

Birmingham Metropolitan College (BMet) is a leading further education institution committed to raising aspirations and improving life chances for young people and adults across Birmingham and its surrounding areas. As an anchor institution in the city, BMet plays a pivotal role in shaping the socio-economic landscape through its strategic focus on skills development, inclusive growth, and civic engagement.

The college serves over 15,000 students annually, with a significant proportion coming from areas of high deprivation. Its campuses—James Watt College, Matthew Boulton College, Sutton Coldfield College and Erdington Skills Centre—are embedded within diverse communities, enabling BMet to respond directly to local and regional needs. Through strong partnerships with employers, local authorities, and community organisations, BMet contributes to workforce development, economic regeneration, and social mobility.

BMet's strategic plan outlines ambitious goals aligned with national priorities and regional challenges, including the impacts of Brexit, the COVID-19 pandemic, and the cost-of-living crisis. The college's commitment to equity, sustainability, and digital transformation underpins its efforts to deliver high-quality education and training that meets the evolving demands of Birmingham's dynamic economy and its local communities.

This socio-economic analysis is framed within the context of BMet's mission to inspire futures and realise dreams, highlighting the institution's measurable impact on employment, earnings, and community wellbeing. By examining relevant data, this work aims to explore how BMet's strategic initiatives intersect with broader socio-economic trends and contribute to inclusive prosperity across the West Midlands.

Socio-economic impact of BMet

College contribution to local regional jobs and economic contribution through local spending



ADDING
£12.1M TO
THE LOCAL
ECONOMY

* WITHIN 10 MILES OF A BMET CAMPUS

Spend within the WMCA region

£6.3m
NON-PAY



£952k
CAPITAL

SPENT WITH LOCAL BUSINESSES DURING FY25

Student earnings uplift and ROI



4,321
LEARNERS
NPV OF
£249.1M*



3,408
LEARNERS
NPV OF
£159.3M*

* LEARNERS FUTURE EARNINGS

Learners studying in regional priority sectors

3,093
LEARNERS



IN
PRIORITY
AREAS

Learners impacted by Socio-economic deprivation

67%
LEARNERS



LIVE IN
DEPRIVED
POSTCODES

Organisational learning and capacity building



HAVE RECENT
INDUSTRY EXPERIENCE

Environmental sustainability



FY24 / FY25
DOWN
1,353t

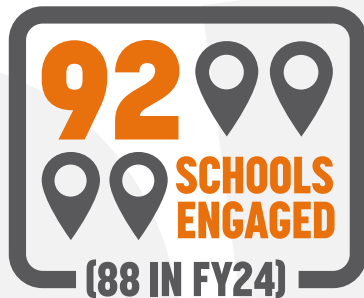
Socio-economic impact of BMet

Reach of mental health and wellbeing services



405
SUPPORTED
MENTAL HEALTH
REQUESTS

Community engagement



92
SCHOOLS
ENGAGED
(88 IN FY24)

Employer alignment



154
RAIL
LEARNERS
ENTERING EMPLOYMENT



268
ADULTS
ON EMPLOYABILITY
PROGRAMMES



3839
LEARNERS
COMPLETED
WORK PLACEMENTS

ALL APPRENTICESHIP PROGRAMMES
CO-DESIGNED WITH EMPLOYERS



225
LEARNERS INTO
POSITIVE DESTINATIONS

Socio-economic impact of BMet