



BCU Advantage



BIRMINGHAM CITY
University



START, GROW AND INNOVATE YOUR BUSINESS

bcuadvantage.co.uk

ACCESS THE KNOWLEDGE, SKILLS, FUNDING AND FACILITIES YOU NEED



SKILLS ACQUISITION AND TALENT DEVELOPMENT

Birmingham City University (BCU) offers a comprehensive suite of skills-based interventions providing businesses with the tools they need to address vacancies, skills gaps, and under-employment. The breadth of support available includes access to graduate talent and expert advice; STEM skills development; in-work coaching and support through placements or internships; and sector-specific mentoring.

One practical example of support for skills acquisition is the £3.3m [Higher Level Skills Match](#) project. HLSM provides local companies with access to highly skilled graduate recruits, interns and project staff specifically aligned with the skills each business needs to grow. It was designed *with* and *for* businesses, supporting small and medium-sized enterprises (SMEs) in the GBSLEP area.

The project represents a collaborative venture between BCU and two other HEIs, and three local authorities, who came together in partnership to tackle the growing rift between the skills businesses will need in the future and the skills that job applicants and the current workforce actually have.

KNOWLEDGE EXCHANGE

As the University *for* Birmingham, BCU works closely with the regional business community, and plays an active role in facilitating growth, innovation and productivity through knowledge exchange. Our academics and specialist staff are on hand to provide expert advice to help you start, grow or innovate; and to partner with industry to drive new knowledge creation and real-world impact.

Knowledge exchange support covers a range of targeted offers to businesses including [Innovation Workshops](#) to help you develop new knowledge or to drive positive change such as an uplift in sales; [Research and Development Partnerships](#); and sector focussed [Webinars and Podcasts](#) which also feature advice from senior industry figures.

Many businesses have also benefitted from [Knowledge Transfer Partnerships](#). Financially supported by Innovate UK, these represent business development collaborations between a company, a graduate, and BCU academic to improve business performance, achieve innovative solutions to challenges, and develop technology to drive growth within their organisation.

Discover more and contact us at: [BCUadvantage.co.uk](https://www.bcuadvantage.co.uk)

WE CAN HELP YOU **START, GROW AND INNOVATE** YOUR BUSINESS



SPECIALIST SECTOR SUPPORT

BCU is a recognised leader in education, training and business solutions for the manufacturing and engineering sectors. The high-quality programmes available, combined with industry engagement, have earned accreditation by world-leading professional bodies, such as the Institution of Engineering and Technology, and the Institution of Mechanical Engineers.

The University is working in partnership across the GBSLEP to deliver an [Institute of Technology](#). The GBSIoT will develop and deliver new, industry-responsive technical education with a focus on advanced manufacturing and engineering. This will support employers to address skills gaps through efficient access to relevant, high quality, high level technical skills provision and a broader pipeline of local talent.

Financially backed by the Department for Education and guided by a Board formed from leading West Midlands engineering employers; the GBSIoT will see four physical hubs built across Greater Birmingham focussed on delivering the specific technical skills needs of the region, and widening education, and training opportunities.

INNOVATION AND GROWTH THROUGH STEAM-THINKING

BCU is acknowledged as a thought-leader in STEAM - an interdisciplinary way of thinking that combines Science, Technology, Engineering, Arts and Mathematics, aimed at finding the most innovative solutions to today's challenges.

[STEAMhouse](#) is BCU's centre for collaborative innovation, creative thinking, prototyping and business development, supporting entrepreneurs, sole traders, companies and citizens to build their businesses, develop products and services and bring amazing new ideas to life. Alongside existing specialist workshop space and expertise in print, wood, metal, digital design, more than £3 million has been invested to create a new virtual reality and cutting edge technology hub at STEAMhouse.

Launched in 2020, the STEAMHouse [Business Incubator](#) provides access to a wide range of opportunities and support to start or grow a young business. This includes dedicated business space at a central Birmingham address, collaborative space, business start-up workshops, and ongoing mentoring and support such as legal and financial.

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HELPING YOU **ACHIEVE YOUR BUSINESS GOALS**

BCU Advantage is the business support service from Birmingham City University (BCU).

We support businesses and organisations with solutions ranging from incubation space and recruitment services to business analysis and consultation, bespoke research and development projects, and access to funding opportunities.

Whatever your business size, sector or stage of development, BCU Advantage can connect you to the knowledge, skills, funding and facilities you need to

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To discover more about the business support available to you, and to contact us, visit:

W: bcuadvantage.co.uk



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