

York St John University

Economic and Social Impact Assessment

A Summary of Key Findings to

Est.
1841

**YORK
ST JOHN
UNIVERSITY**

July 2022



Contents

1. Key Findings	1
2. Quantifiable Impact Summary	4



1.

Key Findings

Characterised by a strong commitment to social justice and deep links into communities, York St John University is a friendly, supportive, person-centric institution making an important contribution to widening educational participation and enabling economic development across the region.

In 2021/22, York St John University supported:

- **£171 million** Gross Value Added (GVA) and **3,250 jobs** in York;
- **£259 million** GVA and **4,240 jobs** in Yorkshire and the Humber;
- **£26 million** GVA and **540 jobs** in London; and
- **£387 million** GVA and **6,410 jobs** in the UK.

In 2021/22, York St John University had 7,300 full-time students, employed 1,160 staff and had an income of £79 million.

The economic impact supported across the Yorkshire and the Humber is 3.4 times its income, and across the UK the impact is 5.1 times its income.

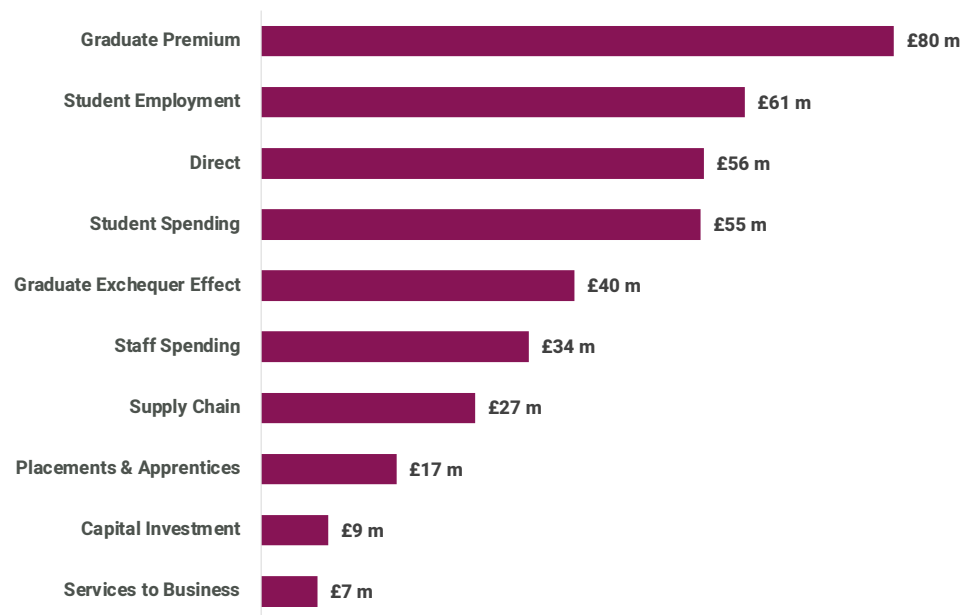
York St John University generated **£7 of GVA for the UK economy for every £1 it received in public funding**

York St John University generated impact from a wide range of activities, including:

- the contribution made to economic productivity and the public finances by the **University's graduates**, of which **two-thirds of graduates remain in Yorkshire and the Humber**;
- the students that it attracts to live, study and work at the University, who **spent £58 million in Yorkshire and the Humber** and provided a **flexible workforce** for York's tourism sector;
- the direct employment it supports, spending in its supply chain and the spending of staff;
- **services to businesses and other organisations**, including through Continuing Professional Development.



Figure 1.1 Economic Impact of York St John University, UK GVA by Source



Source: BiGGAR Economics Analysis

A defining characteristic of York St John University is a deeply rooted commitment to **widening participation in higher education**. Each year staff deliver a wide range of initiatives – from school mentoring programmes to residential summer schools – designed to support and encourage students who might not otherwise consider going to university to apply.

Of particular note is the University's **highly successful Converge initiative**, which provides free creative courses for users of mental health services. By helping to break the stigma associated with poor mental health the initiative provides a path into higher education for a traditionally under-represented group.

Around **four out of five students at the University come from non-traditional backgrounds**. This benefits the students who earn more and have higher life satisfaction than they otherwise might have, and also the region by enabling it to attract and retain talent.

This role has been amplified in recent years through the University's provision of **degree apprenticeships** which allow people to earn and study at the same time. Many of the graduates from these programmes go on to work for public services, including the NHS and the police, underlining the important role the University plays in providing a flexible workforce for the region.

Another distinctive feature of York St John University is the role it plays in **supporting mental health and wellbeing** across the region and beyond. This is rooted in the University's research activity and driven by an applied approach that relies heavily on practical experience and co-creation with users. People in the community benefit from free counselling and services through the **York St John Community Centre**.



The University's **Military Human** project involves training local employers, including the NHS and other public services, about how to successfully support ex-servicemen to transition in civilian employment. This training has been delivered to 4,500 staff across the North East and is being scaled up across the NHS.

York St John University is deeply embedded within the local communities it serves and plays an important role as an anchor for community development. One of the ways it does this is by providing sponsorship for important local events like the **Aesthetica Short Film Festival**, which was attended by 26,000 people in 2019.

Whilst the institution was established in 1841, having gained degree awarding powers in 2005 York St John University is in some respects still a relatively young organisation. It has already made significant progress in carving out a distinctive niche amongst more established degree-awarding universities. This study has identified good evidence to suggest that this progress will continue and accelerate in the years to come. Three recent developments are particularly noteworthy.

First is the University's growing focus on enterprise. In 2022 this was marked by the opening of a new **Enterprise Centre**, that will offer expert support and accommodation to fledgling businesses. Delivered in collaboration with the York and North Yorkshire Growth Hub, the new venture is expected to play a significant role in supporting business across the region.

A second important strategic development has been the creation of the University's **London Campus**. Established 2018 with aim of helping the University to build its international footprint, the campus has grown rapidly and made an important contribution to the creation of a distinctive business and educational eco-system in the capital. Innovations such as the Venture Creation Lab, which provides bespoke support for students interested in establishing their own business, could provide an important source of commercialisation activity for the University in the future.

A third important strategic development has been the establishment of the **Institute for Social Justice (ISJ)** in 2020. The underlying objective of ISJ is to underpin York St John University's mission 'to stand up for social justice' by developing collaborative research and practice to help address societal injustice. ISJ has enjoyed considerable success. While it is expected that the contribution of ISJ will continue to increase, what could prove more important is the extent to which the model can be replicated across the University.

An important factor underpinning this success of the ISJ has been its ability to reach into different parts of the University and bring together **diverse multi-disciplinary teams**. This has been facilitated by strong personal networks and the in-depth knowledge of the research strengths and interests that exist across the institution. In the future the University plans to apply a similar approach to other areas and, if successful, this has the **potential to significantly increase the future impact** of the University.



2.

Quantifiable Impact Summary

This section provides a summary of the study's main quantitative findings.

2.1 Total Quantitative Economic Impact

In 2021/22, the activities of York St John University supported:

- £171 million Gross Value Added (GVA) and 3,250 jobs in York;
- £259 million GVA and 4,240 jobs in Yorkshire and the Humber;
- £26 million GVA and 540 jobs in London; and
- £387 million GVA and 6,410 jobs in the UK.

A breakdown of GVA and employment by source of impact and study area is provided in the table below.

Table 1: Total Economic Impact of York St John University, GVA (£m)

	York	Yorkshire & Humber	London	UK
Direct	51	51	5	56
Supply Chain	9	16	2	34
Staff Spending	4	12	3	27
Capital Investment	1	3	1	9
Core Impact	66	82	10	125
Student Spending	26	36	8	55
Student Working	33	41	3	61
Student Volunteering	0	1	<1	1
Student Impact	59	78	11	117
Services to Business	2	6	<1	7
Placements & Apprentices	5	11	2	17
Knowledge Exchange	8	17	3	24
Tourism	2	2	<1	1
Graduate Premium	24	53	1	80
Graduate Exchequer Effect	12	26	1	40
Graduate Productivity	35	79	2	119
Total	171	259	26	387

Source: BIGGAR Economics Calculations



Table 2: Total Economic Impact of York St John University, Employment

	York	Yorkshire & Humber	London	UK
Direct	1,065	1,065	95	1,160
Supply Chain	260	460	50	1,000
Staff Spending	90	240	60	580
Capital Investment	20	50	10	130
Core Impact	1,430	1,810	220	2,870
Student Spending	490	690	140	1,070
Student Working	1,120	1,380	120	2,020
Student Impact	1,610	2,070	260	3,090
Services to Business	10	20	-	20
Placements & Apprentices	130	270	60	410
Knowledge Exchange	140	290	60	430
Tourism	70	80	10	20
Total	3,250	4,240	540	6,410

Source: BIGGAR Economics Calculations

2.2 Impact Multipliers

Whilst some care is required in their use, impact multipliers can be useful summary indicators of the returns from investment in an organisation.

In 2021/22, York St John University had an income of £79 million, generated £56 million direct GVA and directly employed 1,160 people. Therefore:

- for each £1 of GVA York St John University generated as a result of its direct operations it supported £7 across the UK economy, including £5 in Yorkshire and the Humber;
- for each person it directly employed, the University supported 5.5 jobs in the UK, including 4.0 jobs in Yorkshire and the Humber;
- for each £1 of income received, the University generated £4.90 in the UK, including £3.30 in Yorkshire and the Humber; and
- for each £1 of income received from public sources, York St John University generated £6.70 in the UK, including £4.50 in Yorkshire and the Humber.



Table 2-3 York St John University Impact Ratios 2021/22

	Yorkshire and the Humber	UK
Direct GVA: Total GVA	5.0	6.9
Direct Jobs: Total Jobs	4.0	5.5
Income: Impact	3.3	4.9
Public income: Impact	4.5	6.7

Source: BiGGAR Economics Analysis

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