



Derry~  
Londonderry

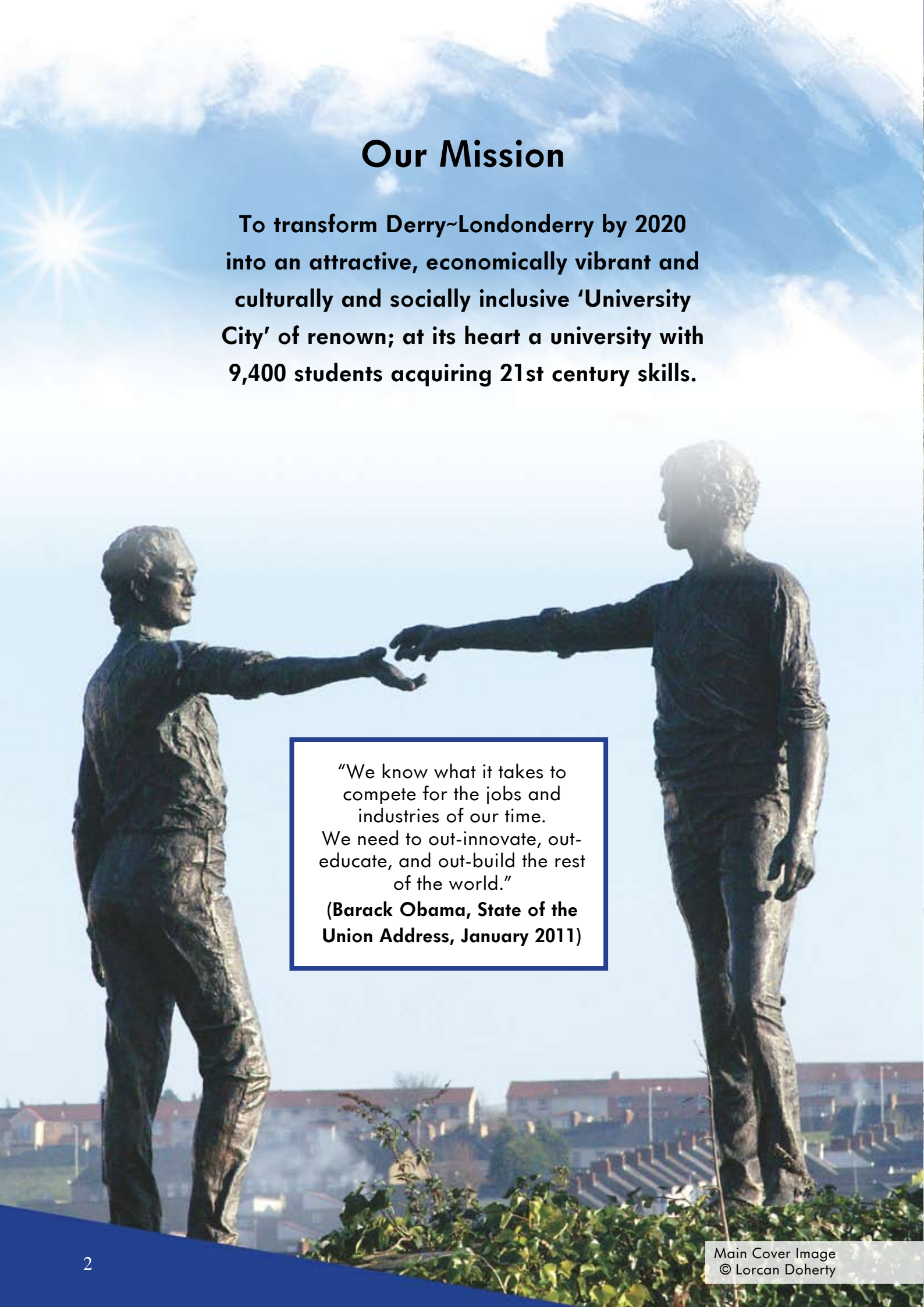
2020

UniverCity



# Our Mission

To transform Derry~Londonderry by 2020 into an attractive, economically vibrant and culturally and socially inclusive 'University City' of renown; at its heart a university with 9,400 students acquiring 21st century skills.




"We know what it takes to compete for the jobs and industries of our time. We need to out-innovate, out-educate, and out-build the rest of the world."

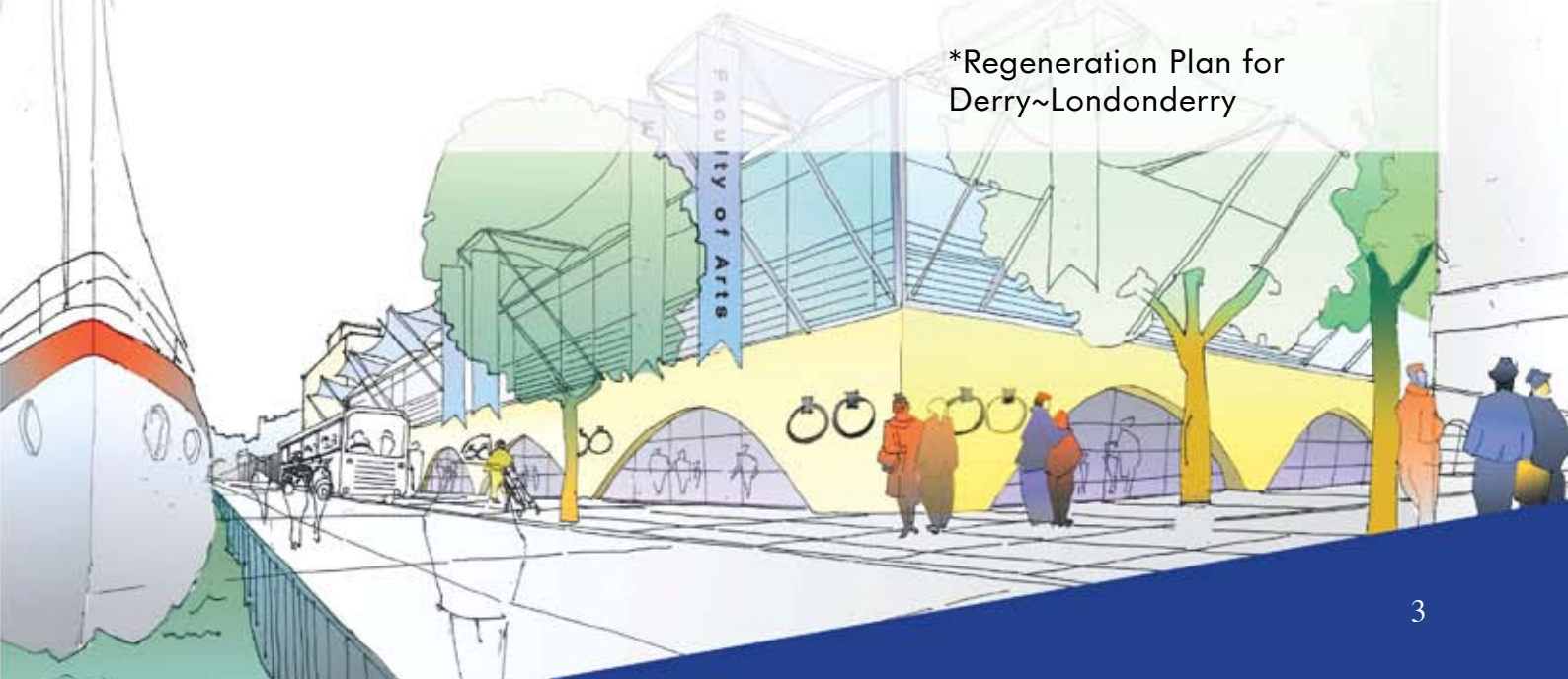
**(Barack Obama, State of the Union Address, January 2011)**



# VISION

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- Derry~Londonderry - an internationally renowned 'University City'
    - 9,400 FTE students, learning 21st century skills
    - 2,800 new jobs by 2020, rising to 7,700 by 2030\*
  - A world 'centre of excellence' for renewable technologies
    - £495 million per annum for local economy by 2030, rising to £1 billion by 2040
    - More international students
  - Wider access to higher education for local students
    - New centres of research and innovation

\*Regeneration Plan for  
Derry~Londonderry



# ENERGISED ECONOMY



Talent is the lifeblood of our organisation. It's important, not only for our company but for the IT Industry, that the university continues to expand to provide the skills needed for the future. There's a premium on talent and there's not enough of it to go around. We need 'techno-visionaries', highly skilled people who in turn bring prosperity to the area. We already have many employees who have returned to live in Derry because of its transformation, vibrancy and European feel - let's continue to retain our young people by supporting the university.

**(Dr Bro McFerran, CBE, DSc, MD, Allstate Northern Ireland)**

Allstate employs almost 2000 people in Northern Ireland, including more than 700 in the North West.

**Think of any popular, vibrant European city – and there'll be a thriving university at the heart of it. Just a few hours down the road from Derry-Londonderry, for example, Galway boasts a university of 17,000 students, hailing from more than 90 countries.**

*The Sunday Times University Guide named NUI Galway as 'The Sunday Times (Ireland) University of the Year, 2009':*

*"NUI Galway is the epitome of what third level education should be about ...The university is a key driver of the local economy in the West of Ireland and its commercial exports and spin-offs span the globe. It has forged a reputation in digital enterprise and the medical device industry, that allows NUI Galway to punch above its weight."*

With 9,400 students, the University of Ulster's Magee campus would become 'a key driver of the local economy'. It would clear the way for Derry~Londonderry to become a net contributor to the Northern Ireland economy.

## **An expansion on the scale proposed would:**

- Lead to the creation of 2,800 new jobs (direct and indirect) by 2020, rising to 7,700 by 2030;
- Make a major contribution to achieving the Regeneration Plan's goal of 12,900 new jobs by 2020;
- Encourage investment and innovation, by offering world-class research excellence, in conjunction with local, national and international business and industry;
- Be a driver of continuous regeneration, in local and regional economies;
- Encourage entrepreneurship and enable the university to act as a stimulus to new economic clusters in, for example, the creative industries (worth £100 billion to the UK economy).





Ilex has embedded 'Mainstreaming Equality' as one of the guiding principles in its plan to transform Derry~Londonderry:

- Derry's unemployment rate is the highest in Northern Ireland;
- The rate of economic inactivity in the city is just 1% off the highest in the UK;
- The average weekly pay rate in Derry~Londonderry is well below the NI and UK averages;
- Wages and productivity in the North West are lower, and dependency on the under-pressure public sector is higher, than the NI average.

*Oxford Economics*<sup>1</sup> holds out little hope of such inequalities being eradicated in the near future and forecasts a "challenging future" for the local economy "... *Many of the current problems of low employment rates across wards and below potential urban performance are not projected to change without direct intervention*".

Substantial expansion in higher education provision in Magee is exactly the sort of 'direct intervention' which Derry~Londonderry needs:

- Universities are a major driver of wealth and economic well-being;
- A flourishing international university community enriches the global reach of a city. International students represent valuable 'exports' to the economy and additional cost-plus income to the university;
- A strong annual flow of skills is necessary, if an economy is to attract high-skill, value-added graduate jobs;
- Graduates earn on average 70% more per week than non-graduates;
- High quality research in universities leads to commercial innovation, sustainable em-

ployment and wealth creation, and strengthens a city's case for inward investment.

The 2009 Independent Review of Economic Policy, chaired by Professor Richard Barnett, states that "The promotion of Innovation and R&D – including business sophistication and, at regional level, knowledge transfer – is the single most important long-term driver of productivity. This is essential for NI to move up the value chain."

Expansion of the university would also help address the 'brain drain' problem. Of the 20,000 NI students estimated to be attending universities in Britain at any given time, around half find work outside Northern Ireland after graduation. The longer term cost to the local economy – in terms of productivity, entrepreneurship and job creation – is significant.

Students should not be discouraged from studying elsewhere, but we should try to entice them to stay with an attractive and realistic alternative.

Further action to expand Magee as a thriving, inclusive, internationally respected centre of high-level skills would consolidate Derry~Londonderry's status as a regional capital and would benefit NI as a whole.

1. Oxford Economics baseline report "Derry-Londonderry – today and tomorrow"

"The current economic crisis is challenging our society's ability to survive from an already low economic base. Our university will play a pivotal role in re-balancing the economy through the development of new ideas and skills. Every skill learnt and every educational achievement is a building block for the future prosperity of this region."

**(Liam Gallagher, Secretary, Derry Trades Council)**



# PROSPECTUS



"Seagate has invested heavily in its people and technology to ensure that it remains at the leading edge of read-write head development and manufacturing. The ability to attract a high calibre workforce has always been and will continue to be a key element in the company's success. Seagate would therefore strongly support the expansion of higher education in the city as a means of positively impacting the size and quality of the local available labour pool."

**(Brian F. Burns, Vice-President, Springtown)**

Seagate employs 1,370 people at its Springtown plant, including 350 graduates.

## SCIENCE AND TECHNOLOGY

- Enhanced, high-quality Computer Sciences portfolio, with new programmes linked to the emerging industries
- New Institute for Sustainable Technologies, combining science with new courses in renewable energy, information technology, and innovative business and marketing practices
- Engineering (in collaboration with local and global companies)

## HEALTH AND WELL-BEING

- Expanded Institute of Health and Well-being
- Enhanced Health and Social Care portfolio, specialising in Nursing, and adding Children's Nursing, Midwifery and Allied Health Professions

- Expanded provision in Clinical Psychology, Social Work and Social Policy, with national centres of excellence in Primary Care, Mental Health and Disability Studies

- New programmes in Sport and Exercise Science

Expansion in the size and nature of these provisions is made in the context of establishing a Medical School by 2020.

## CREATIVE ARTS & TECHNOLOGIES

- Expanded provision in Creative and Performing Arts, supporting Derry~Londonderry as a city of Arts and Culture
- Expanded Digital Media provision

## ADDITIONAL COURSES / SCHOOLS

- Expanded School of Law
- Expanded Business School
- Expanded Social and Community Development provision

"The expansion of the University of Ulster at Magee would develop citizenship, cultural capital and social cohesion. Most significantly it could remove some of the glaring inequalities that exist, by ensuring that people are not 'by-passed' in the race for supremacy in the knowledge-based economy of the 21<sup>st</sup> century. The expansion of higher education would be good for the individual, good for the community, good for the economy and very good for Derry and the North West."

**(Marie Lindsay, Principal, St Mary's College)**



# VOICES FOR OUR FUTURE

"U4D is trying to create additional capacity for the university. This will allow greater opportunities for people of the city to study at home and avail of a greater number of courses. It will also help reduce the costs that I will incur over the period of my study. I will be able to live at home but also avail of a top class third level education."

**(Stephen Ryan, Year 13, St Joseph's Boys' School)**



"I believe the university in Londonderry should be expanded to give students the opportunity to study in their own community. The university needs to offer a wider range of courses to attract local young people. This will stop them having to travel to study elsewhere and will keep the skills – and the future workforce – in the city. Students who want to stay within Londonderry must have the facilities to do so. This will save them expense as they won't have to pay for accommodation away from home. Furthermore, as we will be 'UK City of Culture' in 2013, it's important that our university is expanded to promote culture in the city."

**(Jill Thompson, Head Girl, Lisneal College)**

An expanded university would present me with more opportunities closer to home: great local courses; potential postgraduate research facilities; a more vibrant city in which to live; a place which would attract technology companies, offering positions that would interest me. It would also make it more likely that my friends and I would be able to pursue our educational careers here.

**(Dara Canavan, Lumen Christi)**



"I think there should be a university in Derry to provide a wider range of courses to students. If there was such a university, it would provide chances for investment which would mean that we were investing, in turn, not only in our students but also in our city. It would also help our city to diversify, as it would attract students from many places to enrol in our university and experience our city of culture."

**(Halle Dejene, Year 13, Oakgrove Integrated College)**



# ACCESS

"...a university presence in the City which transcends traditional academic and cultural boundaries, as a proven agent for equality, inclusion, regeneration and participation..."

**'One City, One Plan, One Voice'**  
(City's Regeneration Plan)

**One of the primary objectives of the plan to expand third level provision at the University of Ulster in Magee is the improvement of "access to, and attainment in, higher education for disadvantaged sections of the community". We intend to develop an institution which is at once excellent and accessible or, as the Regeneration Plan for Derry~Londonderry says, "elite but not elitist".**

We want to increase higher education in Derry and for Derry. We want to see more local young people – especially those from marginalised or deprived communities – studying at university, gaining 21st century skills.

One of the key challenges facing the North West economy is to raise the stock of skills in the community:

- Only 15% of 15-75 year olds in Derry~Londonderry have qualifications at degree level or above (compared, for example, to 35% in Aberdeen);
- Only 24% of its working age population are qualified to NVQ Level 4 or above;
- More than 29% of the working age population have no formal qualifications, compared to the national average of 22%.


Despite the above, more than half of local students leave school with two or more A-levels, which is above the NI average. However the share of Derry~Londonderry students going on to higher education is far lower than, for example, Omagh, Fermanagh, Castlereagh and Magherafelt.

Inclusion, equality and participation are at the heart of the City's (Ilex) Regeneration Plan. For these to be achieved, new enhanced pathways into higher education - particularly through further education - will be needed. These pathways will help to raise personal aspirations too – another objective of the Plan.

The Step-Up programme, which was pioneered at the Magee campus, is an excellent example of how to widen access and is now nationally and internationally held up as a model of excellence.

The access link between the university and the North West Regional College is another feature which we endorse and want to see expanded. We favour raising the number of full-time HE students at the College, thereby increasing access to further education and to an onwards progression into higher education.

Throughout its recent history, Magee has worked to unite 'town and gown'; under the proposed expansion plans, this philosophy would be maintained and developed.



"With the huge hike in student fees in the UK, it is essential – as well as sensible – that we look after our best resource - our young people. It is imperative for our local economy, indeed for Northern Ireland as a whole, that we have a workforce ready for when the economic 'up-turn' comes about, and that we cater for the young people in our most disadvantaged areas. We should commit ourselves to raising skills here with a unity of purpose."

**(Bertie Faulkner, Chairman, Board of Governors, Lisneal College)**



**A University City, with 9,400 students from a range of countries and backgrounds: what a chance to bring Derry~Londonderry to the world and the world to Derry.**

It is widely recognised that the success of any student experience depends as much on the social and cultural environment in which it is centred, as on the university's academic offering.

We want Derry~Londonderry to be known worldwide as a vibrant, thriving University City:

- Diverse but cohesive;
- Safe and welcoming to students and staff regardless of social, religious and ethnic origins;
- A testament to equality, inclusion, regeneration and participation.

An expanded, world-renowned university would become home to staff and students from diverse social and cultural backgrounds: from within the city, across the North West, across Ireland and Britain and much further afield. We believe there are special cultural and economic benefits to be gained by developing links with North America, China and India in particular.

International students – as well as being a welcome source of income - would add an important dimension to the local community; they would help it to appreciate the richness of cultural diversity while, at the same time, reinforcing indigenous community cohesion.

With 9,400 students, the university would play a pivotal role in boosting the region's cultural life and in ensuring that Derry~Londonderry builds on its UK City of Culture accolade. It would provide a greater range of facilities and activities, with open-access for the North West community.

The humanities and the performing arts - with public lectures, exhibitions, conferences, concerts and drama – would add to the area's cul-

tural richness and break down perceived barriers to participation in higher education.

The growth of the university would also have a major regenerative impact on the city's physical appearance:

- It would create an enhanced University Quarter, with a high quality and accessible built environment;
- A significant number of the city's buildings would be physically improved, raising land values and encouraging further investment;
- New libraries, arts centres, coffee shops, restaurants, book shops and galleries would become an integral part of the city townscape;
- Improved, more appealing public spaces would result in a safer and more secure city, and increase tourism revenue;
- Derry~Londonderry would be a more attractive place in which to live, work and invest.

It would be welcoming, safe and responsive to the changing lifestyles and learning needs of staff and students alike. Its university would be a key driver of the local economy, and a cornerstone of the region's cultural and social life.

"The Playhouse supports the proposal for increased higher education provision for the city of Derry. We recognise the major economic impact that increased provision can make, not only investing in people but in the wider regeneration of the city and region. Recent investment in arts infrastructure and the City of Culture in 2013 present massive opportunities for this city for the next decades, but in order to realise the full potential, we must invest in higher education in order to up-skill our best resource, the people".

**(Niall McCaughan, General Manager, The Playhouse)**



# FINANCE



'I warmly welcome and support plans to expand the Magee campus and to increase significantly the student population in Londonderry. This initiative will play a key role in reinvigorating and regenerating the city, both on the Cityside and the Waterside. These exciting developments will be a major catalyst to the city's future growth and transformation.'

**(The Right Reverend Ken Good, Bishop of Derry and Raphoe)**

**It is in the interests of everyone in Northern Ireland that Derry-Londonderry moves towards economic self-sufficiency. Derry-Londonderry as a University City would benefit all our futures.**

With the highest unemployment rate in Northern Ireland, a high level of economic inactivity and average pay far below the norm, the city is currently a financial drain on the public purse.

Our intention is to use expanded higher education provision to build economic capacity and reduce deprivation. Higher incomes and more high-skill, value-added jobs would greatly increase the amount of tax raised and reduce welfare costs.

#### **Costs of university expansion as proposed:**

- Estimated capital costs - £200m
- Estimated additional revenue costs - £45-50m

We would expect the university to benefit from working with public, third sector and private agencies in funding projects and/or in transfer of risk.

#### **Requirements for a viable university, linked to a sustainable city regeneration programme (figures to be confirmed):**

- An inner city regeneration programme of around £50m (which could lever 10 times that amount in private investment);
- A university investment of £77m;
- Additional or redistributed DEL revenue funding of £45m per annum;
- Extra funding of around £150,000 per additional research chair;
- The facility to cover the 5 year accumulative deficit before breaking even.

#### **Set against the above would be:**

- An impact on the local economy of £210m per annum by 2020, based on a university turnover of £85m;
- A total economic impact of around £495 million per year by 2030, rising to £1 billion by 2040. (The University of Lincoln - only established in 2001- already generates £240m a year to its local economy and employs 1800 people);

Given the economic benefits for the North West – and indeed all of Northern Ireland – the proposed expansion is probably the best deal the region has ever been offered.

"The proposal for an expanded university in the city of Derry is optimistic and realistic. If carried through, the city centre will be regenerated through learning and the enhanced wages from decent and high-skilled jobs. Hopefully this is one opportunity which will not be wasted."

**(Peter Bunting, Assistant General Secretary, ICTU)**



# CONCLUSION

*"Growing the economy is our top priority. This is vital if we are to provide the wealth and resources required to build the peaceful, prosperous, fair and healthy society we all want to see."*

(Programme for Government for Northern Ireland, 2008-2011)



**Derry-Londonderry seeks to become a University City in every sense: a city where all citizens can access third level education; a city which attracts students from the rest of Northern Ireland, the Republic of Ireland and Britain; a city which draws in international students; a city in which research and development can flourish.**

Objective analysis of the local economy shows that the North West is the most deprived part of Northern Ireland. Any attempt to rebalance the economy must address this inequality and make a telling contribution to the economic and social capital of NI and the North West.

In its 'One City, One Plan, One Voice' report, the Regeneration Strategy Board identified eleven "catalyst programmes" for transforming the city, one of which was an expansion in higher education at the University of Ulster's Magee campus. The plan's aims are ambitious:

**"Our mission is to deliver renewal – economic, physical and social, building a stronger and more vibrant economy with increased prosperity for our city and region in ways which ensure that opportunities and benefits from regeneration are targeted towards the most deprived groups in our communities."**

Raising skills levels and fostering a spirit of entrepreneurship are vital if jobs are to be created, investment attracted and prosperity increased. Such a transformation would have benefits, too, for Northern Ireland and the UK as a whole.

A stronger North West economy would make the region less dependent; it would no longer require the same level of financial subsidy from the Belfast and London governments; Derry-Londonderry would become a contributor to, rather than a drain on, the public purse. A significant expansion of the University is the catalyst which could make this happen.

Without adequate investment in the skills infrastructure, the North West is unlikely to attract sufficient (or sufficiently well-paid) employment to substantially improve the region's economic well-being.

We believe that a sustainable, expanding university, preparing our young people to compete for jobs locally and internationally, is an essential catalyst for regeneration.

The substantial expansion of the University of Ulster's Magee campus in Derry would be the single most important investment to transform our city. This would provide the enlarged skills base that is needed and attract new employers and investment. It would lead the physical, social and economic regeneration of the city and would achieve the most positive economic and employment impact of any intervention.

(Sinead McLaughlin, Chief Executive, Londonderry Chamber of Commerce)



# Let's make it happen...

If you agree that significant expansion in higher education provision is essential to our future economic well-being, if you want to see Derry~Londonderry become an internationally renowned 'University City', please support our campaign. Talk about it at home, at college, at work; get your political representatives to pledge their support; persuade your relatives, friends and colleagues to 'get-on-board'; tweet it, poke it, text it; together we can make it happen. [Register your support at www.u4d.eu](http://www.u4d.eu)

"The skills-base of countries and regions is increasingly the key determinant of relative economic growth, competitiveness and productivity – factors vital to support higher living standards in an increasingly globalised economy."

(NI Investment Strategy, 2008-2011)

"The local education system should prepare now to meet the anticipated increased demand for higher level skills in STEM and other Innovation relevant subjects arising from the increased prioritisation of Innovation and R&D."

(Independent Review of Economic Policy, September 2009)



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