

## Why Birmingham?



The UK's second largest city, with a population of 70,500 students.



One of Europe's youngest cities – with nearly 40% of the population under the age of 25 – so an ideal place to be a student.



Highest quality of life of any UK city outside London.\*



Its own international airport connecting to over 140 destinations worldwide – with direct flights to India, Pakistan, Qatar, Dubai, USA and most of Europe.



Central location, allowing you to get to London by train in 75 minutes and Manchester in 90 minutes.



Highest rate of business growth of any UK city - double the national average.

## Why BCUIC and Birmingham City University?



Track record of 95% progression rate to Birmingham City University.



Pathways to over 125 undergraduate and postgraduate courses at Birmingham City University – including fast-track programmes and integrated master's programmes.



Birmingham City University is the biggest provider of creative courses in England, outside of London<sup>‡</sup>, with the largest jewellery school in Europe.



94% of Birmingham City University students were in employment or further study within six months of graduating.§



£260 million is being invested in University campus facilities.



The University delivers professional training on behalf of leading international IT giants, such as Cisco and Microsoft, and holds platinum ACCA teaching status.

§ DLHE survey 2014/ 15

<sup>\*</sup> Mercer Quality of Living Report, 2017

<sup>†</sup> StartUp Britain/Marketing Birmingham, 2016