



THE UNIVERSITY OF ST ANDREWS AND THE KINGDOM OF FIFE: A HAPPY MARRIAGE OR RELUCTANT PARTNERS?

A Viewforth Analysis of the impact of the
University of St Andrews across its host community
of Fife

ABSTRACT

The University of St Andrews has always been an international and outward facing organisation, by virtue of which it brings benefits to the town of St Andrews and to Scotland as a whole. However its impact on Fife Region is less recognised. Despite being Fife's only university, its actual and potential importance to the Kingdom of Fife community, beyond the town of St Andrews, has been significantly underplayed, both by Fife public bodies and by the University itself.

This analysis identifies the, hitherto invisible, economic significance of the University to some of Fife's most deprived areas. It shows that the University's impact is inevitably integral to the whole Fife economy. It suggests that the University's apparent invisibility in its host region is problematic for both the University and for Fife itself. It means the University is missing the opportunity to cultivate wider Fife community support for its activities and the Fife Region is failing to harness the University's international strengths and reputation for local benefit.

Viewforth Consulting , August 2020



Viewforth Consulting Ltd

St Andrew’s University and the Kingdom of Fife: A happy marriage or reluctant partners?

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Foreword

This study is an independent Viewforth analysis of the impact of the University of St Andrews on the Kingdom of Fife. It was not commissioned by any organisation but undertaken by the Viewforth team in our own time and using our own resources. We undertook this analysis out of personal and professional interest. As both Fife residents and experts in higher education analysis we have long been intrigued and concerned at the apparent invisibility of Fife's only University in public debate and discussion concerning the challenges facing Fife, as well as at the lack of public awareness of the University's economic importance to Fife. We hope that by producing this paper we can stimulate a wider discussion on the need for more meaningful and widespread interaction between the University and Fife Region, leading to better mutual understanding and collaboration for the good of the region.

We drew entirely on published and publicly available data. Neither the University nor any other organisation has had any prior knowledge of this work. As an independent study, the study findings and their interpretation are entirely the responsibility of the authors and do not represent the University's views nor those of any other body.

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Summary

This study is an independent analysis of the impact of the University of St Andrews on the Kingdom of Fife.

It was undertaken *pro bono* by Viewforth Consulting Ltd, which is a Leven based company specialising in higher education impact analysis.

It was undertaken because its Fife resident authors have been increasingly intrigued and concerned at the lack of public awareness of the University's economic importance to Fife as well as the apparent invisibility of Fife's only University in public debate and discussion concerning the challenges facing Fife.

Findings

- The University generates 7989 jobs across Scotland, including 3576 jobs in Fife.
- It is one of Fife's largest employers, directly providing 2775 jobs in a region where only 35 businesses employ more than 250 people.
- The University is vitally important to the Fife economy, the 3576 jobs in Fife that it generates make up over 2% of all Fife employment.
- Employment in Fife is spread across every single Council Ward, with the *majority* outside St Andrews town.
- The University's impact on Fife is nearly twice that of the entire Fife Golf Tourism industry¹
- The University is among Fife's most successful exporters, generating over £152m in export earnings for Fife in 2018/19. This is equivalent to nearly 8% of all Fife exports.
- It has a higher proportion of international students than any UK University, with 45% of its students coming from outside the UK.
- 72% of its students come from outside Scotland.
- The St Andrews student population is responsible for more than half (55%) of the University's overall impact, through both the fees paid to the University and their personal off campus expenditure. Every 5 St Andrews' students create one job in Fife.

The study concluded that there is strong evidence that the University is *de facto* integral to the Fife economy, generating economic activity and employment across Fife – including in the most deprived areas of Fife. However the impact arises from normal economic processes – there was less evidence of many proactive initiatives on either the part of the University or Fife public bodies to fully maximise the benefits to Fife of having a world leading university in the region. The authors hope that this paper may help stimulate wider discussion on the need for more meaningful interaction between the University and Fife Region, leading to better mutual understanding and collaboration for the good of the region.

¹ The University generates 3576 jobs in Fife compared to the 1802 jobs generated by Fife Golf – as reported in the 2016 Visit Scotland report on Golf . (<https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers/golf-fife-2016.pdf>)

Universities and their Communities in the 21st Century

The impact of universities on their surrounding communities has been a topic of research and discussion for over 25 years - the first UK wide report studying the importance of universities in the community was published in 1994². The very first study of the economic impact of all Scottish higher education institutions was published in 1995.³ Interest in the role of universities has increased considerably in recent years as participation in higher education has expanded across the UK. Since the turn of the century UK student numbers have grown by around 20%, from 1.99m in 2000/2001 to 2.4 million in 2018/2019.⁴ By early 2020 over 50 UK Universities had signed up to the principles of the Civic University Network⁵, whereby Universities recognise the importance of the role that they can play at the heart of their communities and pledge to work towards sustaining mutually beneficial relationships – with a strong sense of place and civic identity to the fore. Many other universities that have chosen not to formally join the network (such as the University of Manchester) are nonetheless highly proactive in building a strong relationship – social, cultural and economic - with their surrounding community.⁶

In the wake of the Covid 19 pandemic, universities across the UK have donated equipment, pooled resources, collaborated across institutions, and indeed across borders, in the research effort, with many staff also volunteering their time and expertise in addressing a wide range of urgent public health and logistics issues. There are now fears that in the disruption caused by Covid19 across the world, UK universities will be among the casualties, with falling international student numbers, volatility in domestic student enrolment and a drop in accommodation, conference and catering income all having a significant financial hit on the universities. This is aside from the practical logistical health and safety challenges of operating a university during the ongoing Covid19 situation, which is also placing unprecedented additional burdens on university staff.⁷ In April 2020 the Principal of the University of St Andrews publicly warned of a financial crisis facing the University, with a looming deficit of over £25 million.⁸ The challenges facing our universities is a matter of wider public interest, since where a university is of core economic and social importance in its community, the crisis fallout will inevitably hit the local community as well.

Over the past two decades the Viewforth Consulting team has worked with scores of universities and colleges across the UK and Republic of Ireland exploring and analysing many different aspects of higher education impact – financial, social, cultural and environmental. We have worked with small specialist colleges and large internationally focussed Universities, with the ancient, the old and the new. We have studied universities and colleges in big cities, in towns and in more rural surroundings. –from Dublin to Derby, London to Leeds, Manchester to Musselburgh. Given that the study of higher education institutions in their communities is our line of work, we are very well attuned to the nuances of influence a university can have on its locale, visibly and not so visibly. We generally know where to look for footprints, for traces of university engagement.

² Goddard et al *Universities and Communities* (CVCP 1994)

³ McNicoll, IH *The impact of the Scottish Higher Education Sector on the economy of Scotland* (COSHEP 1995). This was followed by the UK wide study (McNicoll et al) *The impact of universities and colleges on the UK economy* (CVCP 1997). Both the Scotland and UK reports were undertaken by members of the current Viewforth team.

⁴ Higher Education Statistics Agency (HESA) Students in Higher Education 2000/2001 and 2018/19

⁵ Civic University Network <https://civicuniversitynetwork.co.uk/civic-universities/>

⁶ See, for example, Measuring the difference Social and Economic Impact Report (Viewforth Consulting) (University of Manchester 2018) <http://documents.manchester.ac.uk/display.aspx?DocID=32801>

⁷ Including, for example, the rapid development of quality material for online or remote delivery.

⁸ See <https://www.thecourier.co.uk/fp/news/politics/scottish-politics/1256815/st-andrews-university-facing-most-serious-financial-crisis-of-modern-times-with-25m-funding-hole/>

Despite the core Viewforth team having been based in Fife for many years, we had never previously studied Fife's only – and Scotland's oldest – university. Furthermore we had begun to be increasingly perplexed at the apparent invisibility of the University in the region. Our base is Leven, which is only 15 miles by road from St Andrews– or 13 miles as the seagull flies. However if people in Leven talked of universities it was generally the University of Dundee mentioned, or Abertay, or one of the universities in Edinburgh. If “St Andrews” came up in conversation it was usually in relation to golf; the University may as well have not existed. The peculiar absence of the University from local awareness both intrigued and concerned us. We knew from our experience the University would be playing an important role in the local economy (certainly a role far greater than that of the golf industry⁹) and a financial hit to St Andrews would mean an additional financial hit locally – to some of the most deprived areas of Fife. However neither the University nor the local authority nor the public at large seemed to be really in the picture as to how embedded the fortunes of the region are with the fortunes of the University. Therefore we decided to conduct our own analysis to shed light on the degree of significance the University impact has for Fife.

About Fife and about St Andrews

Fife is the third largest regional authority on Scotland (behind only Glasgow and Edinburgh), with a 2018 population of 371,900.¹⁰ The area covered by Fife Region was thought to have been one of the early Pictish Kingdoms in Scotland and it is often referred to as the Kingdom of Fife, even today. It is located on a peninsula, bordered on three sides by water, the Firth of Tay, the Firth of Forth and the North Sea. It has a mix of urban and rural areas, with the South West having a higher urban and industrial concentration, the North East being predominantly rural and agricultural. Whereas North East Fife is relatively prosperous, Central Fife, in particular the Levenmouth and Cowdenbeath areas have suffered from the decline of traditional industries including coal mining and contain some of the most deprived areas of Scotland.¹¹

The University of St Andrews is Fife's only University and is indeed the oldest University in Scotland, and one of the oldest in the world, having been founded by Papal Bull in 1413. The town of St Andrews was originally the headquarters of the early Scottish Church and the University was founded primarily to provide education for clerics at a time when travel to the European Continent was difficult due to religious schisms. It is located in the town of St Andrews, on the North East Coast of Fife. It has a formidably high global reputation, most recently ranked in the top 100 Universities in the world.¹² It is the highest ranked University in Scotland in the 2020 *The Times and Sunday Times Good University Guide*, 3rd in the UK following Oxford and Cambridge. It is top in the UK for student academic experience, with the highest student satisfaction ratings of any UK University.¹³ It is among the largest employers in Fife, with over 2775 staff, making up 1.6% of all employment in a region where only 35 businesses employ more than 250 people.¹⁴ With 10,570 students and 2775 staff in a town with a total population of around 19,000 people, the University is indisputably a major presence in the town of St Andrews, from which it historically takes its name.

⁹ The Fife Golf Tourism Industry was estimated to generate 1802 jobs in 2016 <https://www.sqw.co.uk/insights-and-publications/the-value-of-golf-to-scotland-s-economy/#:~:text=The%20economic%20value%20of%20golf,%C2%A3154%20million%20in%20GVA.>

¹⁰ ONS Population estimates (NOMIS 2018)

¹¹ See : *Fife Strategic Assessment 2017* Fife Council Research Team Report Number 10 (2017)

¹² QS University World rankings 2020

¹³ National Student Satisfaction Survey 2019

¹⁴ ONS Business Register and Employment Survey (NOMIS) 2018

Indeed, in terms of ‘Town and Gown’, one could argue that in St Andrews the two are almost synonymous.

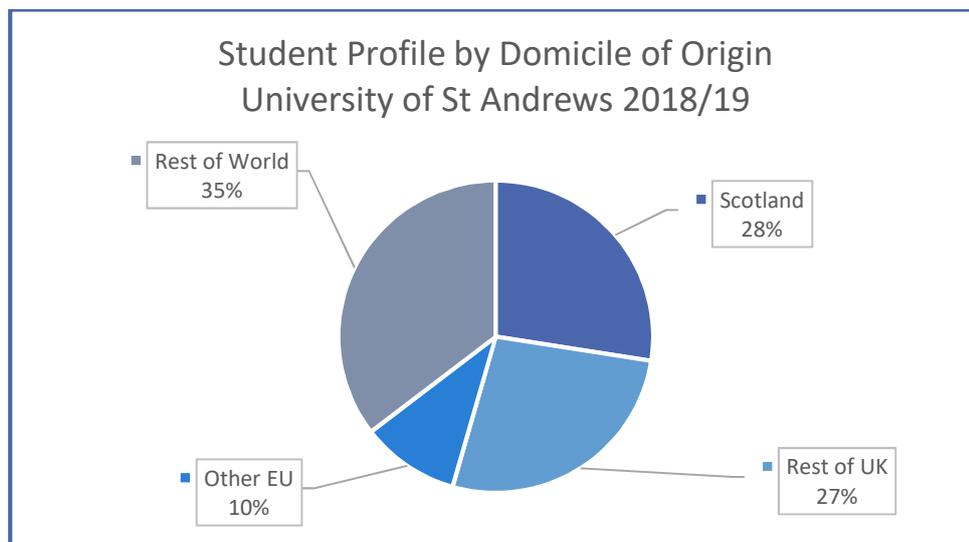
Profiling St Andrews

The University of St Andrews had a turnover in 2018/19 of £257.8 million, which was the fourth largest turnover in 2018/19 of all 18 Scottish higher education institutions (following Edinburgh, Glasgow and Strathclyde). It has the 6th largest number of staff. In terms of student numbers, with 10,775 students it comes in 13th . (The largest being Edinburgh with 34,275.) In its most recent strategic plan (2018 -2023), the University defines itself as:

“... a Scottish university with a global orientation rooted in European traditions. Our demographic profile is highly distinctive with over 45% of our students and staff coming from outside the UK. We are proud that the University is ranked among the top universities in the world for its international outlook; we are determined to maintain and extend this element of our identity. “

While its proportion of staff from outside the UK (around 25% of staff) is similar to a number of Scotland’s other large universities,¹⁵ the student profile of St Andrews is indeed clearly distinctively international. Its 45% of students from outside the UK include 10% from other EU countries and 35% from Non EU countries. This is shown in Figure One.

Figure One: Student Profile by Domicile of Origin 2018/19

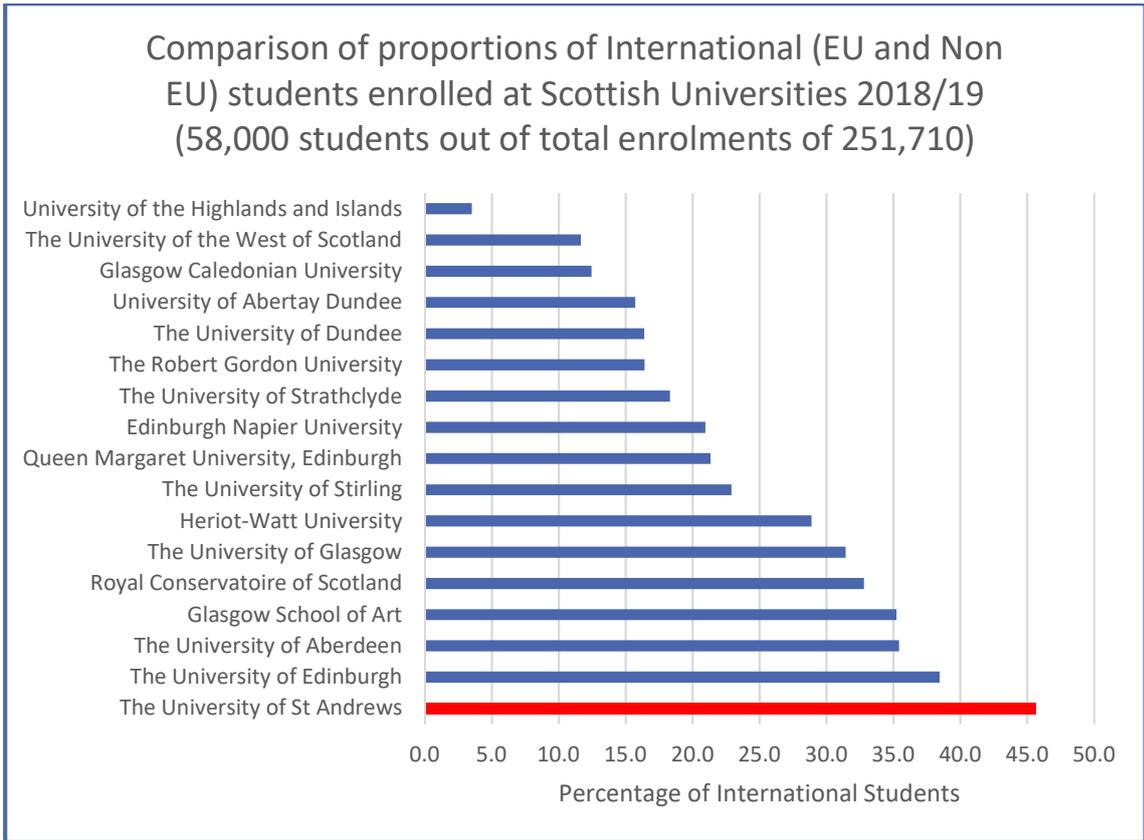


Source: HESA Students in Higher Education 2018/19

When compared to other Scottish universities, with 45% of its students coming from abroad St Andrews has clearly the highest proportion of international students of any university in Scotland. The closest to it is the University of Edinburgh with 38%. The University of the Highlands and Islands has the lowest proportion of international students (c.4%). This is shown in Figure Two.

Figure Two: Comparison of proportions of international students enrolled at Scottish Universities 2018/19

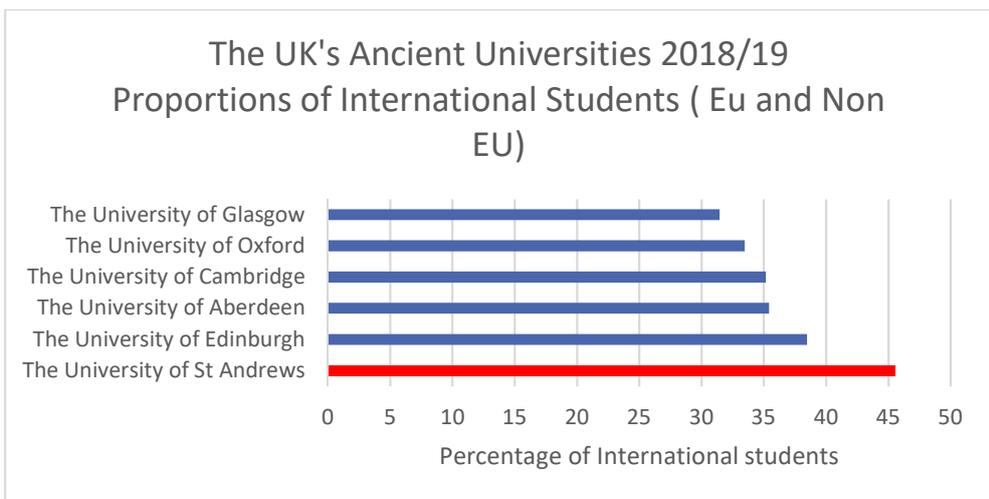
¹⁵ Edinburgh University has the largest proportion of non-UK staff (31%) , Heriot Watt has 27% and both Aberdeen and Glasgow are similar to St Andrews at around 25%



Source: HESA Students in Higher Education 2018/19

The 18 Scottish Higher Education Institutions are arguably quite different kinds of institutions, with different histories, serving different types of community. However the international dimension to St Andrews is prominent even when compared to the other 5 UK Ancient universities, as shown in Figure Three.

Figure Three: Proportions of International Students studying at the UK Ancient Universities 2018/19

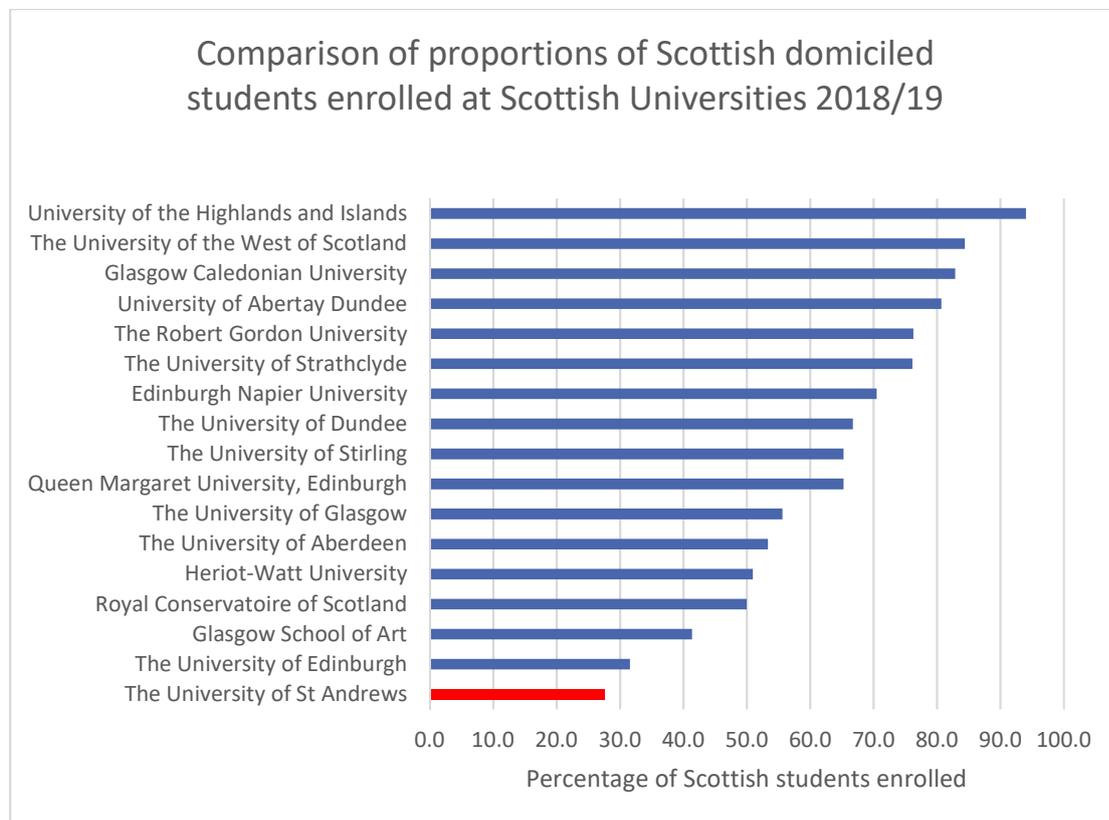


Source: HESA Students in Higher Education 2018/19

However the characteristic that makes St Andrews really stand out from all other Scottish Universities is the fact that 72% of its student population comes from outside Scotland altogether. In

addition to the 45% international students, 27% come from other parts of the UK – mostly England, but some from Northern Ireland and some from Wales. This is strikingly different, even from its fellow Ancient Scottish universities, as can be seen in Figure Four.

Figure Four: Comparison of the proportions of Scottish domiciled students at Scottish Universities 2018/19



Source: HESA Students in Higher Education 2018/19

To put this singularity into a UK context, only 2 other UK institutions source more than 72% of their students from outwith their own national borders viz. the London Business School and the Royal College of Art – both which are small, highly specialised institutions. Even with the Universities of Oxford and Cambridge only 37% and 39% of their students respectively come from outside of their home nation i.e in their case from outside England.

All of the available evidence on the St Andrews student profile confirms the University’s declared identity as a highly international university, with University recruitment being focussed predominantly on students from outside Scotland.

Clearly, while it is Fife’s only University, St Andrews is definitely not a ‘local’ university in the generally used sense of the word. While HESA data revealed that 28% of the student population are from Scotland, we could not find any publicly available data on the proportion of those Scottish students at the University in 2018/19 who came from Fife. The nearest indicator we could locate was a figure from a 2014 paper on Fife’s Labour market which observed that of the 1280 Fife School

leavers in 2013 who progressed to higher education, only around 3% (38 students) went to St Andrews.¹⁶ We have no reason to believe that numbers would have increased in subsequent years.

It must be emphasised that this is not a criticism of the University, merely an observation of its characteristics. There are of course economic ramifications for Fife if most of its school leavers seeking a university education are obliged to leave the region (Fife College has some higher education provision; but according to the 2014 report the main receiving universities were the University of Edinburgh, The University of Dundee, Heriot Watt and Napier Universities.)

Economic importance of the University of St Andrews

The University has drawn attention previously to the fact that it, along with every other university in Scotland, generates economic benefits for Scotland.¹⁷ It has done so in an effort to justify support from the public purse. It has presented a range of evidence, at least some of which is credible in broad terms, relating to the benefits accruing to Scotland from its research, teaching, its attraction of international students and the range of broader business and cultural activities in which it engages.

There are indeed many ways a university can have economic, social and cultural impact on its region. Universities generate employment, can be a source of expertise for local businesses and through their research can attract investment to an area from larger companies and from national and international agencies. Universities can also serve a civic and cultural role in their communities, providing civic leadership as well as “public space” (both physically and conceptually) for discussion and debate on contemporary issues. They can often be a cultural hub for an area and frequently have considerable social impact well beyond their own boundaries through their engagement with the local community, with schools, colleges, public and not for profit organisations across their home region. Certainly we have undertaken many studies of aspects of University economic and social impact and pioneered approaches to how these impacts can be measured.¹⁸

However in this particular analysis of the University of St Andrews, given the resource constraints of the study being self-funded, we are focussing on the expenditure impact of the university and its students. That is because this aspect of impact could be readily undertaken in-house with the modelling expertise at our disposal and can use extant and published data rather than requiring additional fieldwork. In itself the expenditure impact is a robust and quantifiable indicator of the University’s economic significance.

¹⁶ Alex McTier & Alan McGregor (2014) *Fife Workforce Modelling Study* (University of Glasgow Training & Employment Research Unit).

¹⁷ See, for example a 2018 press release: <https://news.st-andrews.ac.uk/archive/st-andrews-impact-on-the-scottish-economy/>

¹⁸ Example studies include those undertaken for [University College Dublin](#), [Dublin City University](#) and the [University of Manchester](#), [Salford](#) and [Plymouth](#). An overview report on how to capture University impact and value was prepared for the National Coordinating Centre on([Through a Glass Darkly; Measuring the Social Value of Universities](#) (Kelly, Ursula and McNicoll, Iain NCCPE 2011). There is an *extensive* academic literature on the importance of universities in their regions and in regional innovation systems as well as the role of the civic university. A recent special issue of *Regional Studies* provides a good introduction to this: Paul Benneworth & Rune Dahl Fitjar (2019) [Contextualizing the role of universities to regional development: introduction to the special issue, Regional Studies, Regional Science](#), 6:1, 331-338, as does the monograph [The Civic University and the Leadership of Place](#) (Goddard, John & Vallance, Paul. (2012).

Impact on Scotland

Our independent modelled expenditure analysis confirms the University to be making a positive contribution to Scotland. In the academic and financial year 2018/19, the University of St Andrews had a total income of £258m. Its recorded expenditure for that year amounted to £285m.¹⁹ It had 10,570 students and directly employed around 2775 people. The expenditure of the University, its staff and students generated economic activity across Scotland.

When we modelled the expenditure impact, using our purpose built Viewforth extended input-output modelling system, which is 'state of the art' for higher education impact analysis,²⁰ the results showed that overall the University generated £604m of Scottish output, contributing £339m to Scottish GDP. When the off-campus personal expenditure of its students was taken into account (with an additional £139m of output and £64m GVA), the total generated amounted to £743m of Scottish output, contributing £403m to Scottish GDP. In terms of employment generated, the University created around 6689 jobs (2775 of these directly in the University itself) with a further 1300 jobs in Scotland dependent on the additional personal expenditure of St Andrews' students (7989 Scottish jobs in total.)

Modelling impact across Scotland and across Fife

The University clearly makes an important financial contribution to Scotland. However the focus of this paper is not its general impact on Scotland but on its impact regionally on Fife. Also while output and GVA generation is noteworthy, the real significance of university impact may be best illustrated through focussing on the jobs it supports. Furthermore, to understand the reach and significance of the university's impact we believe it is more insightful to consider not simply where the jobs generated are located, but *where the people who do those jobs live*.

Many people who work in the University, for example, do not actually live in St Andrews. The people who work for the University's suppliers, the caterers, office services and laboratory equipment providers, etc, –and those who work for the suppliers of those suppliers – likewise may be living elsewhere. By tracing where the job holders are located one can see more clearly how embedded the university is within the economy, both how impact flows further afield AND its 'stickiness' within Fife. This enables consideration of whether St Andrews' residents are the main beneficiaries of the university impact or if benefit flows to other Fife residents or indeed out of Fife to other parts of Scotland. These are issues that may be of particular relevance to politicians and policymakers, since it relates the impact of the University more directly to its importance for their own constituents.

In order to analyse the more local impact of the University we constructed a St Andrews-specific layered gravity modelling system²¹ which is based on the political geography of Scotland and of Fife.

¹⁹ In the previous two years the University had spent less than its income, thereby building its reserves, from which we assume the additional expenditure in 2018/19 was sourced.

²⁰ The Viewforth Modelling System was constructed explicitly for the analysis of tertiary education impact and has been used for scores of analyses of Universities and Colleges across the UK, in Scotland, England, Wales and NI. The mathematical specification can be found in the appendix B to the 2014 Universities UK publication *The impact of universities on the UK economy* (Viewforth Consulting 2014) <https://www.universitiesuk.ac.uk/policy-and-analysis/reports/Documents/2014/the-impact-of-universities-on-the-uk-economy.pdf>

²¹ The gravity modelling system is bespoke and proprietary to Viewforth Consulting. Designed and pioneered by Viewforth Consulting for local impact analysis, it combines mass and distance variables to track and trace impact flow. In this version of the model we used residence (where job holders live) as the mass variable, drawing on Annual Population Survey and Census data. Further details on methodology can be found in Appendix One.

Taking the overall modelled impact on Scotland, the gravity modelling system analyses the flow of that impact across Scotland.

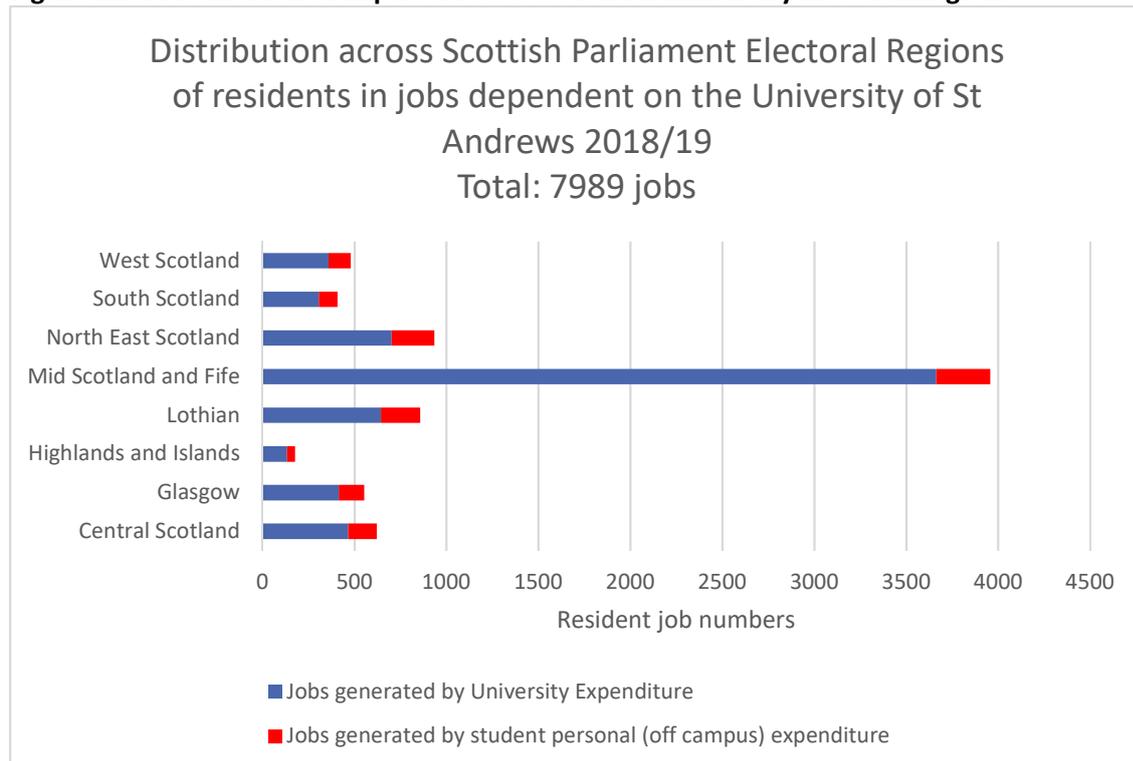
- Firstly, impact was modelled across the 73 Scottish Parliamentary Constituencies, identifying the impact on the Fife Constituencies (Dunfermline, Cowdenbeath, Kirkcaldy, Mid Fife & Glenrothes and North East Fife); these are a subset of the Mid Scotland and Fife electoral region.
- Secondly, an extension to the core gravity-model was constructed to model the Constituency impact across the Council Wards²² making up each constituency. This enabled impact on Fife to be disaggregated across all 22 Fife Council Ward areas.

At this level of granularity it is possible to present a rich picture of the reach and significance of the University’s impact on Fife. Further details on methodology are included in Appendix One.

Impact on Scottish Parliamentary Electoral Regions

Figure Five presents the wider picture across Scotland, showing the flow of employment impact across all of Scotland. It is aggregated to the eight Scottish Parliament Electoral Regions for ease of presentation. This is the total number of resident jobs in each electoral region that have been generated by the University, through the University’s expenditure and that of its staff and students.

Figure Five: Distribution of impact across Scottish Parliamentary Electoral Regions



Source: Viewforth modelled analysis

Around 50 % of the impact generated (3,957 jobs) accrues to the immediate Electoral Region of Mid Scotland and Fife, with the other 50% flowing further afield across Scotland through the extended

²² These are the 2017 Ward areas as identified in the *Know Fife* data set. <https://knowfife.fife.gov.uk/>

chain of suppliers to the University and supporting the consumer oriented spending of university staff and students,

The relative share of impact in Figure Five shown as being derived from the University Expenditure compared with that of its students reflects another difference between St Andrews and other Scottish Universities. One might normally expect the student personal expenditure share of the impact to be higher than that shown here, However, due to its geographic location and scarcity of private sector rental in the immediate area, St Andrews provides a larger proportion of purpose built student residences than other Universities (and these are currently all owned and operated by the University.)

They are also unusual in having a much higher proportion of catered rather than self-catering accommodation than other universities. What this means is that a greater proportion of student expenditure flows through the university, making the University’s role as a purchaser of goods and services even more pronounced than in other universities. The impact of student personal expenditure is proportionately less, as students are directly buying less food, paying less rent to private landlords, etc. In a subsequent section of this report we consider the overall contribution of students, including the impact generated through their tuition fee and residence payments to the University, to explore the full significance of the impact attributable to students.

Impact on Fife Scottish Parliamentary Constituencies

Moving on to focus on Fife, we disaggregated the Fife Constituencies within the Mid Scotland and Fife Electoral Region. Table One shows the results disaggregated for Fife Scottish Parliamentary Constituencies.

Table One: Impact on Fife Scottish Parliamentary Constituencies (PCs)

Area (Scottish PC)	Resident jobs dependent on University of St Andrews
Dunfermline	130
Cowdenbeath	102
Kirkcaldy	462
Mid Fife & Glenrothes	627
North East Fife	2255
<i>Rest of Mid Scotland & Fife Constituencies</i>	<i>381</i>
Total Mid Scotland & Fife	3957

Source: Viewforth modelled analysis

Table One shows that the majority of impact on Mid Scotland and Fife (96%) ‘sticks’ within Fife. It is also clear from Table One that North East Fife residents - where St Andrews is located – are major beneficiaries of the employment generated by the University’s activities. However, what may not have been so expected is that a significant proportion (37%) of the jobs generated benefit *other* Fife residents.

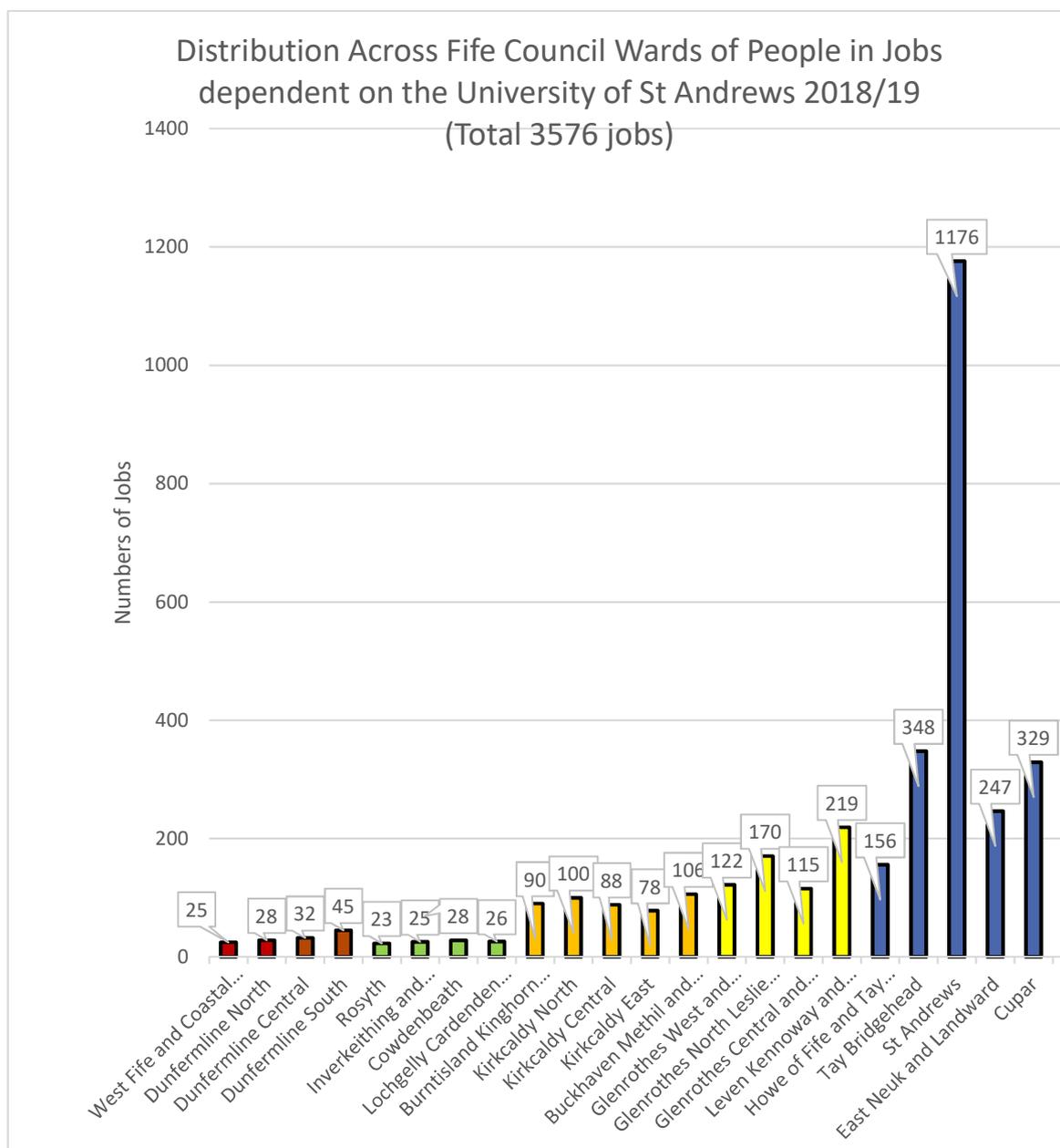
Impact across Council Wards in Fife

This takes us to the next step and the most interesting story - the distribution of impact across Fife by Council Ward. This gives a much more detailed picture of the extent to which the

University’s impact spreads beyond St Andrews town and is embedded in Fife more widely. This is shown in Figure Six and Table Two.

As highlighted earlier, this analysis is not focussing on a measure of workplace jobs (i.e. where the jobs are located) but on a measure of residents employed (*where the people live who do the jobs created.*) As we did not have access to data on where the University staff lived in Fife, the people directly employed by St Andrews were allocated to Fife Council wards through an additional component of the gravity modelling process which included detailed occupational mapping of the University staff against the occupational characteristics of the employed population in each ward. Full details on the outcome allocation of direct university employment to Council Wards is contained in Appendix Two.

Figure Six: Distribution across Fife Council Wards of resident jobs dependent on the University of St Andrews



Source: Viewforth modelled analysis

Figure Six shows how the benefits of employment generated by the expenditure of the University and its students are not all limited to the immediate town of St Andrews, but spread across all of Fife including some of its most deprived areas such as Buckhaven and Methil. Some 2775 of these jobs are those directly in the University itself, the rest are jobs generated through secondary effects, though the purchasing chains of the university and the personal expenditure of staff and students. In the chart the wards are grouped together in the subsets that make up Fife Parliamentary constituencies (Blue for North East Fife, Yellow for Mid Fife & Glenrothes, orange for Kirkcaldy, Green for Cowdenbeath and red for Dunfermline.)

The same data seen graphically in Figure Six are presented in tabular format below (Table Two.)

Table Two : Distribution across Fife of resident jobs dependent on the University of St Andrews

Fife Council Wards	Resident Jobs
West Fife and Coastal Villages	25
Dunfermline North	28
Dunfermline Central	32
Dunfermline South	45
Rosyth	23
Inverkeithing and Dalgety Bay	25
Cowdenbeath	28
Lochgelly Cardenden and Benarty	26
Burntisland Kinghorn and Western Kirkcaldy	90
Kirkcaldy North	100
Kirkcaldy Central	88
Kirkcaldy East	78
Buckhaven Methil and Wemyss Villages	106
Glenrothes West and Kinglassie	122
Glenrothes North Leslie and Markinch	170
Glenrothes Central and Thornton	115
Leven Kennoway and Largo	219
Howe of Fife and Tay Coast	156
Tay Bridgehead	348
St Andrews	1176
East Neuk and Landward	247
Cupar	329
Total	3576

Source: Viewforth modelled analysis

The most important point revealed in Table Two and Figure Six is the extent to which the impact of St Andrews spreads well beyond the town to other parts of Fife, including parts of Fife (such as Levenmouth) with high levels of deprivation and where the impact is disproportionately important.

Whereas St Andrews town, and indeed most of North East Fife, is relatively prosperous, some parts of Methil and Leven, for example, are in the top 5% most deprived areas of Scotland. It may not be intuitively obvious that St Andrews University is important to Levenmouth, a place where the majority of St Andrews' staff and students may never set foot, but this impact is real.

This is about real people in real jobs created through the effects of the University and student expenditure flowing through the economy. All of these impacts are a result of normal economic forces, rather than any particular proactive initiatives or interventions. It is worth noting that the University has given an indication in its Strategic Plan of encouraging more local purchasing in the future where possible; such a move would tend to increase its local impact and is to be welcomed.

The importance of students

Student numbers at the University of St Andrews have increased substantially in recent times (from 7185 in 2000/1 to 10,575 in 2018/19, an increase of 47%) This has brought some of its own problems in the immediate environment of St Andrews' town. There is a well documented problem regarding an accommodation shortage for both students and other residents, a proliferation of Houses of Multiple Occupancy (HMOs) and areas of 'studentification' (where large concentrations of students in a residential area can tend to negatively affect the area, with increased litter and anti-social behaviour - or at least a clash of lifestyles with other residents.) After a number of years of what has been described as a " laissez-faire" approach to HMO licensing in St Andrews²³ , in 2019 Fife Council introduced an " HMO Overprovision policy" within the St Andrews town boundary, limiting and restricting further HMO growth.

However, students still need to live somewhere and part of the solution to the pressure on housing created by the growth in student numbers is the provision of purpose-built student housing by the University itself – and the University is pressing ahead with plans for extensive additional accommodation developments. However relationships between the Council and the University on student accommodation are not without tension; much University student accommodation is also subject to HMO licensing. Given that Fife Council is expecting the University to ameliorate the accommodation problem through building more student accommodation it seemed, on the face of it, a rather counterproductive (at the very least unhelpful) move on the part of the Council in 2020 to substantially raise the costs of HMO licensing of student accommodation to the University. These are predicted to be an additional charge on the University of over £500,000 every three years (up from £52,000.)²⁴ The need for ongoing constructive dialogue with the Council on planning and housing issues is obviously imperative.

One of the things that may help bring that need into clearer focus is a fuller recognition of the importance of students in generating the impact associated with the University. The money brought into the Fife economy by students is responsible for the majority (55%) of the University's economic impact on Fife. This includes both money paid to the University for tuition fees and for accommodation, catering, etc. The very distinctive student profile of St Andrews students – with the overwhelming majority of students coming from outside Fife - means that almost ALL of this money is being attracted into Fife from elsewhere. We have previously observed that not only are around 72% of students from outside Scotland, but even the majority of *Scottish* students are not local, but are from outside Fife.²⁵ This means that almost all student expenditure is an injection into the Fife economy.

²³ Ross Brown (2018) *Is the St Andrews Bubble About to Burst? Assessing the Economic and Social Impact of Studentification and HMO Policy in a Small University Town* Working Papers in Responsible Banking and Finance WP N^o 18-002

²⁴ <https://www.fifetoday.co.uk/education/concerns-fife-council-raises-university-st-andrews-hmo-fees-1392305>

²⁵ Information on the exact proportion of students from Fife is not readily or publicly available. However as an indicator we noted that a 2014 paper on Fife's Labour market observed that of the 1280 Fife School leavers in 2013 who progressed to

Table Three: Fife Jobs dependent on expenditure by, and associated with, St Andrews students

	Jobs created in Fife through tuition fee, teaching grant and accommodation fees paid to the University ²⁶	Jobs created in Fife through personal expenditure	Total Jobs created in Fife by students	Student numbers	Per capita; How many Fife jobs supported by EACH student
Scottish Students	328	54	382	2905	0.13
Students from rest of UK	391	53	443	2850	0.16
Students from EU	136	26	162	1075	0.15
Students from rest of the world	1029	68	1097	3745	0.29
ALL STUDENTS	1884	200	2084	10575	0.20

Source: Viewforth modelled analysis

Table Three shows the significant extent of impact of St Andrews students. Our detailed analysis showed that on average **every 5 St Andrews students create a job for someone in Fife.**

Non EU international students have the biggest impact, with 29 Fife jobs dependent on every 100 non EU students. 100 Scottish students create 13 jobs, and every 100 students from the rest of the UK support 16 jobs.

The difference between impact generated by different groups of students is related primarily to the relative fees paid by or on behalf of the students. The fees for non EU students are the highest, ranging from around £20k - £30k annually. Students from the rest of the UK pay more than either Scottish or EU students (£9250k compared to £1.8k for Scottish and EU students – and the Scottish/EU fee is usually paid by the Scottish Government on behalf of the students through the Students Award Agency. Further government support for Scottish and EU tuition comes through the Scottish Funding Council Teaching Grant.) All students incurred additional personal expenditure.²⁷

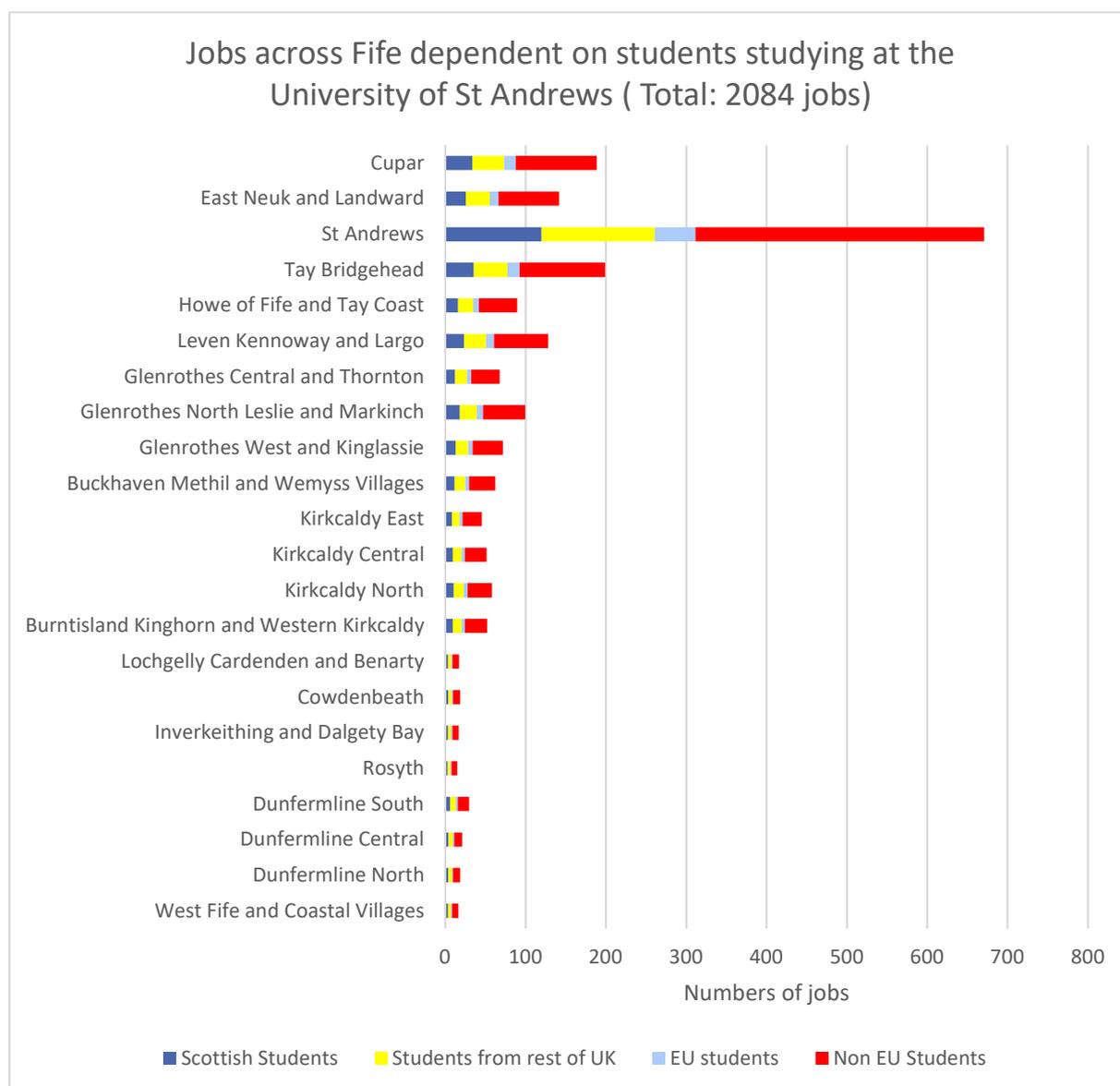
The jobs generated by students were also spread across Fife – indeed the majority (1,413) were outside St Andrews. This is illustrated in Figure Seven. Full details of the jobs in each Council Ward , disaggregated by student group, are presented in Appendix Four.

higher education only around 3% (38 students) went to St Andrews. Alex McTier & Alan McGregor (2014) *Fife Workforce Modelling Study* (University of Glasgow Training & Employment Research Unit.

²⁶ This includes tuition fees and accommodation fees paid by all students . The relative share of accommodation fees paid by each group of students were estimated based on analysis of St Andrews' housing allocation policies. For Scottish and EU students, the relevant proportion of Scottish Funding Council Grants made to support Scottish and Non EU student teaching was also included along with any fees paid by students directly, as the teaching grant was linked to those student numbers.

²⁷ Personal expenditure estimates for each group were made based on a number of Student Income and Expenditure Surveys, including <https://www.gov.uk/government/publications/student-income-and-expenditure-survey-2014-to-2015>

Figure Seven: Jobs across Fife dependent on students studying at St Andrews



Source: Viewforth modelled analysis

All of the preceding analysis has confirmed the importance of the University in the Fife economy. In itself it is one of Fife's biggest employers and its impact generates over 2 % of all Fife employment, reaching every part of the Kingdom.

To put this into a topical context, the University impact is twice as large that of the Fife Golf Tourism industry (indeed its impact on Scotland as a whole dwarfs the entire Scottish Golf Tourism Industry.²⁸) In such circumstances one would imagine that the importance of the University to, and

²⁸ The 2016 impact of the Fife Golf Tourism industry amounted to an estimated 1,802 jobs.. This compares to the University's Fife impact of 3576 jobs. The impact the entire Scottish Golf Tourism industry on Scotland was 4,700 jobs (compared to the University's 7989 jobs)

its influence on, all of its host region of Fife would be highly visible, clear and unambiguous. In many of the institutions we have studied – particularly in the cities - the University has a symbiotic relationship with its host community, with the identity and development of the University closely intertwined with that of its region. People are usually highly aware of the university's importance as a local employer and its interactions with local schools, hospitals, public, private and third sector organisations. In many places local authorities have come to appreciate the civic and cultural role of the university as a catalyst for regeneration of an area. (The vibrant and mutually beneficial relationships cultivated between the local Councils in Salford and Plymouth with their respective universities spring to mind. In both cases the University is culturally and physically helping to transform their cities.²⁹)

However in reality, despite its extensive economic impact, the University of St Andrews is *not* very visible in Fife beyond the town of St Andrews itself and Fife residents in general rarely give it a second thought.

Invisible by accident or design?

One possible reason for the University's invisibility in Fife is that it is a simple consequence of Fife itself being largely invisible to the University. We have already noted that there are few native Fife students among the student population so natural connections with the wider community will be sparse. In the University's own strategy documents³⁰, the wider Fife community and region are rarely mentioned. The University looks to its place in an international community, seeing itself primarily responding to global challenges and global needs, with its 'global family' of students, staff and alumni making up the 'University community'. Its University community "exports its knowledge to the world". This particularly focussed vision seems to be a characteristic of the University of St Andrews specifically rather than universities generally. While other leading UK Universities see their international standing to be of high importance, they usually also see themselves as being at the heart of their region.

The University of Manchester, for example, specifically identifies itself as "a proud Manchester Institution" seeking to strengthen the bonds between the University and communities across Greater Manchester, while also asserting its position as a globally influential university³¹ – it was ranked in the top 30 Universities in the world in 2020.³² Another Scottish Ancient³³ University which is also in the top 100, the University of Glasgow (ranked 67th),³⁴ explicitly states in its strategy that it engages with the City of Glasgow AND the Global Community:

*"We should use our work to benefit and enhance Glasgow, the West of Scotland and the global community wherever possible."*³⁵

²⁹ See: <https://www.plymouth.ac.uk/about-us/socio-economic-impact> and https://www.salford.ac.uk/data/assets/pdf_file/0010/913186/0411-Social-Impact-Report-WEB-05.10.16.pdf

³⁰ University of St Andrews Strategic Plans 2015 to 2025, 2018 -2023

³¹ The University of Manchester

³² QS University World Rankings 2020. Manchester was ranked 27th. (St Andrews was ranked 100)

³³ " Ancient" Universities are the 6 Universities established in medieval times. There are six in the UK, two in England (Oxford and Cambridge) and Four in Scotland (Aberdeen, Edinburgh, Glasgow and St Andrews)

³⁴ QS University World Rankings 2020

³⁵ *Inspiring People: The University of Glasgow Strategy 2015-2020.*

To give another Ancient University example, the University of Oxford (ranked 4th in the world)³⁶ too has a clear commitment to the “Oxford Region”, stating :

“ We believe that it is vitally important that the University benefits local citizens. We are committed to working in partnership to increase our cultural, societal and economic impact at both local and regional levels...”³⁷

St Andrews, however does not appear to identify strongly with Fife nor see itself having any particular role in Fife, tending to jump from the immediate town of St Andrews to Scotland as a whole and thence to the world. In its most recent iteration of its strategic plan it has followed other leading UK Universities³⁸ in making a commitment to ‘social responsibility’ a key element of its strategic plan. However its vision of ‘social responsibility’ is primarily focussed again on broad principles for its global university community and in relation to broad global challenges; references to the local community are generally limited to the town of St Andrews, in particular the need to mitigate negative environmental externalities on the town.

Once again, to the outside observer it appears that the University classes ‘local’ as solely the town of St Andrews and then immediately jumps to ‘national’ and ‘international.’ Even when focussed on justifying the higher education funding it receives from the Scottish public sector (through its “ Outcome Agreement” with the Scottish Funding Council) the University emphasises what it does as being of benefit to Scotland as a whole, with little or no mention of a role in its immediate region . With a few exceptions³⁹ even its student Access and Widening Participation programmes are presented as being Scotland-wide rather than Fife-focussed.

None of this is to say that the university does not engage externally. On the contrary, it has a very active programme of support for public engagement with its research; it has extensive plans for developing its collaborations with business and industry and sees itself as a cultural beacon, with ambitions for its Arts and Humanities programmes to be among the best in the world. The issue is that it simply does not appear to see its own region of Fife as a natural partner of choice. The consequence of this is that it becomes invisible to (or worse, irrelevant) to mainstream Fife, which moves on to build relationships with other universities from other places.

One of the few areas of activity explicitly presented as having a potentially positive role in and for Fife has been the development of the University’s Eden Campus in Guardbridge (5 miles from St Andrews’ town). This has been mooted in as presenting opportunities for research, innovation and knowledge transfer with local business and potential for attracting investors to the area. In this context it is worth noting that as the infrastructure is being largely funded by the ‘Tay Cities Deal’ , the Scottish Government , Scottish Funding Council and Fife Council, funding will have been dependent on the intent to show local and regional benefit. (It can be simultaneously noted, however, that when the Eden Campus development is highlighted on the University website as part of its Strategic Plan 2018-2023, any mention of Fife disappears.⁴⁰)

The investment in Guardbridge aside, which is predominantly focussed on ‘traditional’ business incubator unit and enterprise initiatives, external agencies also seem to struggle to envisage St Andrews as a Fife asset more generally or to identify ways to maximise its benefits to the region. We

³⁶ QS University World Rankings 2020

³⁷ University of Oxford Strategic Plan 2018-2023

³⁸ Such as the University of Manchester

³⁹ Such as the *First Chances Fife* Programme

⁴⁰ <https://www.st-andrews.aies, c.uk/about/governance/university-strategy/entrepreneurial/>

have trawled through a wide range of policy documents and regional plans without finding much evidence of the University being seen as a real regional player .⁴¹

For instance, the latest version of the Fife Economic Strategy⁴² has very little to say about the University at all. The Strategy focuses on four key priorities:

- Inclusive Growth - Achieving fairer and more inclusive growth
- Investment – Increasing investment in business infrastructure
- Internationalisation – More Sales and Exports
- Innovation –Fostering a culture of innovation and enterprise

The University of St Andrews appears of marginal interest, with mentions of the University’s role limited to:

- encouraging more of its graduates to stay in the region
- increasing spinout company growth from the University and
- the possibility of making it easier for local companies to access university expertise to support innovation.

These are fairly run-of-the-mill generic economic development aspirations that are trotted out in just about every UK region about every university. There is nothing in the strategy that seems to grasp the distinctive strengths and characteristics of St Andrews.

This is despite the fact that one of the key priorities of the strategy (Priority 3) is “Internationalisation” and an aim to increase Fife exports. There appears no cognisance that **the University itself is one of the region’s most successful export organisations** (with estimated exports of over £152m making around 8% of all Fife Exports⁴³) and with an active network of influential contacts across the globe that are a clear potential asset for the region.

It needs to be emphasised that this practical invisibility of such a world leading university in regional strategy is unusual. It is *not* what is happening in other places in the UK, where regional pride in their universities and active desire to harness indigenous higher education institution strengths for local benefit means the role of the universities are writ large in local and regional economic strategies.

For instance in Glasgow the universities and colleges are considered so important that Higher and Further Education is regarded as a **Key Sector in itself** for Glasgow’s economic growth. The universities are actively involved in devising the economic strategy, with one of the University Principals chairing the Glasgow Economic Leadership Board. The Manchester strategy recognises *Corridor Manchester* – where the universities are located – as “a key driver for our economic growth” . The preparation of the Oxford Local Plan 2036 included entire options papers devoted to

⁴¹ These have included the Fife economic strategy, planning documents including the *Plan for Fife 2017-2027*, Regional Skills Assessments and Labour Market analyses. The 2014 Fife Workforce Modelling Study (McTier et al) explicitly states: “**St Andrews University** is viewed as a university of international reputation but is seen to be more internationally focused as opposed to meeting the skills needs of Fife employers and residents.” The same report suggests links with Abertay, Napier and Strathclyde universities as future collaboration options, Even in relation to the Tay Cities Deal, which is intended to cover part of Fife and where much mention is made of higher education, St Andrews seems overshadowed by the Dundee Universities.

⁴² <https://wordpress.fifedirect.org.uk/fifeeconomypartnership/wp-content/uploads/sites/10/2016/10/Fifes-Economic-Strategy-2017-27.pdf>

⁴³ The strategy itself indicates its most recent figure for Fife exports (2012) as being c. £2 billion . We estimate the international export earnings associated with the University in 2018/19 to be in the region of £152m, including international student fees, research and other income from international sources as well as international student personal expenditure.)

the role of Oxford's two universities. Indeed one would be hard put to identify many local economic plans in the UK which do NOT seek to identify and maximise benefit from the distinctive strengths of their local universities.

Conclusions

We have shown that the expenditure of the University of St Andrews has a significant and widespread economic impact on Fife. It generates employment well beyond its immediate environment of St Andrews Town and has a positive effect on some of the most deprived areas of Fife. However while its impact on St Andrews town is recognised, the impact of the University on Fife more generally is not as widely known or acknowledged. Neither does the University appear to have as much influence on Fife Region nor input to advising on its development as might be expected of a leading university. We believe this is unfortunate, for both the University and for the region. The University is missing the opportunity to raise awareness of the benefits it brings to Fife and to garner wider public support for its activities. By not fully engaging with the University and not recognising the University's unique characteristics that generate impact, Fife Region is failing to maximise benefit from one of its most valuable assets.

At a time when the University may be facing a perfect storm arising from Covid19, far greater awareness is needed on the part of both the University and public authorities as well as of the general public of the very real interconnectedness of the University and the wider Fife economy and community. The University Principal has already publicly indicated the University is facing a financial crisis and has launched a private global appeal to alumni and donors⁴⁴ as well as joining the other Scottish Universities in seeking additional help from the public purse.⁴⁵ Most of its capital investment plans have been put on hold and it is having to review its future strategic plans.⁴⁶

Any retrenchment by the University of its operations will de facto affect not only the University community or St Andrews town but the whole of Fife. However Fife residents in, say, Glenrothes, may be less likely to resent support given to the University in difficult times if they know that over 400 jobs in the Glenrothes area are dependent on the University. Methil or Kennoway residents may view St Andrews as less of a remote ivory tower if they know that every 50 students lost by the University would lead to 10 jobs lost in Fife (and those could be in their area.). Fife Councillors and relevant Area Committees may be more sympathetic to the challenges facing the University if they can see that Fife clearly has a stake in the University's fortunes.

Through our work with universities across the UK and Ireland we have found that how a university interacts with its region is very closely linked to, and influenced by, its own history and traditions. University staff are sometimes not even fully aware that an embedded institutional memory is shaping the parameters of what they do. In the case of St Andrews it can be observed that it was originally founded within a monastic centre, in the furthestmost part of an already remote peninsula. It was not originally established (unlike the University of Aberdeen, for example) with a regional mission⁴⁷, but rather as a place of international learning at a time when universities in Paris, Oxford and Cambridge were politically inaccessible. The traces of that legacy can be seen in its modern

⁴⁴ It is a testament to the University's success in creating a sense of global community among its alumni and supporters that the appeal has so far (August 2020) been successful in raising several hundred thousands of pounds for the University.

⁴⁵ <https://planetradio.co.uk/borders/local/news/st-andrews-university-principal-reveals-25m-financial-hole/>

⁴⁶ <https://www.eveningtelegraph.co.uk/fp/st-andrews-university-sets-out-plans-to-welcome-back-students-in-september/>

⁴⁷ The University of Aberdeen, another Scottish Ancient University, was founded in 1495 explicitly to bring education to a remote region.

operations where its interest is primarily on its engagement with global society rather than closer to home. However, as many other leading universities have shown, being globally active does not preclude being regionally engaged.

We undertook this analysis with the intention of stimulating discussion concerning the need for more meaningful interaction between the University of St Andrews and Fife region. From our experience of studying universities in many different places there is considerable potential for mutual benefit for a university and its host region from working together on policies and partnerships in areas of shared interest. We have shown that the University de facto impacts on the Fife economy and what happens in the region will also inevitably impact the University. The University of St Andrews and the Kingdom of Fife are inextricably bound together. Clearer recognition of the relationship and more proactive collaborations between the University and organisations across Fife region would benefit everyone.

Appendix One: Note on Data Sources and Methodology

Main data sources for higher education included Higher Education Statistics Agency data on staff, students and the finances of UK higher education institutions including for the University of St Andrews. The data were supplemented by the information published on the University's website as well as in media outlets. Other information sources included a range of published Fife Council and related public authority and local government reports and policy documents available online. Relevant economic and labour market data on Fife and Scotland were sourced from the Annual Population Survey, the Business Register and Employment Survey and the 2011 Census for Scotland. The [Know Fife Dataset](#), and the [Know Fife Partnership Hub](#) were invaluable in bringing together a wide range of data and information about Fife.

The impact of the University on Scotland was modelled using an Extended UK Input Output modelling system comprising a top down UK model with a location quotient based extension for Scotland. There are also extensions for Wales, NI and all nine English Regions. The model was purpose designed for higher education impact and draws on official ONS input output tables as well as a range of official labour market data. It has been used to analyse impact of many universities and higher education sectoral organisations across the UK. The model was designed and specified by Viewforth Chief Economic Adviser Emeritus Professor Iain McNicoll, who is an internationally recognised expert in Input Output analysis and construction of economic models for national and regional economies. The mathematical specification of the core model can be found in Appendix B of the 2014 Universities UK report: [The impact of Universities on the UK economy](#).

The flow of impact across Scottish Parliamentary Constituencies and across Fife Council wards was modelled using a bespoke gravity-modelling system, constructed specifically for this analysis of the University of St Andrews. The gravity modelling system was also designed and mathematically specified by Emeritus Professor Iain McNicoll. It is proprietary to Viewforth Consulting and has been successfully applied in the analysis of local impact for universities across the UK and Republic of Ireland. The system combines mass and distance variables to track and trace impact flow. In this version of the model we used residence based employment data from the Annual Population Survey for 2019 (where job holders live) as the mass as well as drawing in 2011 Census Occupation and residence data for the Fife Council Ward Areas. Census data was rebased proportionately to 2019 APS control totals. The principles and practical application of the gravity modelling approach to were presented at the [International Input Output Association conference](#) in Glasgow in 2019. The conference paper: [The impact of supranational conferences on their host economies: the case of Glasgow, Scotland](#) (Kelly, Marsh & McNicoll) is available from the Viewforth Consulting website . (<http://www.viewforthconsulting.co.uk/id72.html>)

Appendix Two : Allocation of staff residence to Fife Council Wards

We know that only some University staff live in St Andrews itself ; however as we were working wholly from publicly available and published information we did not have access to data on University staff residence.

To resolve this we devised an additional component within the gravity modelling system to realistically and plausibly allocate staff to different Fife areas. Firstly we assumed that all staff lived in Fife, within a 30 mile radius of the University.⁴⁸ We then undertook detailed mapping of the occupational classifications of the 2775 St Andrews Staff against the occupational characteristics of the population in each of the Council Wards .within that 30 mile radius in order to derive the appropriate mass variable for the modelled allocations. The outcome allocation of university staff is shown in the table below. (Jobs created through secondary effects follow the general pattern and characteristics of the working population in each ward.)

Gravity-modelled allocation of University staff to residence in the selected Council Wards	Professional/ Managerial	Skilled/ technical	Services/ semi-skilled	Elementary	Totals
Burntisland Kinghorn and Western Kirkcaldy	42	22	4	3	70
Kirkcaldy North	37	27	6	5	75
Kirkcaldy Central	36	21	5	5	67
Kirkcaldy East	29	19	5	5	58
Glenrothes West and Kinglassie	37	34	8	7	87
Glenrothes North Leslie and Markinch	67	45	9	7	129
Glenrothes Central and Thornton	35	32	8	6	82
Howe of Fife and Tay Coast	77	41	7	6	131
Tay Bridgehead	186	93	11	12	302
St Andrews	697	216	37	91	1042
East Neuk and Landward	123	63	10	12	207
Cupar	177	79	14	15	285
Leven Kennoway and Largo	84	58	13	11	166
Buckhaven Methil and Wemyss Villages	26	30	9	9	74
Totals	1655	780	145	195	2775

⁴⁸ Residence within a 30 mile radius of the University is a normal HR expectation of University staff. In reality some staff will not live in Fife but across the River Tay in Dundee, which is the nearest city and around 14 miles away. To the extent that staff choose to live in Dundee their jobs will in reality be part of the impact on the rest of Scotland. However for the purposes of this study and in the absence of actual data we assumed Fife residence for all staff. The University itself can moderate the results if wished using its actual staff residence data.

Appendix Three: Distribution across Fife of jobs dependent on all of the University's activities

Fife Council Wards	Jobs
West Fife and Coastal Villages	25
Dunfermline North	28
Dunfermline Central	32
Dunfermline South	45
Rosyth	23
Inverkeithing and Dalgety Bay	25
Cowdenbeath	28
Lochgelly Cardenden and Benarty	26
Burntisland Kinghorn and Western Kirkcaldy	90
Kirkcaldy North	100
Kirkcaldy Central	88
Kirkcaldy East	78
Buckhaven Methil and Wemyss Villages	106
Glenrothes West and Kinglassie	122
Glenrothes North Leslie and Markinch	170
Glenrothes Central and Thornton	115
Leven Kennoway and Largo	219
Howe of Fife and Tay Coast	156
Tay Bridgehead	348
St Andrews	1176
East Neuk and Landward	247
Cupar	329
Total	3576

Appendix Four: Distribution across Fife of jobs dependent on students studying at St Andrews University

Includes Impact through tuition fees, tuition support grants and accommodation fees paid to the University as well as personal expenditure	Scottish Students	Students from rest of UK	EU students	Non EU Students	ALL Students
West Fife and Coastal Villages	3	4	2	8	16
Dunfermline North	4	4	2	9	19
Dunfermline Central	4	5	2	10	21
Dunfermline South	6	7	3	14	30
Rosyth	3	3	1	7	15
Inverkeithing and Dalgety Bay	4	4	2	8	17
Cowdenbeath	4	4	2	9	19
Lochgelly Cardenden and Benarty	4	4	2	8	17
Burntisland Kinghorn and Western Kirkcaldy	10	11	4	28	52
Kirkcaldy North	11	12	5	31	58
Kirkcaldy Central	10	11	4	27	52
Kirkcaldy East	8	10	4	24	46
Buckhaven Methil and Wemyss Villages	12	13	5	33	63
Glenrothes West and Kinglassie	13	15	6	37	72
Glenrothes North Leslie and Markinch	18	21	8	52	100
Glenrothes Central and Thornton	13	15	5	35	68
Leven Kennoway and Largo	24	27	10	67	128
Howe of Fife and Tay Coast	16	19	7	48	90
Tay Bridgehead	36	42	15	106	199
St Andrews	120	141	50	360	671
East Neuk and Landward	26	30	11	75	142
Cupar	34	40	14	101	189
Total	382	443	162	1097	2084