

NOTTINGHAM WELCOMES STUDENTS

NOTTINGHAM CITY OF OPPORTUNITY

Councillor Sam Webster



Nottingham
City Council

A Student Manifesto was introduced at the last City Council elections to demonstrate the importance of students to the city.

25 pledges aimed at improving the lives of Nottingham's students and graduates as positive.



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STUDENT MANIFESTO – 5 AREAS

- **Housing**
- **Transport**
- **Crime**
- **Community & Environment**
- **Economy**



HOUSING

Develop housing options to meet the needs of students and young people who want to stay in Nottingham after they graduate.

Work with Unipol and student groups to tackle rogue landlords whilst continuing to promote the Nottingham Standard.



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TRANSPORT

Deliver a network of safe and world class commuter cycling routes in particular around those areas close to the universities.

Work to secure the same travel discounts on local public transport for all young people as those offered to students.



COMMUNITY & ENVIRONMENT

Introduce a scheme to recognise and reward student volunteers working in and with their community.

Support and promote more music, sports and cultural events in various city venues.



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CRIME

Work with the Police, Community Protection Officers, the universities and student unions to improve the safety of students when returning home at night.

Provide free security advice to households that have been burgled and take action against landlords that fail to follow this security advice.



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ECONOMY

Encourage and increase the number of students from both universities to stay in Nottingham after graduation.

Create a City Council graduate scheme to recognise and keep talent here in Nottingham.



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WORKING WITH THE STUDENT UNIONS

Local councillors continue to meet and work with elected officers from both student unions.

Opinions, ideas and suggestions are exchanged regularly and we hope that this also leads to a better understanding of life for all residents in Nottingham.



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RETAINING GRADUATES IN NOTTINGHAM

- Our student population has grown by 80% since 1996 and account for around 14% of the City population (during term time)
- Students and their universities are an essential part of Nottingham's economy through their spending power, providing local employers with a skilled and creative workforce, and via research undertaken by spin-out companies
- The fresh ideas and perspectives of students and recent graduates are important to making Nottingham an even better place to live, work and study
- Local employers are forecasting the need for a more highly skilled workforce in the future, and retaining graduates in the local area will be key to unlocking Nottingham's economic potential



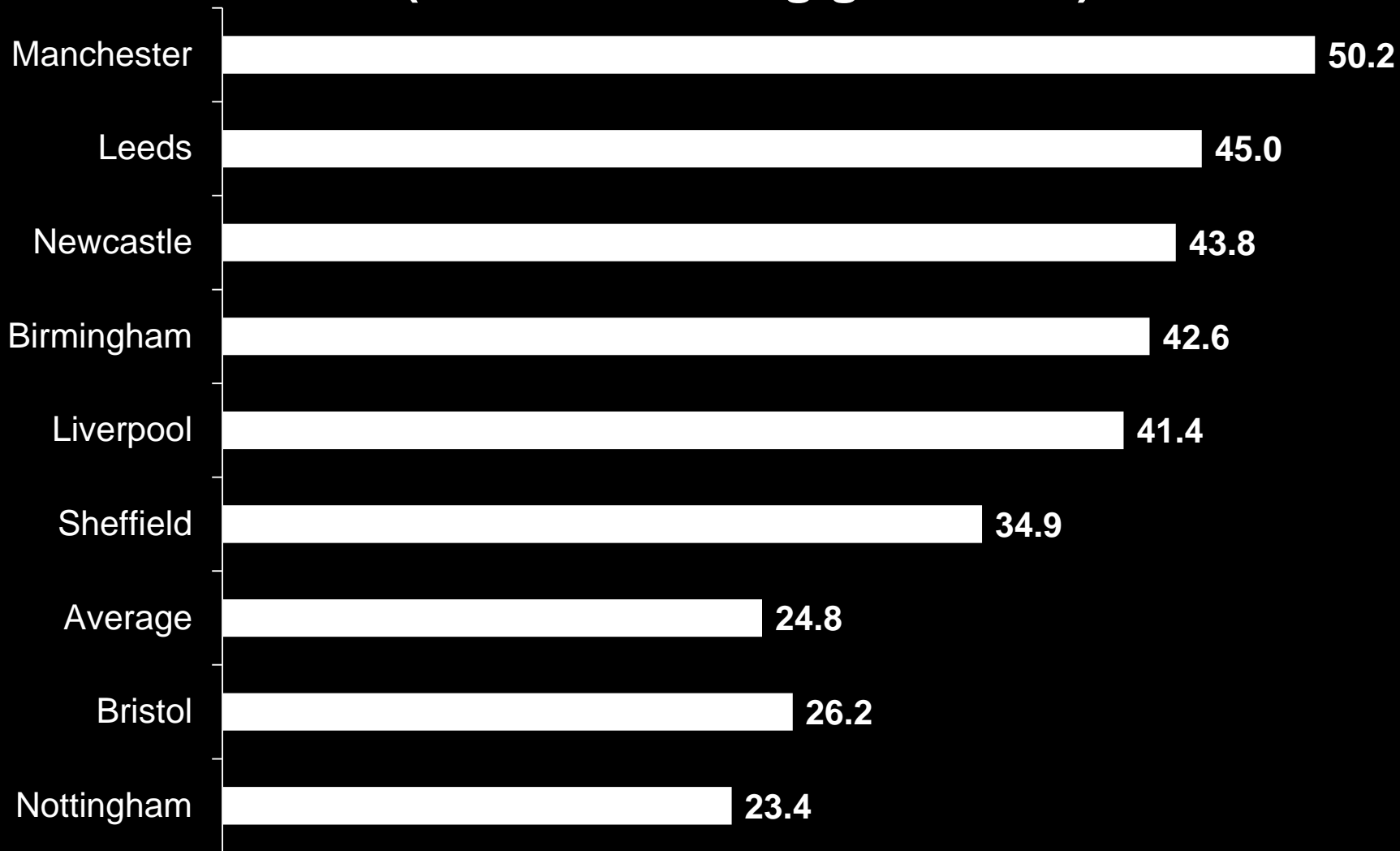
NOTTINGHAM OFFERS A GREAT STANDARD OF LIVING FOR YOUNG PROFESSIONALS

- Our cost of living is lower than many other big cities with average house prices over £400k lower than in London
- Starting salaries for graduates are competitive - £21,400
- We are home to global companies including Boots, Capital One, Experian, Speedo, EoN and are home to business incubators for Sciences
- 59% of jobs in Nottingham are in knowledge intensive industries, above the UK average
- We are a clean and safe city to live in, with quick commute times and great connectivity to East Midlands Airport and other major cities via train

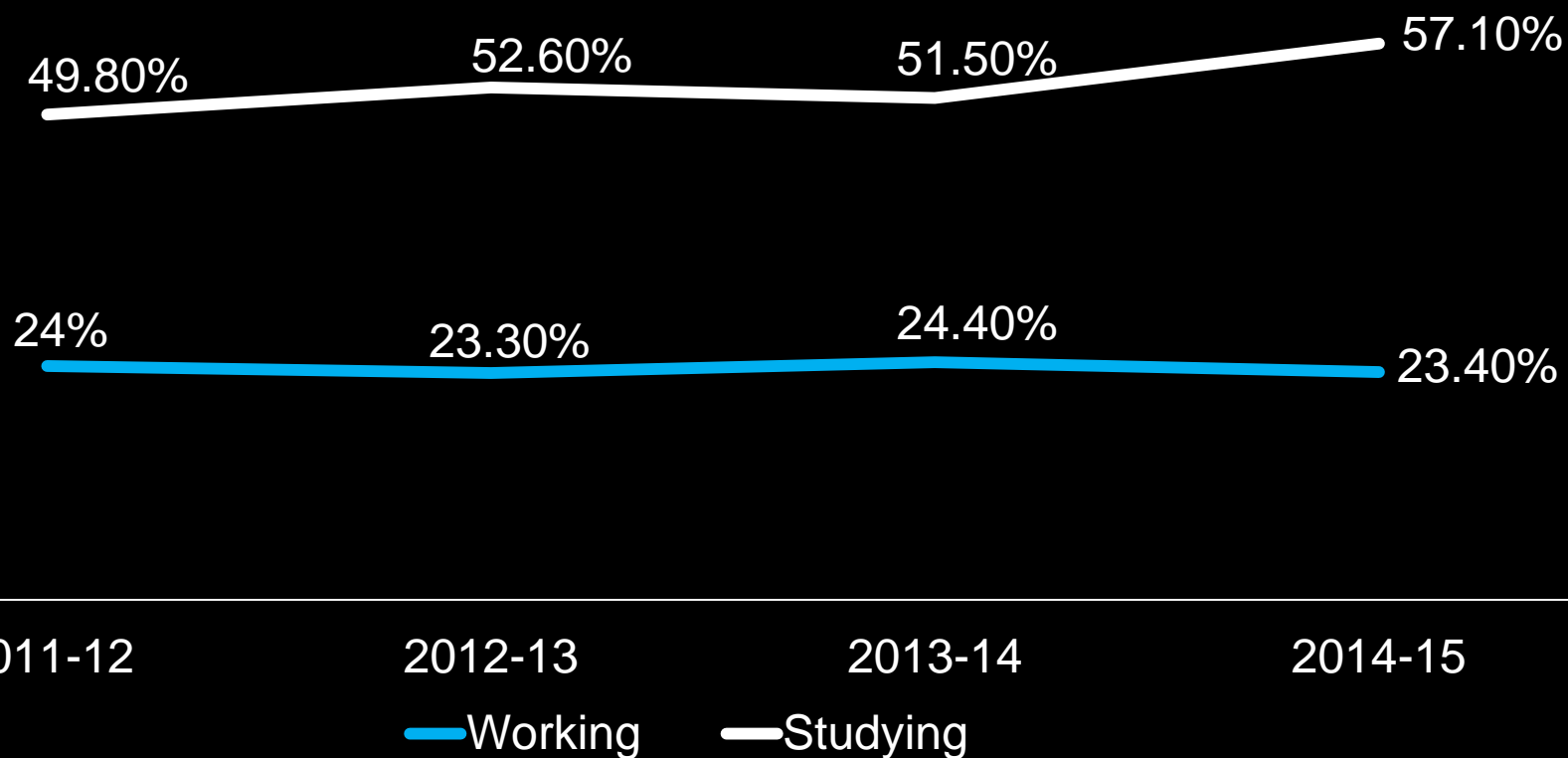


AWARD WINNING
PUBLIC TRANSPORT
NETWORK

2015 graduates working in area six months on (% of all working graduates)



2015 Graduates working or studying in N2 six months on (% of all graduates)



RETAINING GRADUATES IN NOTTINGHAM

- Nottingham City Council's ambition is to increase the number of students choosing to stay in Nottingham after they graduate by 20%
- Nottingham has a lower rate of graduates from its universities who go on to work in the area after graduating than other Core Cities, and compared to our closest City Derby
- Part of the reason is that Nottingham attracts more students than average from London and the South East, who then gravitate back to the South after studying
- Nottingham also has a different economic make-up than other Core City Metropolitan areas, with a comparatively lower ratio of available jobs-to-graduates
- Nottingham, like many areas, has a high SME base though graduates often drift towards large corporate employers with structured development programmes



GREAT NOTTINGHAM DEBATE ON GRADUATE RETENTION

Strengths	Opportunities
Young & Growing Population	“Student Bubble” – low awareness of Nottingham’s strengths
High rate of employment in Professional Occupations	City has a large SME base, who can’t package up roles in the same way as large graduate employers
City has high quality transport links & reduced commuting times	Untapped Alumni potential
Affordable housing & low cost of living	Perceived lack of young professional housing
Diverse retail offer	Messaging to students typically in relation to waste management & noise reduction
Creative, cultural & sporting assets	Universities are a significant asset but benefits) not promoted to residents



PARTNERSHIP

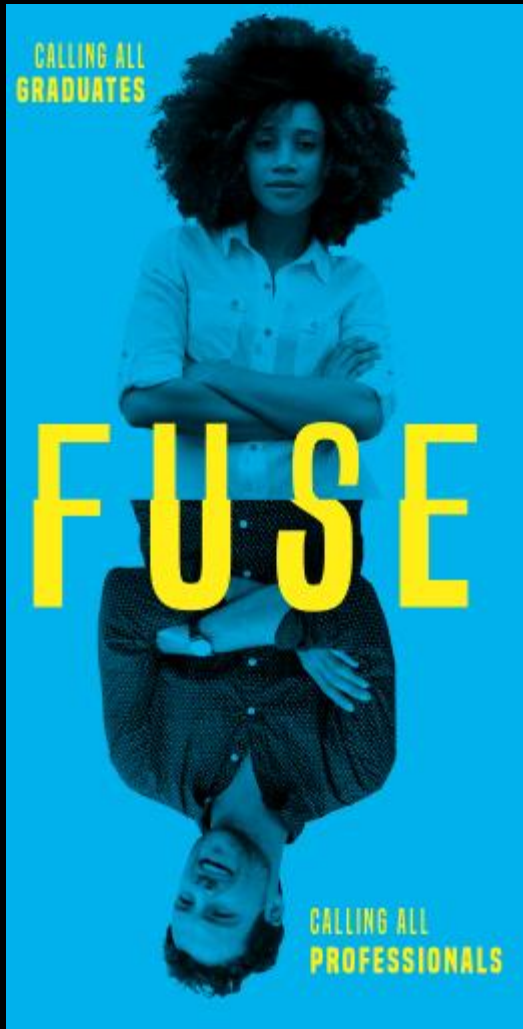
Objectives

- To promote N2 as a positive graduate destination
- To support employers to create graduate employment opportunities in N2
- To promote pathways to higher education for local students in N2

X2 Groups underway to drive activity

- Graduate Retention Steering Group, focusing on employability and linking students with local businesses
- Student Experience Steering Group, focusing on promoting community cohesion and creating opportunities for students and local residents to interact

INITIATIVES UNDERWAY



Plus

- Internships with local employers
 - £800k+ invested each year for 2,000+ internships for Nottingham students
- City Student Welcome Campaign
- London Campaign
- Nottingham City Council & Nottinghamshire County Council graduate programmes



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