued >

WELCOME FROM THE VICE-CHANCELLOR AND PRINCIPAL



We have a track record of commitment to financial sustainability at University College Birmingham, and dedicated, prudent planning and monitoring throughout the year have led to a strong financial position being presented here. This will strengthen our ability to invest in key priorities to enhance student experience and outcomes in the coming year.

This year, we have also taken further steps in meeting our ambitious curriculum diversification strategy, with the announcement that we will begin offering engineering and sustainable construction from September 2022. Work began in March on the first phase of a University College Birmingham Centre of Excellence in STEM and Construction, and we look forward to welcoming our first cohorts of students in September. Alongside this, our suites of allied health and digital courses continue to develop at pace, with excellent student feedback. We enjoy an excellent and very supportive relationship with the West Midlands Combined Authority and the Mayor, Andy Street, as well as with the Greater Birmingham Chambers of Commerce, its Chief Executive (and Honorary Fellow of the University) Henrietta Brealey, and with Birmingham City Council. These partnerships have strengthened and brought even more

benefits to our students over the last year. Local government and business leaders understand well and support our aspirations to grow and develop our curriculum to afford more opportunities to students from all backgrounds and walks of life, and it is vitally important that we do so in line with identified regional skills needs.

It was truly humbling to see two incredible cohorts of our graduates, 2020 and 2021, cross the stage at the start of the year in September after a two-year absence of ceremonies. Ultimately, we all owe an enormous debt of gratitude to our students for the successes we have enjoyed this year. We are the university of choice for one of the most richly diverse and hard-working student bodies anywhere in the sector. They choose us for our smaller, specialist nature, our dedication to social inclusion, the world-class facilities we offer and the outstanding support we provide. With travel restrictions lifting throughout the year, we began to welcome back new cohorts of international students, which helped regenerate much of the vibrant buzz on campus that we pride ourselves on providing. We have made great strides in restoring our Indian student community, with significant help from the Consulate

General of India in Birmingham, and we owe a great deal of gratitude to the Consul General, Dr Shashank Vikram, for his efforts to foster partnerships and develop links across the whole of India.

Our Guild of Students have been tireless in the work they do to ensure the student voice is heard loud and clear across the full range of the University's activities. The Guild President is a full member of the Senior Management Team, the Academic Board and the Corporation, and our partnership with the Guild has grown closer and more effective this year. I would also like to add my own personal thanks to all Corporation members for the truly remarkable leadership and vision they have shown over the last year. I and my executive team brought a range of ambitious, exciting but complex strategic issues and projects to them and their support and guidance has been invaluable to us in shaping the future direction of the University. Their aspirations for the University are, as always, incredibly high.

STRATEGIC AMBITION

We have built our success on a unique blend. Superb quality and vocational focus. Further and higher education. We stand out in the landscape: in the West Midlands and in the nation.

This year, we took a bold step that will change lives. Our new partnership with the University of Warwick opens the next era in our story. University College Birmingham is unlike others and we stand proud. Our courses cover a broad range, from business, finance and accounting, nursing and digital to aesthetics, aviation, sport and culinary arts, and now, engineering and sustainable construction. We've invested in great specialist facilities through simulation, digital learning and performance spaces – all state-of-the-art. Our facilities are unrivalled, with £150 million invested over the last 10 years. This means our students learn on the job, across our campus. University College Birmingham is just right for our students. We're big enough to meet their diverse needs so that they can thrive. We're compact enough to care. Our academic and pastoral support are exceptional. So too are our library, wellbeing, counselling and learning services.

PROFESSOR MICHAEL HARKIN
VICE-CHANCELLOR AND PRINCIPAL





University College Birmingham has had a fantastic year of awards in recognition of our success and growing profile. A particular highlight was winning University of the Year in the 2022 Whatuni Student Choice Awards (WUSCA), the leading higher education awards based solely on student choice.

The award was presented at a special ceremony hosted by comedian Richard Ayoade at East Wintergarden in London's Canary Wharf, seeing the University jump a whopping 55 places in this category since the last 'full' WUSCAs in 2020.

The University also won the top award in the UK for Student Support, testament to its commitment to student welfare and providing the resources and guidance students need to succeed.

In a year that also saw our new partner, the University of Warwick, voted The Times University of the Year for Teaching Quality, it is a strong message to our students just how seriously we take the quality of their teaching experience.

Not only did we win University of the Year and Student Support, but the University was also shortlisted for the Students' Union, Career Prospects, Lecturers and Teaching Quality, and Facilities categories – demonstrating our commitment to excellence in higher education.

Other awards we've won this year include:

- Networking Venue of the Year at the 2022 Midlands Food, Drink & Hospitality Awards for the Restaurant at Birmingham College of Food.
- Student Placement of the Year: Hospital 2022 at the national Student Nursing Times Awards for a collaboration between University College Birmingham, University Hospitals Birmingham NHS Foundation Trust, and other Birmingham universities.
- AA 'Highly Commended' College Restaurant Rosette for our Restaurant at Birmingham College of Food, in addition to Gold accreditation by People 1st International for our hospitality training.
- Highest Scoring at the Hospitality Assured Awards 2021/22.

“ What an achievement. And one that's even more special considering these awards were voted for by our students and after two years of huge challenges due to Covid-19. The biggest thank you to all our students and staff who made this happen.

PROFESSOR MICHAEL HARKIN
VICE-CHANCELLOR AND PRINCIPAL



WHATUNI?
STUDENT
CHOICE
Awards
2022

WINNER
UNIVERSITY OF THE YEAR



UNIVERSITY COLLEGE BIRMINGHAM

ACCREDITED BY THE UNIVERSITY OF WARWICK

Since January 2022, a wide range of our undergraduate and postgraduate degree courses, as well as some higher level apprenticeships, have been accredited and awarded by the University of Warwick, a prestigious Russell Group university ranked 6th in the UK by The Guardian 2022 league table.

AN ACCREDITATION TO SUPPORT STUDENT AMBITIONS

Our two universities are innovative, imaginative and have distinctive and collective strengths, and this forward-thinking partnership is designed to benefit our students and their professional ambitions, as well as the regional economy.

As part of the accreditation, the partnership with the University of Warwick gives students the opportunity to:

- Tap into exciting undergraduate and postgraduate study and research opportunities, as well as higher and degree apprenticeships that not only meet sector-recognised standards, but are accredited by a leading Russell Group university – whatever a student's background.
- Access the broad employer networks of both universities, supporting and helping students achieve strong employability outcomes.
- Access online learning and library resources that complement our own award-winning library services and hi-tech learning environments.

“

Professor Croft and I didn't just want an accreditation agreement on paper, we both wanted students to feel that they were a crucial part of something very special, being able to benefit from our respective strengths.

PROFESSOR MICHAEL HARKIN
VICE-CHANCELLOR AND PRINCIPAL

A 'SECOND ACADEMIC HOME' FOR OUR STUDENTS

In June, over 50 University College Birmingham students were guests of honour at an event to celebrate being some of the first students studying for University of Warwick awards at University College Birmingham.

In his opening welcome at the University's Cryfield Farmhouse conferencing venue in the Warwickshire countryside, University of Warwick Vice-Chancellor Professor Stuart Croft (pictured below) welcomed University College Birmingham students to their new "second academic home".

"It's taken two years to do all the background work to get to the position where we could make sure we had a really strong, tight relationship," he said.

"This celebration is to not only welcome you as part of this new programme, but enable us to understand what more we can do to engage over the next few years."

Guests also included 23 staff members from across University College Birmingham, from lecturers to the senior management team, students and staff from the University of Warwick and 17 leading figures in the community.



UNIVERSITY OF WARWICK

6TH
IN THE UK

The Guardian 2022 league table

10TH
IN THE UK

QS World University rankings 2021

62ND
IN THE WORLD

QS World University rankings 2021

TOP 10 FOR HIGHEST EARNINGS

UK Government - Longitudinal Education Outcomes 2018

RAISING ASPIRATIONS & IMPROVING LIVES

Our students reflect our city of Birmingham. They are diverse. They come from all areas and backgrounds.

We work with a wide range of schools and colleges to encourage students to progress to college and university, and through to fulfilling careers. University College Birmingham is a very active member of the AimHigher West Midlands network, running a large number of activities for schools in partnership with the other regional universities.

We work hard to make sure that our students gain a real understanding of the industries they'll work in. We encourage all students to progress as far as they can with us. It's not unusual for a student to join us on a Level 2 course at 16, and progress all the way to a master's degree.

Diversity and inclusion drive how we teach and support our students. We work hard to make sure our curriculum includes all learners. In 2020/21, we appointed a Director of Inclusive Curriculum to take this work further.



“Teaching on Access to HE courses is so rewarding. It's great to see how in one year students develop in confidence and then progress onto their chosen degree course.”

NAV AHMED
LECTURER

DIVERSITY AND INCLUSION

We are proud of our diverse student and staff bodies. Our **5,000**-or-so higher education students come from across the world. **52%** are from the UK, **37%** from the EU, and 11% from the rest of the world.

OUR STUDENT COHORT IS ONE OF THE MOST DIVERSE OF ANY UK UNIVERSITY

MATURE STUDENTS

50%+
STUDENTS ARE MATURE



FURTHER EDUCATION STUDENTS

75%
ARE AGED 16-19



HALF

ARE FROM THE MOST DEPRIVED FIFTH OF POSTCODES IN THE UK

MORE THAN 50%

ARE FROM BLACK, ASIAN AND MINORITY ETHNIC GROUPS



25% ARE 19+

61%

ARE FROM BLACK AND MINORITY ETHNIC BACKGROUNDS



5% HAVE A DECLARED DISABILITY



16%

HAVE A DECLARED DISABILITY



25

ARE CARE EXPERIENCED



59%

ARE FROM THE MOST DEPRIVED FIFTH OF POSTCODES IN THE UK



Summer 2022 saw us appointed as an Official University of the Birmingham 2022 Commonwealth Games, the biggest sporting event ever to be held in the West Midlands.

The Birmingham 2022 Commonwealth Games saw around 4,500 athletes from 72 nations and territories compete in 19 sports, and eight para sports, across 15 competition venues from 28 July until 8 August 2022.

Our location in the city's Jewellery Quarter put us in the centre of the city's activities, with us serving as the headquarters for Team Scotland during the event. As the central hub for around 300 Team Scotland athletes, staff and supporters, we provided a wealth of opportunities for our students.

Sports Therapy degree students supported Team Scotland athletes before and during Games time, while a digital team covering Games events and interviewing athletes was made up of students from our Business School.

Students on the University's food and front-of-house courses also played their part, catering for the team, family and friends, while also supporting staff and dignitaries.

The Maltings, University College Birmingham's halls of residence, was used by young athletes and coaches from Team Scotland's Achieve programme, giving them critical knowledge of what it is like to compete at the Games.

It is the first time Team Scotland has had a university as its headquarters. A major factor was the University's £144 million investment in its Summer Row, Moss House, McIntyre House and Camden House campus buildings.

Aside from Team Scotland, a team of 30 specialist hair and make-up, aesthetics and beauty therapy students helped to prepare athletes for the cameras and events, including the opening ceremony, while also providing pampering and wellbeing sessions for all teams at a studio specially built at one of the Games' Athlete Villages.

Because of its central location and spacious areas, Camden House was chosen by the Games to be one of its Uniform and Accreditation Centres, with around 35,000 people coming through the doors during Games time.

Some of our students also supported us as batonbearers in the build up to the opening ceremony.



“ This partnership is the perfect example of a regional leader taking advantage of a ‘once in a generation’ opportunity in Birmingham and across the West Midlands, while supporting what promises to be an unforgettable edition of the Commonwealth Games this summer.

KATIE SADLEIR

CHIEF EXECUTIVE OFFICER OF THE COMMONWEALTH GAMES FEDERATION



The 2021/22 academic year was an exciting year for the School of Health, Sport and Food. All five departments within the school worked tirelessly to develop new courses and create new pathways into education which will help young and mature learners gain entry to their chosen careers.

SPORT AND NUTRITION

The department has been busy developing partnerships with lots of external organisations to benefit students and members of the public. We're working with Birmingham and Solihull Clinical Commissioning Group (BSol) to develop a 'waiting well' pilot project, where students will work with NHS patients pre-operation to increase the chances of successful surgery. We're also working with BSol on offering increased musculoskeletal services across the region.

Students in the department also have lots of opportunities to practise their skills, supporting teams including Worcester Warriors and the University of Birmingham Triathlon squad with their Strength and Conditioning, and supporting at charity sport events.



HEALTH

We continue to expand our portfolio of provision for developing healthcare professionals and the healthcare workforce for the region and beyond. We were delighted that we achieved Nursing and Midwifery Council validation for four new nursing courses, including a degree in Mental Health Nursing, and several apprenticeships.

We have been awarded just over £100,000 from West Midlands Combined Authority to deliver a series of Level 3 Health Bootcamps for those currently in healthcare employment wanting to upskill. We're working with a range of employers across the region, including University Hospitals Birmingham NHS Foundation Trust, with whom we won the Student Nursing Times Award for Student Placement of the Year.



EDUCATION

We welcomed our first students in our accelerated Primary Education Studies degree, which allows students to achieve an undergraduate degree in two years, and complete teacher training within three. Our T-level in Childcare and Education has also completed its first year. The employer-led project has allowed learners to really consider and integrate their placement experiences into the course, and we received positive feedback from an Ofsted research visit. The Early Childhood Studies degree has had its first learners graduating with Graduate Practitioner Competencies, making them even more employable.

Research projects are underway with Big Brum Theatre Group and The Mason Foundation, looking at the use of drama in school recovery projects and employability schemes with young adults respectively. We attended an Early Years conference in Florida and as a result, we're developing the first Collaborative Online International Learning project for the School. We also hosted a teacher training 'call to action' event, where local school partners attended to co-create curriculum and future plans in response to the Department for Education market review.





Ex-student crowned the latest MasterChef: The Professionals champion and described as a 'star in the making' - and it all began at University College Birmingham for Dan Lee.



SOCIAL CARE

Final year BSc Health and Social Care undergraduates pioneered a student mentoring programme where a number of Level 6 students have acted as mentors for FE Level 3 Health and Social Care students, with very positive results.

Members of the teaching team have led, developed and launched the new PGCert HE (soon to have Fellowship of HEA status attached with the programme; FHEA) for all our new HE academic staff to undertake. Over 20 staff are on this new and exciting programme already.

BIRMINGHAM COLLEGE OF FOOD

It's been another excellent year for Birmingham College of Food, with a huge number of awards and accolades. We were delighted that our alumnus, Dan Lee, won MasterChef: The Professionals this year. Dan generously returned to University College Birmingham to host a fine dining dinner event, supporting our Level 3 students to complete an ambitious menu. Yasmine Selwood, another of our students, also made it to the final stages of the competition.

Katie Garrett, one of our alumni, was honoured with Freedom of the Worshipful Company of Bakers, and bakery graduate Will Leet won the 'Rising Star Award' at the Bakery Industry Awards. In April, there was another medal haul as students won 13 awards at the annual Salon Culinaire competition, and lecturer Tony Wright won the Outstanding Support Award. That's not the only award for one of our lecturers: in May, Richard Taylor won an award for best chef lecturer of the year at the annual British Culinary Federation Awards. There were even more awards in June when Louis Richards won the inaugural Student Chef of the Year from the British Culinary Federation, and our bakery students scooped a haul of medals, trophies and awards at the ABST Competition. We also held our own new competition, the Eddie McIntyre Student Challenge, to recognise and pay homage to our much-respected former Vice-Chancellor and Principal.

Outside of all of the accolades, we have been working with industry partners on lots of new projects, including the Birmingham Food System Strategy, and West Midlands Hospitality Taskforce. We've also been giving back to our local community by hosting the 'Surplus Project', cooking for volunteers and homeless people and using surplus food left from the restaurant on Fridays.



It was a busy year for students and staff of the School of Business, Tourism and Creative Industries as the annual academic calendar shook off the constraints of the pandemic to engage in a range of activities beyond the lecture room.



TOURISM AND AVIATION

Closer to home, first year FE travel and tourism students undertook a field trip to Stratford-upon-Avon, where they visited a range of attractions to learn about marketing and promotion. Later in the year, students visited a careers fair at Birmingham Airport and then jetted off to Edinburgh with easyJet to visit the Castle, Mary Kings Close and the Whisky Experience (the non-alcoholic version!).

A number of final year tourism students took full advantage of the new University College Birmingham and University of Warwick link by taking part in a COP26 Innovation Challenge, hosted by NatWest and the University of Warwick. The goal of the Innovation Challenge was to develop, and pitch, viable business solutions to the climate challenges discussed at the COP26 Summit in Glasgow.



BUSINESS

Enterprise has long been a theme in the School, with the Enterprise Hive, launched in 2016, resulting in over 65 student start-ups! Building on this success, the School has been working towards the launch of the Business Incubator Programme in early 2022/23 in collaboration with the University of Warwick. The School has also been developing the Creative Incubator programme, which aims to support graduates of creative industry courses at the University, through a bespoke programme and grant scheme.

Business students participated in the Turing Scheme at the end of the academic year, gaining valuable experience in Malta and Spain. Placements for these students included acting as marketing assistant, estate agent administrator, marketing/promoter for excursions and accounts assistant.

After a two-year break due to Covid-19 and travel restrictions, the Business School again welcomed 55 French master's degree students from Université Gustave Eiffel on a two-week exchange programme.



THEATRICAL HAIR AND MEDIA MAKE-UP

Other ground-breaking projects involved developing the use of virtual reality in the classroom, with a range of projects initiated across departments. This included a cross-school collaboration between Specialist Hair and Media Make-up and Sports Therapy to bring 'injury to life' for sports students, through assimilating the make-up skills of Specialist Hair and Media Make-up students alongside the RiVR kit.

Our FE creative students also participated in field visits for the first time in two years to the Harry Potter Studios to gain an insight into the creative work behind the scenes with hair, make-up and their famous prosthetics.

INDUSTRY KNOWLEDGE AND FUTURE DEVELOPMENT

The School operates an Exchange Programme, which is available for staff to update and develop their industry knowledge and understanding. By 2023, around 60 staff will have benefited from the programme with notable placement experience examples over the past year including:

- The Park Plaza Hotel group, covering the full hotel operation and learning how processes changed following lockdown
- Commonwealth Games volunteer, which involved interviewing volunteers for a wide range of roles over a three-month period and culminating in an incredible opportunity to lead out the Welsh team at the opening ceremony!
- Collins Aerospace, Wolverhampton. This not only provided a great learning experience for staff, but discussions are now in place with Collins Aerospace to provide future graduates which will improve the student experience and graduate outcomes
- Developing partnerships with the Attraction World Group to explore placement and career opportunities with companies like Merlin Entertainments, Warner Bros Studios and City Sightseeing Bus Tour Company
- Specialist Hair and Media Make-up staff worked on the set of the highly successful Netflix series Bridgerton.



NETFLIX



PARK PLAZA

ENGINEERING AND SUSTAINABLE CONSTRUCTION



September 2022 sees us welcome our first cohort of engineering and construction students to our new facility at Camden House. Over 200 students are expected to begin studying further education courses in our state-of-the-art facility.

JAMES COND DEVELOPMENTS

Work is already underway on the next phase of our development: the regeneration of the iconic James Cond print works. The historic art deco building will be transformed into our new Engineering and Sustainable Construction Centre, with facilities specifically designed to train and upskill learners with the skills that support employers and supply chains.

Together, these projects mark an investment of over £10 million in Birmingham. The project has been funded by Greater Birmingham and Solihull Local Enterprise Partnership (GBSLEP) through its £3m Recycled Growing Places Fund, which is delivering 11 projects to support young people and clean growth towards net zero targets across the region.

As the centre develops, it will offer courses in important regional growth areas including sustainable construction methods, manufacturing technologies, renewable energy, robotics, and cyber and digital skills.

PATHWAYS FOR ALL

Working with the University of Warwick, we are designing new course pathways to allow students to join University College Birmingham on a technical course or an apprenticeship, and progress through to degree and master's level courses at the University of Warwick. We are also forging links with employers to provide upskilling and training for adults in work, and to ensure that students have opportunities to use their skills in real-world environments.



Apprenticeships provide students with the opportunity to combine working in their chosen area with classroom learning to help develop and expand skills and knowledge.



APPRENTICESHIPS

Apprenticeships are a great mix of hands-on learning in the workplace and theory learned either in the classroom or within one of our superb realistic working environments. Apprenticeships aim to give learners the practical skills and knowledge they will need to thrive in the working world.

From healthcare assistants to chefs and food production workers, managers to supervisors, our apprenticeship provision continues to grow.

Gail Tipper, the University's Head of Apprenticeships, said: "We are at the forefront of delivering highly-regarded apprenticeships, offering opportunities for employers to recruit new talent or retrain and upskill existing employees."

T-LEVELS

University College Birmingham is one of the very first colleges in the UK to offer this new qualification. In September 2021, we launched with:

- > Education and Childcare
- > Health

From 2023, we are set to expand this offering in the following areas:

- > Accounting
- > Brickwork (Onsite Construction)
- > Carpentry (Onsite Construction)
- > Catering (Professional Cookery)
- > Design and Development for Engineering and Manufacturing
- > Design, Surveying and Planning for Construction
- > Digital Business Services
- > Digital Production, Design and Development
- > Digital Support Services
- > Maintenance, Installation and Repair for Engineering and Manufacturing
- > Management and Administration
- > Plumbing (Building Services Engineering)



HIGHER TECHNICAL QUALIFICATIONS (HTQS)

Approved by the Institute for Apprenticeships and Technical Education (IfATE), Higher Technical Qualifications are designed to give students knowledge, skills and behaviours that have been identified by employers to meet the occupational standards for key sectors.

We are again at the forefront of delivering new qualifications and working with employers to fulfil future skills and training requirements.

From September 2022, we will be accredited to offer the following HTQs at Level 4 alongside a foundation degree:

- > Cyber Security
- > Digital Community Management

GREATER BIRMINGHAM AND SOLIHULL INSTITUTE OF TECHNOLOGY (GBSIOT)

The GBSIoT includes a range of universities and colleges who offer a wide variety of manufacturing and engineering courses in partnership with key employers across the region. In 2022, the group will extend its footprint into STEM subjects with the aim of attracting more school leavers and the best talent to consider careers in these fast growing sectors.

University College Birmingham is part of GBSIoT and will continue to be a key partner following the redevelopment of the James Cond building and the launch of our construction, engineering and digital HE and FE courses.



NURSING ASSOCIATE APPRENTICESHIP

A new apprenticeship programme at University College Birmingham is set to provide a boost for the health sector by developing skills for specialist areas of the nursing profession.

The University has worked in collaboration with a range of healthcare organisations to develop the new Nursing Associate Apprenticeship, which ran for the first time in May 2022.

The Level 5 foundation degree (FdSc) apprenticeship will welcome several cohorts over the course of the year with each dedicated to a different specialism, enabling apprentices to gain essential skills and knowledge specific to their area of work.

Working in partnership with University Hospitals Birmingham (UHB) NHS Foundation Trust, the University's first cohort will be trained for specialist work in critical care, providing practical training for the unique challenges of this field.

CREATING OUTSTANDING SPACES

Supported by a £150 million investment in new campuses, equipment and resources, University College Birmingham's facilities are nothing short of world-class.



CAKES AND BAKES

In June 2022, we relaunched Cakes and Bakes, which now operates in a new street-facing location at the forefront of the University's Summer Row campus.

The outlet, which proudly sells cakes and baked products made by our very own students training at our Birmingham College of Food, now serves as both a shop and an eat-in café which is open to students, staff and the public alike.



CAMDEN HOUSE

Camden House includes our Digital Skills Hub, which has been specifically designed to support students who are required as part of their course to develop digital content such as podcasts, promotional videos and live stream content for social media.

The Digital Skills Hub also provides a range of support services for student entrepreneurs through our Enterprise Hive.

Facilities include:

- Video and audio production studio
- Teaching lab with high-spec computers
- Esports facilities
- Engineering and Sustainable Construction suite with robotics lab

HEALTH SKILLS AND SIMULATION SUITE

The Health Skills and Simulation Suite is located within our £44 million Moss House campus. It includes a six-bed hospital ward with simulation manikins and audio/video equipment, a community care environment and a clinical skills teaching room with virtual reality technology.

Coming out of the pandemic, our Adult Nursing and Physiotherapy degree students benefited enormously from the University's network of healthcare contacts and invaluable industry placement opportunities with the NHS. But the Health Skills and Simulation Suite was also invaluable as a secure learning environment for practising hands-on skills.

It is our commitment to the continued re-investment in our health care facilities that the University has now received approval to offer the Level 5 Nursing Associate Apprenticeship.

“Our nursing degree and facilities have been developed with practice learning partners, service users and carers to reflect the requirements and complexities of modern healthcare.”

KATHRYN RILEY
HEAD OF DEPARTMENT (NURSING AND HEALTH)





Our teaching activities make a substantial contribution to social mobility in the region. We facilitate students gaining academic and technical skills that employers need, transforming their lives. Many of our students begin their time with us in college without believing that higher education is for them – then they often go on to complete an undergraduate or a master's degree.

SUSTAINABILITY

At University College Birmingham, our areas of environmental impact and influence include our campus, our curriculum and our community. We take sustainability very seriously and will use our position to embed sustainability across our operations and our place in the community and society at large.

We are working closely with regional sustainability champion Sustainability West Midlands, joining a range of other educational institutions, the wider public sector and businesses to work in partnership towards the West Midlands Sustainability Roadmap to 2030.

Through this relationship, we commissioned a study and the development of our own roadmap for sustainability, designed to highlight priority areas we can improve on moving forward, from reducing food waste to sustainable travel. This will be completed and published in Autumn 2022.

KEY TARGETS INCLUDE:

- > Gaining ISO Environmental Management Standards
- > Reducing our electricity, gas and water consumption
- > Building on our recycling and waste initiatives
- > Increasing green spaces to support local biodiversity

COMMUNITY ENGAGEMENT

Over the last year, we have expanded the range of community engagement activities we run. Our staff and students also volunteer at organisations across Birmingham and beyond, supporting individuals, charities and businesses.

Lecturers and students also use the expertise from their courses to support the community. Public Health Birmingham and lecturers from our Birmingham College of Food are collaborating on the Birmingham Food System Strategy. We have been contributing to recovery from Covid-19, working with the West Midlands Combined Authority and the Department of Work and Pensions on a hospitality taskforce to improve training and development in the hospitality industry. We have also offered free sports therapy clinics to members of the public, offering injury assessment and advice, injury rehabilitation, health and physical activity assessment and advice, movement and posture guidance for working from home and exercise plans.



Our Beauty Therapy Level 2 students made a visit to Birmingham Children's Hospital, where they provided staff members from the hospital's oncology wards with a range of treatments, including hand massages, nail tidy and nourishing nail treatments.

The students also spent time at Queen Alexandra College (QAC), a specialist college in Harborne for people with disabilities, where they offered face painting and nail treatments at a Jubilee celebration day and a summer fun day.

“
The team did something truly wonderful for people who don't often get the chance for downtime and care for themselves.”

SINEAD MCANDREW
PALLIATIVE CARE AND BEREAVEMENT
FAMILY LIAISON COORDINATOR,
BIRMINGHAM CHILDREN'S HOSPITAL



University Hospitals Birmingham NHS Foundation Trust



University College Birmingham works with hundreds of employers across the full range of industries we serve. Understanding and meeting employer needs is at the heart of everything we do.

We are passionate about developing strong employer relationships and see it as essential to ensure we provide students with the opportunities to become confident, career-ready graduates. These working relationships provide employers with first-hand experience of how the latest educational ideas are shaping the future of their industry, the opportunity to input into curriculum design and raise the profile of their organisation among the next generation of graduate employees.



NHS PARTNERSHIPS

We have built new and mutually beneficial working relationships with a range of employers across the region including Cygnets Healthcare and University Hospitals Birmingham NHS Foundation Trust, with whom we won the Student Nursing Times Award for Student Placement of the Year.

University College Birmingham nursing students and Solihull Hospital will work together on the first Student-led Clinical Learning Environment (SLCLE) to take responsibility for the assessing, planning and delivery of care to an identified group of patients.

The SLCLE consists of a six-bedded bay and a five-bedded bay on the ward operating from Monday to Friday. Under the supervision of a registered practitioner, who acts as a coach, they are able to steer their learning based on what they feel they need to improve.

The idea is to provide students with a unique learning experience, enabling them to develop their confidence and leadership skills while ensuring students are equipped to transition into professional registration and to build their career at University Hospitals Birmingham NHS Foundation Trust (UHB).



THE GRAND

Our relationship with The Grand Hotel has gone from strength to strength since the hotel's refurbishment and relaunch in May 2021. We have worked to create opportunities for students across our tourism, hospitality and culinary arts courses at FE, undergraduate and postgraduate level.

"An inspiring mix of old and new, The Grand Hotel Birmingham combines original Victorian architecture with striking modern features. This iconic sleeping beauty has been brought back to life to create a luxury hotel for Birmingham in the 21st century."

Degree apprenticeships offer work-based route to higher education to those who are already established in their careers.

Designed in conjunction with employers and professional bodies to fill skill gaps in business and industry, apprenticeships give learners the knowledge and know-how to further their career, obtain a full degree but also professional recognition through the award of Chartered Manager status and the option to register with the CMI

All of the learning is designed so apprentices can directly apply their new knowledge and skills in the workplace on a day-to-day basis.

This first graduates from the Chartered Manager Degree Apprenticeship Level 6 Standard completed in 2021/22 after successfully achieving the high level skills, knowledge and behaviours required to 'wow' the Chartered Management Institute (CMI) panel during their end point assessment.



"I was quickly able to put into practice what I was learning on my apprenticeship, which benefited my employer from the start.

NIKITA FORD

"I enjoyed marrying the academic learning with real-life working environments, seeing how the models and theories we learn translate into the workplace.

WADE TAYLOR



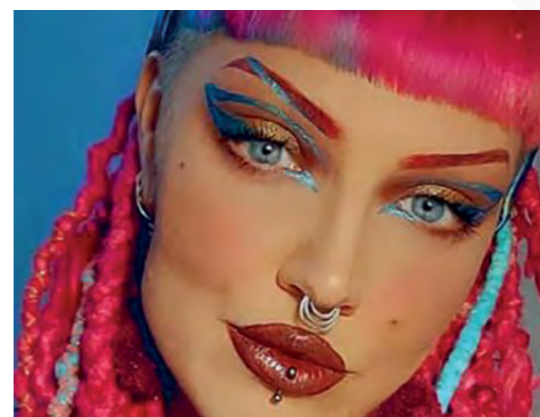
Our graduates and current students are taking great strides in their chosen industries and we are incredibly proud that we played a part in their success.



JAMES WHITING BA (Hons)
TOURISM BUSINESS MANAGEMENT

Business is booming for a former travel and tourism college student, who went on to complete a degree in tourism business management and build his own multi-million pound brand.

With an expanding portfolio of zero and low calorie products, The Skinny Food Company was co-founded by James Whiting with just £3,000 of his own money. It was listed in the 2022 Sunday Times 100 rankings as the 18th fastest-growing private company in Britain, with James also named in the prestigious Forbes 30 Under 30.



STEPHANIE HARRISON BA (Hons)
SPECIALIST HAIR AND MEDIA MAKE-UP

Before graduating in 2019, Steph was thrust into the spotlight after being picked from 2,000 hopefuls to appear on BBC TV show Glow Up: Britain's Next Make-up Star. Steph then went onto her dream job working on the special effects for the BBC's Casualty, followed by developing some amazing prosthetics challenges for Harry Potter Studios in London.

She then worked on an upcoming Amazon Prime series, The Devil's Hour – starring the 12th Doctor Who Peter Capaldi – before being taken on to apply wigs and prosthetics for a main character and other cast members in a new Disney film.



SHEHRYAR AWAN BA (Hons)
AVIATION AND AIRPORT MANAGEMENT

Shehryar Awan founded his own travel company, Exquisite Escapes, three years ago while studying. Now part of the Scotland-based Merlin Travel Group, Exquisite Escapes offers luxury package holidays specialising in destinations such as Dubai, the Middle East and the Indian Ocean. The company has attracted an array of celebrities and high-profile clients – from sports icons to reality TV stars and even royalty.

EHIMWENMA OGHENEGBORHE

BSc (Hons)

ADULT NURSING

Ehimwenma had always wanted to be a nurse caring for the elderly and vulnerable. However, without the necessary qualifications to take her into higher education and as a full-time mum, she wasn't sure if she'd be able to realise this dream. Discovering University College Birmingham's Access to Higher Education Diploma in Social Science and Health, opening up a path to degree level, her dream was back on course. "I had always aspired to be a nurse, but the opportunity never presented itself, especially financially and in managing my time as a full-time mum," she said. "Let's just say I've now decided to take the bull by the horns and turn my dreams into reality."

**AUGUSTINA KWOK** MA
HOSPITALITY MANAGEMENT

After graduating from University College Birmingham in 1996, Augustina started her career as an event coordinator at the Hong Kong Convention and Exhibition Centre and then progressed into teaching hospitality and catering at YMCA College of Careers.

Combined with teaching, Augustina also launched a successful catering business in 2002, which has gone from strength to strength.

"University College Birmingham's reputation is far reaching – I now have its alumni working for me as junior lecturers, while some of my own students have also graduated from there."

**DAVID RUFFLES** MA
HOSPITALITY MANAGEMENT

Failing his GCSE maths at school, David presumed he would never be able to follow his dream of becoming a teacher and didn't think any more of it – until 13 years later.

Cracking his maths GCSE and fuelled by a love for drawing, David gained a Level 3 in graphic design, then started researching degrees which would help him reach his goal.

Completing his Early Childhood Studies degree with us, David is now on our PGCE Primary Education with QTS course to finally realise his dream and become a primary school teacher.

**TJ JOULAK** BA (Hons)
HOTEL BUSINESS MANAGEMENT

TJ has been active in the hotel industry for over 25 years, starting in the sales and marketing field before moving to operations. His tracks can be found across the UK, Greece, Turkey, Tunisia, Qatar, Indonesia, Taiwan, Oman, the Maldives and India. He joined Starwood Hotels and Resorts Worldwide in 2002 as one of the youngest directors of sales and marketing, and is a highly experienced award-winning general manager.

**CREATIVE FUTURES
INCUBATOR PROGRAMME**

In 2022, we launched a new business support programme specifically designed to provide students with the guidance and support as graduates to set up their own business within the creative industry.

The Creative Futures Incubator Programme will provide graduates with the opportunity to attend seminars, access guest speaker podcasts, receive business coaching and access a dedicated workspace at University College Birmingham while engaging with an experienced network of support.

There will also be an opportunity to access a grant of up to £2,000 to support students with setting up and building their business!



INTERNATIONAL IMPACT

Following on from the global pandemic and recent world affairs, internationalisation at University College Birmingham has become more important than ever. 2022 saw the development of a new internationalisation strategy, with focus on expanding our global reach, and working towards providing students with a truly international experience. The international office has built upon the strong foundations of previous years, with a mission to develop meaningful international partnerships and connections.

To this end, our global footprint has been further expanded with the opening of our second office in China, and four new regional offices in Bangladesh, Nigeria, Mexico and Colombia. The UK team has also had notable growth with the incorporation of a dedicated Transnational Education function. The result of this has seen international recruitment numbers surge across the academic portfolio. The growth of our international cohort has provided enhanced possibilities for domestic students to engage with a diverse audience and create connections to enable them to become global citizens.

The breadth of our international activity has been extensive, and has catapulted us onto the global landscape. From live culinary classes in Mumbai to national television in Nepal, the international office continues to work collaboratively with academic colleagues to provide a truly global experience.

The future of international at University College Birmingham remains exciting, with a focus on expanding collaborative partnerships across our portfolio, as well as developing recruitment across Africa, central Asia, China and Latin America. As 2023 approaches, the vision is for enhanced cross pollination, and the importance of university-wide collaboration will become more prevalent and important than ever.



OUR REGIONAL OFFICES SUPPORTING INTERNATIONAL RECRUITMENT





After two years of uncertainty during Covid-19 and post-Brexit, relative normality returned in 2021/22 and, while the University continued to operate in a highly-competitive market, student recruitment went well and the financial results for the year will be good.

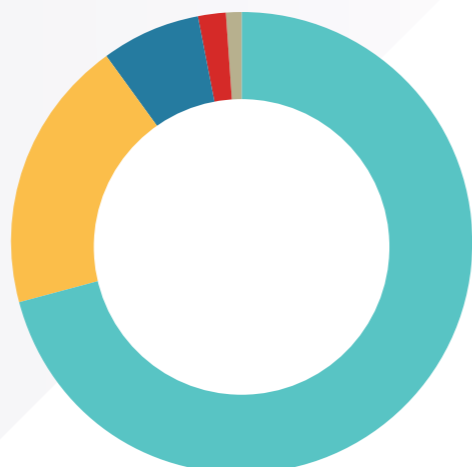
Total income for the year is **£56.763 million**
(2020/21: £56.547 million)

from the following sources:

UNIVERSITY INCOME SOURCES

Maintaining income in line with the previous year represented a significant achievement underpinned by the University's recruitment of additional UK students to replace the loss of EU students following Brexit. In addition to nearly £9 million of ESFA 16-19 grant funding, the breakdown of the University's tuition fee income also reflects our unique commitment to both higher education and further education with approximately 1,900 further education students alongside 5,300 higher education students:

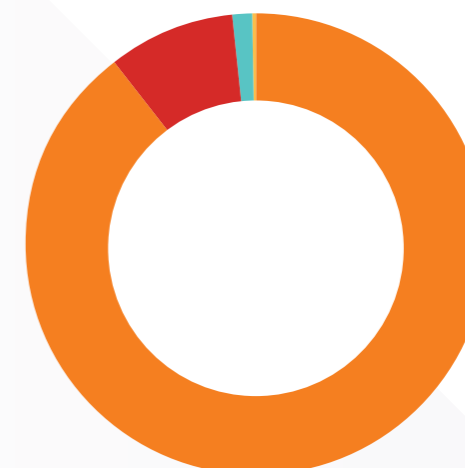
	Sterling (£)
» Tuition Fees	40,101
» Funding Agency Grants	10,624
» Catering & Residences	4,251
» Other Income Generation	1,367
» Contracts	420



TUITION FEE BREAKDOWN

Total expenditure for the year is £54.756 million (2020/21: £52.987 million) across the following expenditure heads:

	Sterling (£)
» HE UK	34,365
» HE International	5,313
» FT FE Adults	350
» PT FE Adults	73

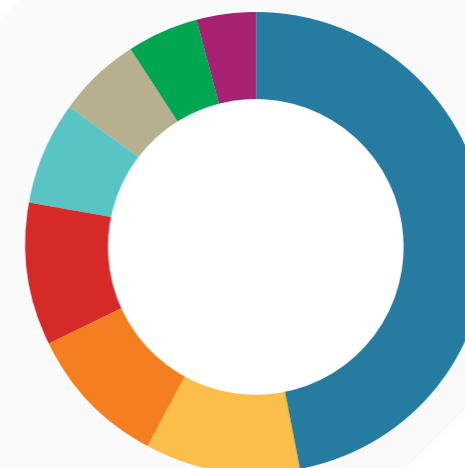


UNIVERSITY EXPENDITURE

Overall, expenditure increased by around £0.8 million from the previous year. Staffing increases of £0.8 million were attributable to increases in local government pension costs. Although operating costs have reduced by £0.8 million, expenditure in the teaching departments increased by £1.7 million following the full return of students to the University campus post-Covid and depreciation increased by £0.6 million arising from the significant capital investment in the previous two years.

For the financial year 2021/22, the University produced an operating surplus of £2 million as follows:

	Sterling (£)
» Pay Staffing	25,765
» Teaching & Support Non Pay	5,821
» General Education	5,606
» Depreciation & Interest	5,578
» Premises	3,968
» FRS102 Pension	3,235
» Admin & Central	2,821
» Residences & Catering	1,962



“ Our robust finances have enabled us to make this crucial investment in staffing to ensure we maintain the highest possible standards.

PROFESSOR MICHAEL HARKIN
VICE-CHANCELLOR AND PRINCIPAL

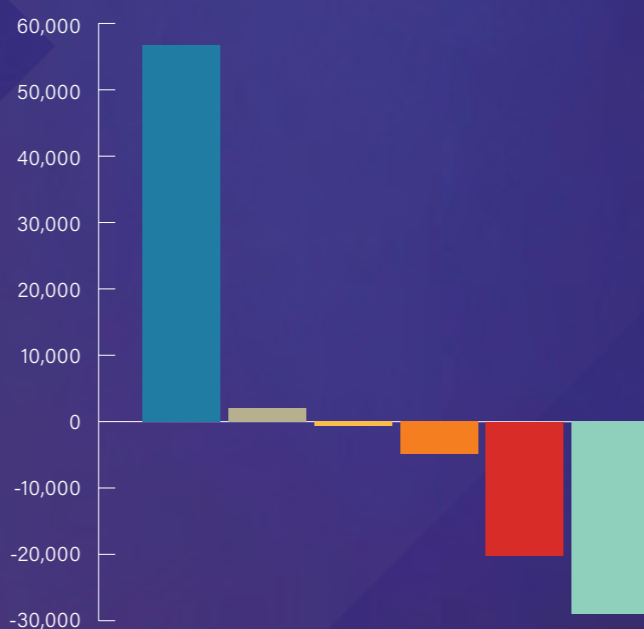
INCOME AND EXPENDITURE ACCOUNT

2021/22 was the second year of a cash replenishment strategy following a decade of massive investment in excess of £100 million in facilities for teaching and learning, funded entirely from cash reserves and no borrowing. During the year, the University rationalised and closely managed its Treasury, Investment and Balance Sheet operations in response to uncertainty and volatility in the money markets.

£35 million of investments in stocks, shares and funds was liquidated in February 2022 and placed in bank and building society deposits anticipating the University's plans for funding significant capital investment over the next 3-5 years, and leaving £14.5 million invested on the market.

In addition, at the end of the year, the University held operating cash balances of £35 million, including disposal proceeds from the sale of surplus land and buildings (Legge Lane and Richmond House) of £12.6 million, again, for the purposes of funding future capital investment.

The Corporation and senior leaders take seriously the management of the University's finances and, in order to aid performance monitoring and follow best practice, set financial targets each year. Performance against the targets is reported in the management accounts every month. For 2020/21, performance against actual is as follows:



	Sterling (£)
Income	56,763
Surplus	2,007
Interest	-678
Depreciation	-4,900
Operating Expenditure	-20,178
Pay Expenditure	-29,000

The University has met all of its financial KPIs and maintains robust financial health on an ongoing basis and for the foreseeable future. There are exciting plans to develop a £20 million centre of excellence for delivering training in modern methods of sustainable construction and engineering at the James Cond former print works building and for the development of modern student accommodation adjoining the campus with 1,200 beds on the existing Cambrian Hall site. Further property disposals will be pursued to fund the developments, including property at Ludgate Hill, Lionel Street and The Maltings.

However, the University faces some significant challenges over the next couple of years with increasing demands of OfS to be met, significant pressures in the economy, major challenges in recruiting top quality staff, meeting expectations for staff pay and staff flexible working, as well as dealing with the pressures that staff are feeling as the cost of living soars.

	2020/21 TARGET	2020/21 ACTUAL
Current Ratio	2.61	2.92
Surplus % Income	1.80%	3.50%
Liquidity Days	166	255
Pay % Income	54%	51%
EBITDA % Income	17%	19%
Borrowing	0%	0%



Possibly the biggest risk we face is a challenging recruitment market for staffing, alongside the huge demands placed on our existing teaching staff. For the new teaching year, 2022/23, we created over 30 new teaching posts to release some of the pressure on staff and to ensure the best quality experience possible for our students. Our robust finances have enabled us to make this crucial investment in staffing to ensure we maintain the highest possible standards.

PROFESSOR MICHAEL HARKIN
VICE-CHANCELLOR AND PRINCIPAL

FUTURE OUTLOOK



University College Birmingham has a bright future. Planned developments for 2022/23 include the beginning of teaching in our new engineering facility in Camden House, and the completion of the James Cond building renovations, creating a state-of-the-art facility to teach sustainable construction and engineering.

This year, we'll welcome a large cohort of students studying for University of Warwick awards. We'll also welcome increased numbers of students studying T-levels and apprenticeships, and other technical qualifications.

Opportunities for students to interact with employers will continue through placements, innovative live projects and campus events. Our engagement with our local community and region will grow, including collaborations on the Birmingham Food System Strategy, healthcare workforce planning and many more.

Finally, we will continue our commitment to supporting and nurturing our diverse community of students, making University College Birmingham a fantastic place to study.



“ I have been engaged in the China-UK international education industry since graduating and after 10 years of hard work and effort, I am so proud of what I have achieved. The University's motto, 'Service Before Self', has had a profound impact on my life and everything I want to achieve.

ALAN HUANG
MA MARKETING MANAGEMENT FOR EVENTS, HOSPITALITY AND TOURISM



**UNIVERSITY
COLLEGE
BIRMINGHAM**

ACCREDITED BY THE UNIVERSITY OF WARWICK

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