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**“POLICY SCEPTICISM” AND THE IMPACT OF WELSH
HIGHER EDUCATION INSTITUTIONS (HEIs) ON THEIR HOST
REGION: ACCOUNTING FOR REGIONAL BUDGET
CONSTRAINTS**

BY

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No. 10-22

DEPARTMENT OF ECONOMICS

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GLASGOW

**“Policy Scepticism” and the Impact of Welsh Higher Education Institutions (HEIs)
on their Host Region: Accounting for Regional Budget Constraints**

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Acknowledgements:

This paper is an output of the *Overall Impact of Higher Education Institutions on Regional Economies* project, funded by the Economic and Social Research Council (ESRC), Scottish Funding Council (SFC), the Higher Education Funding Council of England (HEFCE), the Higher Education Funding Council of Wales (HEFCW) and the Department for Employment and Learning Northern Ireland (DELNI) – RES-171-25-0032. We also acknowledge additional funding from the Centre for Public Policy for Regions. We are indebted to Ursula Kelly for helpful discussions and advice. The project is one of nine funded through the *Impact of Higher Education Institutions on Regional Economies* Initiative.

Abstract

This paper replicates the analysis of Scottish HEIs in Hermannsson *et al* (2010b) for the case of Wales in order to provide a self-contained analysis that is readily accessible by those whose primary concern is with the regional impacts of Welsh HEIs. A “policy scepticism” has emerged that challenges the results of conventional regional HEI impact analyses. This denial of the importance of the expenditure impacts of HEIs appears to be based on a belief in either a binding regional resource constraint or a regional public sector budget constraint. In this paper we provide a systematic critique of this policy scepticism. However, while rejecting the extreme form of policy scepticism, we argue that it is crucial to recognise the importance of the public-sector expenditure constraints that are binding under devolution. We show how conventional impact analyses can be augmented to accommodate regional public sector budget constraints. While our results suggest that conventional impact studies overestimate the expenditure impacts of HEIs, they also demonstrate that the policy scepticism that treats these expenditure effects as irrelevant neglects some key aspects of HEIs, in particular their export intensity.

Keywords: Higher Education Institutions, Input-Output, Wales, Impact study, Multipliers, Devolution.

JEL classifications: R51, R15, H75, I23 .

1. Introduction

This paper replicates the analysis of Hermannsson *et al* (2010b) for the case of Wales. The main differences are, of course, in the tables, graphs and discussion of results. The rationale for this approach is to provide a convenient, readily accessible, self-contained analysis of the expenditure impacts of HEIs in Wales for user groups whose primary interest is in Wales. Since we are also committed to producing similar analyses for Northern Ireland and for England, this is also an efficient way for us to generate a range of the regional-specific outputs of our research project on *The Overall Regional Impacts of HEIs* quickly.¹ Subsequent contributions will provide a fuller comparative regional analysis of HEI impacts.

There have been numerous studies of the impact of higher education institutions (HEIs) on their host regional economies, which focus solely on their effect on the local demand for goods and services. (See e.g. Florax, 1992 and McGregor *et al*, 2006, for reviews.) These demand side studies treat universities like any other businesses, which demand goods and factor services within the region². The best of these studies employ regional input-output analysis. However, a “policy scepticism” has emerged that challenges the value of such analyses. This scepticism asserts that either demand-side binding budget constraints or supply-side binding resource constraints generate “crowding out” of HEI expenditure effects on the host regional economy, to the point where the regional impact of HEIs expenditures is regarded as negligible. In this paper we provide a systematic critique of this perspective. While we reject the extreme form of policy scepticism we acknowledge the importance of binding public sector budget constraints under devolution, and argue that future regional impact studies should be modified to accommodate these constraints.

¹ The full details of the project are provided in the acknowledgements.

² HEIs may also have important impacts on the supply-side of regional economies through, for example, their impact on skills in the host region’s labour market, knowledge effects and wider external benefits. These are discussed in Hermannsson *et al* (2010b).

Previously we have illustrated this case through an application to Scotland (Hermannsson *et al*, 2010b). Here the same principles are applied to Wales, which is a UK region with a large higher education sector and partially devolved fiscal responsibilities. The study of HEIs in Wales is particularly appropriate as its devolved status imposes a binding public sector expenditure constraint at the regional level and the variety of spatial origins of HEIs' income motivates a fresh look at the composition of their impact. However, it should be emphasised that this approach is generally applicable to all impact studies of regions with a devolved budget.

The analysis of HEI impacts is based upon an augmented Input-Output (IO) analysis for Wales in which the higher education sector is separately identified³. Impact results are derived using standard IO assumptions. However, it is also considered how the standard IO assumptions, and current practice, have to be modified to accommodate the binding budget constraint of the Welsh Assembly. We implement a novel treatment of student expenditure, where in line with standard IO assumptions we seek to identify the degree to which student's consumption expenditures can be treated as exogenous. Two quite different treatments of student expenditures are apparent in the literature, focussing either on the expenditures of all students in the host region (Harris, 1996) or only those who move into the region to study (Kelly *et al*, 2004). We argue that both are approximations to an appropriate distinction between those parts of student expenditures that can legitimately be regarded as exogenous, and those that should be treated as endogenous. The details of this procedure are outlined in Appendix.

The remainder of the paper is structured as follows. In Section 2 we outline the approach adopted by conventional (input-output-based) regional HEI impact studies, and summarise the results that the implementation of this approach yields when applied to our purpose-built,

³ For details of the construction of the Input-Output table, the derivation of the income and expenditure structure of the HEIs sector and the data sources used see Hermannsson *et al* (2010c). The augmented table builds on previous work by WERU (2007).

Welsh, HEI-disaggregated input-output database. We explore the basis of the “policy scepticism” in Section 3, attributing this to two broad possible sources: an acknowledgement of a resource constraint on the supply-side and a public sector budget constraint on the demand-side. We argue that the traditional “Green Book perspective” of complete supply-side crowding out of regional expenditures is not applicable to the context of a single devolved region. Indeed, at the regional level the passive supply-side assumptions required to motivate the use of input-output analysis may apply in the longer term. However, we also argue that the presence of a binding constraint on government expenditure, which operates through the Barnett formula in Wales, is significant for the appropriate conduct of regional impact studies. In particular, in the context of incremental increases (or decreases) in public expenditure on HEIs, the application of conventional impact analysis effectively assumes that these expenditures are externally-financed (through the central government). If, instead, they are financed by switching/reallocation of the Welsh Assembly Government’s expenditure, then the impact of this should be explicitly identified. We show how this constraint can be accommodated within conventional impact analyses. Inevitably, our results suggest that the aggregate impact on the host region of such switching is significantly less than conventional impact analyses imply, though in the Welsh case the net impact remains positive.

In Section 4 we show that it would be wrong to infer from the small net “balanced expenditure multiplier”, which (we establish in Section 3) applies to Welsh general government expenditure being switched to HEIs, that HEIs have a negligible overall impact on their host region that is additional to the impact of public expenditure *per se*. We illustrate this through an IO-based attribution analysis, which highlights the fact that HEIs are emphatically not part of the public sector, with 56% of Welsh HEIs’ funds coming from devolved public sources, but are in fact export-intensive. We show that of the “total impact” of HEIs on Welsh output that would be

attributed to HEIs in a conventional analysis, only some 48% are in fact attributable to public funding *per se*.

Section 5 presents brief conclusions. Overall, our results suggest that conventional impact studies do overestimate the impact of HEIs expenditures on their host region. However, our findings also demonstrate that the policy scepticism that treats the expenditure effects of HEIs as irrelevant neglects some important characteristics of these institutions, notably their export intensity. Although this analysis is illustrated in terms of the impact of Welsh HEIs, it is relevant to any impact analysis conducted in regions where budgets are devolved.⁴

2. Conventional regional impact analyses

Conventional impact analyses of HEIs on their host regions identify the total effects of HEIs as the sum of the impact of institutional expenditures and of (typically part of) the expenditures of their students. We begin with a brief account of regional input-output-based impact analyses. We then consider the application of this approach to institutional and then to student expenditures

2.1 Theoretical basis of conventional regional impact analyses

Regional impact analyses are frequently employed to capture the total spending effects of institutions, projects or events. In addition to simply identifying the direct spending injection of the studied phenomenon, multiplier, or “knock-on”, impacts are estimated by summing up subsequent internal feedbacks within the economy (see Loveridge (2004) for a review). This

⁴ Indeed the analysis may of rather more general applicability, since even where budgets are not devolved there may be interest in identifying the opportunity cost of public funding.

section briefly outlines the methods adopted by impact studies⁵. Based on the typical assumptions made in the literature the regional demand-side impacts of the HE sector on the Welsh economy is derived for 2006.

Most regional demand-driven models (e.g. Export base, Keynesian multiplier, Input-Output) view the economy in terms of two parts, exogenous and endogenous. Exogenous variables in these models are taken to be independent of the level of activity of the relevant economy; endogenous variables are primarily driven by the overall level of income or activity within the economy. Specifically demand for intermediate inputs and often consumption demand are taken to be endogenous. Other elements of final demand (exports, government expenditure, investment) are taken to be exogenous⁶. There is then a clear causal pathway from exogenous to endogenous expenditure.

In addition, interpreting the results of these demand driven models rests on the assumption that the supply-side of the economy operates in a passive way. At the regional level, conventional multiplier analyses can be validated by either of two sets of conditions. In the short and medium runs this would be where there is general excess capacity and regional unemployment. In the long-run, it is where factor supplies effectively become infinitely elastic, as migration and capital accumulation ultimately eliminate any short-run capacity constraints (McGregor *et al*, 1996)⁷.

⁵ For a more detailed account of the methodology of impact studies and regional multipliers see e.g.: Miller & Blair (2009), Armstrong & Taylor (2000).

⁶ The distinction between endogenous and exogenous activity depends on the model and the application. In particular, what is exogenous and what is endogenous to the model does not have to correspond with what is 'inside' and what is 'outside' the region in spatial terms.

⁷ The nature of the regional economy naturally governs the realism of such an assumption. One limiting case is the example of the island economy of Jersey where the institutional framework restricts migration so that crowding out can be expected even in the long run. See Learmonth *et al* (2007).

The derivation of the multipliers draws on the notion of exogenous expenditure driving endogenous activity. In the standard Leontief Input-Output approach total activity within the economy can be described in terms of an equation where the total output of each industry equals final demand, which is exogenous, times multipliers as represented by the Leontief inverse. This can be summarised as:

$$\mathbf{q} = (\mathbf{1} - \mathbf{A})^{-1}\mathbf{f} \quad \text{Equation 1}$$

where \mathbf{q} is a vector of gross outputs, \mathbf{f} is a vector of final demands and $(\mathbf{1}-\mathbf{A})^{-1}$ is the Leontief inverse. The output multiplier for each sector is the change in total output for the economy as a whole resulting from a unit change in the final demand for that sector. It can be found as the sum of columns of the Leontief inverse. This allows a convenient expression for the gross output q_i attributable to the final demands f_i for the output of sector i :

$$q_i = l_i f_i \quad \text{Equation 2}$$

Where l_i is the output multiplier for sector i .

Multipliers can be derived to relate a variety of activity outcomes, such as employment, income, output or GDP, to exogenous changes in demand. Although a number of variants can be applied the Type-I and Type-II demand-driven multipliers used here are typical for Input-Output based impact studies. Type-I multipliers incorporate the increase in demand for intermediate inputs, and treat household consumption as exogenous. Type-II multipliers also include induced consumption effects as endogenous For further details see: Hermannsson *et al* (2010c), Miller & Blair (2009, Ch. 6).

This study draws on an augmented Welsh Input Output table (Hermannsson et al (2010c), which is based on a Welsh Input Output table constructed by the Welsh Economic Research Unit (WERU, 2007). Income and expenditure data for Welsh HEIs are used to identify a separate HEIs sector. That is to say the existing education sector is split into two elements, HEI and non-HEI education. This disaggregation reveals the income and expenditure structure of Welsh HEIs and makes it possible to derive appropriate multipliers. The table, and associated model, treat the HE sector on the same basis as any other sector: as a demander of goods and services and factor inputs, and as a supplier of services to meet intermediate and final demand. Applying these principles to derive the demand-side impacts of HEIs entails estimating the economic activity contingent upon the economy's final demand for the HEIs' services and the implicitly linked exogenous expenditure of their students.

2.2 The regional impact of HEIs' own expenditures

An extensive literature estimates the impact of HEI spending on their host regional economies solely through these demand side (expenditure-related) effects. For example Florax (1992) identified over 40 studies of the regional economic impact of HEI expenditure and much has been published since. Table 1 below presents a summary of the major Scottish HEI impacts studies. Most, especially the earlier analyses, are based on Keynesian income-expenditure models e.g. Brownrigg (1973), Bleaney *et al* (1992), Armstrong (1993) and Battu *et al* (1998), whilst a smaller number use some variant of IO modelling e.g. Blake and McDowell (1967), Kelly *et al* (2004) and most recently Hermannsson *et al* (2010a)⁸. These studies differ in the type of multiplier they report, the approach used to derive the multiplier values and the geographical definitions of the studies. Unsurprisingly therefore, the multiplier values generated differ

⁸ McGregor *et al* (2006) argue that, although less frequently applied, the IO analysis is methodologically superior to Keynesian income-expenditure models. However the latter might be used in circumstances where indicative results are considered sufficient or IO accounts are not available and cannot be constructed with the resources available.

somewhat and are in most cases not directly comparable⁹. McGregor *et al* (2006) summarise the methods and findings of the main UK studies and Hill (1997) provides an application to Wales.

Table 1 Overview of main Scottish HEI impact studies¹⁰

Subject of study	Multiplier value	Geographic boundary	Source of multiplier value
St. Andrews University (Blake & McDowall, 1967)	1.45 (Household income)	St. Andrews (pop. 10,000) Parts of Sterling and Perth (pop. 96,000)	Input Output table Brown et al (1967), Greig (1971)
Stirling University (Brownrigg, 1973) Strathclyde, Stirling and St. Andrews Universities (Love & McNicholl, 1988)	1.24 - 1.54 (Income) 1.34, 1.43, 1.36 (student spending) 2.18 (output), 1.75 (GDP), 1.95 (employment)	Scotland Scotland	Brownrigg & Greig (1975), McNicholl (1981) Scottish Input Output Tables (1979) Greig (1971), Brownrigg (1971), McGuire (1983), Harris et al (1987)
Aberdeen, Dundee and Stirling Universities (Love & McNicoll, 1990)	1.46 (spending), 1.61 (employment) 1.63 (output), 1.38 (employment)	North East of Scotland Scotland	Input Output table
Aberdeen University (Battu et al, 1998) Strathclyde University (Kelly et al, 2004)	2.15 (output), 1.66 (Income)	Scotland	Scottish Input Output Tables (1989), Survey
Scottish HEIs (1) 1995 Scottish HEIs (2) 1999 Scottish HEIs (3) 2004 HEI impacts projects 2009	1.76 (output), 1.7 (employment) 1.73 (output), 1.42 (employment) 1.6 (output), 1.4 (employment) 1.3 (output type I), 2.1 (output type II)	Scotland Scotland Scotland Scotland	Scottish Input Output Tables (Hybrid, 1994-5) Scottish Input Output Tables (SLMI, 1997) Scottish Input Output Tables (2000) Scottish Input Output Table (2004)

A variety of multipliers can be derived to link a particular exogenous change to changes in a number of economic outcome metrics. The output multipliers relate changes in final demand to the change in gross output. Therefore, an output multiplier of 2.15 as found in McNicoll (1993) implies that a unit increase in the final demand for the outputs of Strathclyde University leads to a Scotland-wide change in output of 2.15. The stated employment multipliers show the economy-wide change in employment caused by a unit increase in direct employment. The household income multiplier used by Blake and McDowell (1967) is slightly unusual, but appropriate for their small borough application, where they relate changes in the total output of the University of St. Andrews to changes in local household income. The income multipliers used by Brownrigg (1973) relate exogenous changes in regional income to the overall change in regional income¹¹.

⁹ Except perhaps in the most recent studies based on the Scottish Input-Output tables.

¹⁰ The multipliers presented are in most cases not directly comparable among studies as their exact definition varies. Furthermore, they differ in terms of what spending is treated as exogenous.

¹¹ Where regional income is equivalent to GDP as derived by the expenditure method. For further details on Keynesian multiplier models see Chapter 1 in Armstrong & Taylor (2000).

When we apply conventional input-output analysis to our HEI-disaggregated Input-Output table for Wales, we find that in 2006 the Type-I output multiplier for the HEIs sector is 1.29 and the Type-II multiplier is 2.09. That is, each £1 of final demand for the output of HEIs should generate a Wales-wide output amounting to £1.29 if indirect knock-on effects are included and 2.09 if induced impacts are counted as well. As is summarised below, based on these assumptions the HEI sector drives a significant amount of economic activity within Wales: approximately 1.83% of total output and 2.09% of overall employment.

Table 2 Summary of expenditure impacts of HEIs, based on traditional IO-assumptions, £m and FTE's

	Final demand		indirect and induced impacts		Total impact	
Output, £m	807	0.91%	818	0.92%	1,625	1.83%
Employment, FTE's	13,325	1.13%	11,269	0.96%	24,595	2.09%

2.3 The treatment of students' consumption expenditures

In addition to the impact of the institutions' own expenditures a further impact that has to be accounted for is the implicitly linked (exogenous) students' consumption expenditure that occurs within the local economy. In practice this involves: determining the level of student spending; judging the extent to which this is additional to the Welsh economy, and identifying how student expenditures are distributed among sectors. Perhaps the most difficult part of this process is the disaggregation of students' consumption expenditures into its exogenous and endogenous components.

There have been two alternative treatments of student expenditures in past impact studies: one incorporates only the expenditures of in-coming students (e.g. Kelly *et al*, 2004), the other includes all student expenditures, irrespective of their origin (e.g. Harris, 1996). Here we argue that each of these past treatments of student expenditure impacts represents an approximation

to an input-output accounting approach in which the crucial distinction is that between the exogenous and endogenous components of student expenditures. While it is true that the whole of external students' expenditures can be regarded as exogenous to the host region, home students' expenditures cannot legitimately be treated as either wholly endogenous, which is what would be required to validate the first approach, nor wholly exogenous, which would be required to validate the second.

The case of external students is straightforward: their expenditures are unambiguously exogenous, as their incomes are derived from an external location. The treatment of their expenditure is similar to that of tourists. For local students, the distinction between their endogenous and exogenous consumption is less clear cut. To a large extent their income, and hence consumption, is endogenous to the local economy in that it comes from wages earned from local industries and transfers from within local households. For local students simplifying assumptions are adopted in line with the typical IO-notion of exogeneity. The exogenous components of local students' consumption expenditures are assumed to be expenditures financed from commercial credit taken out during their years of study, student loans, education-related grants and bursaries and social security benefits. When estimating the balanced expenditure impact of student's consumption expenditure we identify grants and bursaries provided for by funding from the Welsh block grant.

For details of Welsh students' income and expenditures this study draws on a study by Johnson *et al* (2009). The full details of how student expenditures are determined are reported in the Appendix. This reveals that *per student* the net contribution to final demand is greater for incoming students than local ones as there are less deductions of incomes that should be treated as endogenous.

Table 3 Derivation of per student spending broken down by place of domicile

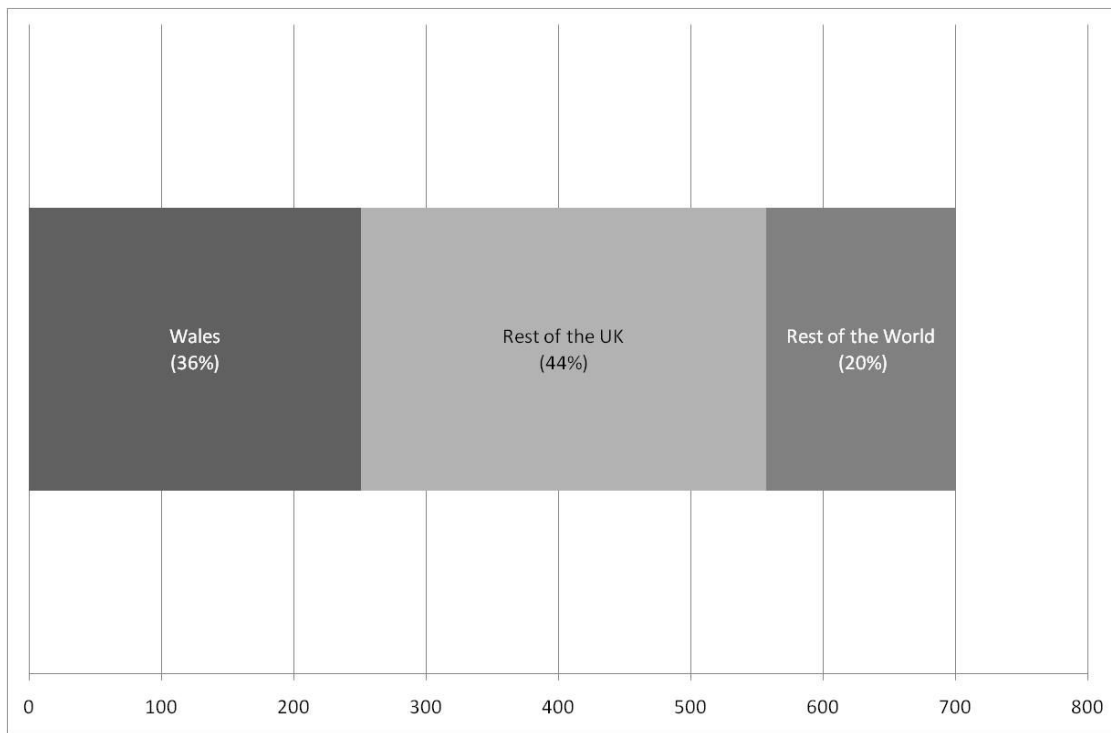
Location of domicile		Wales	Rest of the UK	Rest of the World
Gross average student spending £	+	10,205	10,205	10,205
Income from employment £	-	1,904	1,904	
Within household transfers £	-	1,679		
Other income £	-	242		
Dissaving £	-	2,366		
Spending attributable to new commercial credit £	+	789		
Exogenous average per student spending	=	4,803	8,301	10,205
Direct imports £ (40.2%)	-	1,932	3,340	4,106
Net change in final demand per student £	=	2,871	4,961	6,099
Number of students FTE's	x	44,936	31,687	12,026
Estimated net contribution to final demand by student population £ m	=	129.0	157.2	73.4

Once students' net contribution to final demand has been determined the next step is to estimate the knock on impacts of their consumption spending. A student expenditure vector estimated by Kelly *et al* (2004) is used to derive the spending impact of the different student groups in Wales. The output multiplier for student spending derived from the IO tables is 1.95. Hence, a direct injection of £m 359.6 (sum of the bottom row in Table 3), drives £ 700 million of output in the Welsh economy, as is summarised in Figure 1 below, or approximately 0.79% of economy wide output. As the preceding discussion indicates the consumption multiplier cannot be applied directly to students' gross term-time spending as reported in income and expenditure surveys. Gross expenditures have to be adjusted for spending financed by income sources endogenous to the Welsh economy. When these adjustments are applied to multipliers we find that for each £1 of local students' gross term time expenditures the Wales-wide economic impact is only 58 pence. This is because these expenditures represent, to a significant extent, a redistribution of spending within the Welsh economy and so only partially constitute an additional injection. The impact of per unit gross spending of incoming students is stronger as more of it represents an additional injection into the regional economy.

Despite the relatively modest per student impact, Welsh students make up 51% of the student population and therefore drive approximately 36% of the total student consumption impact. However, the most important group in terms of the output impact of their consumption

expenditures are students from the rest of the UK, who drive approximately 44% of the total consumption impact. The remaining 20% is made up by the expenditure of students from the rest of the World.

Figure 1 Output impact of student spending in Wales disaggregated by student origin, £m



Students' consumption impact is a significant complement to institutional expenditures when measured in terms of total Welsh output. Whereas institutional expenditures support 1.83% of overall output in the economy an additional 0.79% is provided for by students' consumption. In output terms these represent 30% of the total impact of HEIs. The employment impact of student's consumption is more subdued, however. Whereas HEIs support 2.09% of overall employment, student's consumption expenditures provide an additional impact of only 0.27%, or approximately 11% of the overall employment supported by HEIs and related expenditures in Wales.

This section has summarised typical practice for estimating the regional expenditure impact of HEIs and their associated student population. The next section examines criticisms of this approach and considers appropriate responses to these.

3. Policy scepticism and the impact of HEIs

There appear to be two main ways of motivating an assumption of complete “crowding out” of HEIs expenditures within their host region: a tight resource constraint; a binding regional public sector budget constraint. We consider each in turn.

3.1 Resource Constraint

One potentially important source of scepticism within the UK about regional demand-driven impact multipliers is the 100% crowding-out argument that characterised the HM Treasury Green Book’s analysis of regional impacts. Here a pure demand disturbance that stimulates employment in one region has an equal and offsetting impact on employment in other regions of the UK, given that the UK economy is taken typically to operate at “full employment” (or the natural rate of unemployment NAIRU). However, even if there was a 100% crowding out at the level of the UK as a whole, this would not apply at the level of the host regional economy¹². It is quite legitimate for Scottish and Welsh governments, for example, to be concerned about the demand-side impact of particular institutions/expenditures for their own economies. In this context, aggregate host-region employment multipliers are clearly not constrained to be zero.

Of course, none of this implies that the supply side is unimportant. Rather it simply emphasises that the demand side cannot be dismissed as irrelevant at the level of the individual devolved region. There undoubtedly is, and certainly ought to be, policy interest in the demand side impact of public expenditure decisions in a regional context. Furthermore, the issue of supply-side crowding out must depend on supply-side conditions in national and regional economies and on institutional arrangements: there certainly is no “law” of 100% supply-side crowding out

¹² Though it could under limiting conditions of a completely inelastic labour supply curve or infinitely elastic labour demand curve, but these are extreme and empirically unlikely parameter values (McGregor and Swales, 2005).

of regional demand changes. For the remainder of this paper we therefore concentrate on the other possible motivation for policy scepticism: a binding regional public sector budget constraint.

3.2 Expenditure impacts under a budget constraint

The idea here is that an increase in public expenditure on HEIs will induce offsetting changes in demand through the operation of a binding regional public sector expenditure constraint. In a Welsh context, this operates through the Barnett formula, which determines the allocation of Welsh Assembly Government funding from the central government in Westminster¹³. The conventional regional multiplier analysis, which we presented in Section 2 above, implicitly assumes that the financing of the HEI expenditures in Wales comes from outwith the country – from the Westminster Government – with no ramifications for other elements of government expenditure.

Does taking account of the Welsh public sector budget constraint imply that host-region employment multipliers are zero? To address this question it is helpful to begin by focussing simply on changes in the public funding of HEIs in Wales, and note that increased public spending on HEIs may have to be financed by contractions in other government expenditures. Although the Welsh Assembly Government has wide-ranging devolved powers in making spending decisions, its income is constrained each year by the block grant it receives from Her Majesty's Treasury. Therefore, if the Welsh Assembly Government allocates additional funds to HEIs, less funds are available for other public expenditures. Given this context it can be misleading for an impact study to treat the Welsh Assembly Government's funding of HEIs as an exogenous stimulus to the regional economy, although that is standard IO practice.

¹³ For further details see e.g. Ferguson *et al* (2003, 2007).

To illustrate the significance of the difference between the cases we conduct two simulations of the introduction of a hypothetical additional £100m of expenditure on HEIs in Wales. In the first case we adopt the traditional impact study assumption that the exogenous increase in expenditure is entirely externally funded, for example from UK-level funding or foreign students' fees, and does not have any ramifications for other public spending in Wales. The second case examines how the impacts change when there is a corresponding reduction of other public spending in Wales. In the latter case the offsetting £100m reduction in public spending is applied to an aggregation of those sectors that receive 95%¹⁴ of central and local government final demand in the Welsh IO tables.

The Type-II multiplier for the HEIs sector is 2.01. Without any offsetting cutbacks in public spending the additional spending on HEIs has an output impact of £201m. Approximately half of that impact is realised as a direct consequence of increased activity in the HEIs themselves, whereas the other half is generated via "knock on" effects in other sectors, particularly the retail and service sectors. The total change in output and employment, and the distribution across sectors is summarised in Table 4. These impacts are shown graphically in the darker shaded bars in Figures 3 and 4.

A more complex picture emerges with expenditure switching. The Type-II multiplier for other public expenditure in Wales is 1.98. If an increase in HEIs funding is met by cutbacks in other Welsh public expenditure the 'multiplier' for switching is equal to $2.02 - 1.98 = 0.4$ ¹⁵. That is to say, for every £100 m directed from the public sector to HEIs the output impact of switching is £4 m. In particular the estimated import propensity of HEIs (13%) is lower than the public sectors' import propensity (20%). Therefore for every 1 £ spent on HEIs more is retained within the

¹⁴ The public sector is aggregated from 4 sectors in the HEI-disaggregated IO table (IO69, IO70, IO71 and IO72a). Approximately 21% of the sector's final demand is from other sources than government.

¹⁵ For further discussion of analysing the impact of expenditure switching within an IO context, see Allan et al (2007).

regional economy than for government spending in general. A qualitatively similar result emerges in results for employment impacts.

The recognition of the regional budget constraint implies that multiplier effects on individual sectors are no longer universally positive, as in the conventional case. The net changes are again shown in Table 4 and in the lighter shaded bars in Figures 2 and 3. In particular, there is a significant contraction in the public sector and a net contraction in other sectors that are more sensitive to changes in general public expenditure rather than the expenditure on output in the HEI sector. “Banking and financial services” and the “Business Services” sector show small net reductions in activity. In a UK devolved context, changes in public expenditure, determined by the regional government and therefore financed through Barnett, typically involve expenditure switching (and certainly have an opportunity cost in terms of alternative uses within the region), and the multiplier effects are accordingly more subdued. Indeed, even the direction of the net impact cannot be known *a priori*. This is a crucial result that appears not to be widely appreciated in existing impact studies.

Table 4 Impact of £100m increase in final demand for Welsh HEIs

Sector	Without Spending Substitution			With Spending Substitution		
	Change in Final Demand (£m)	Output Impact (£m)	Employment Impact (FTE)	Change in Final Demand (£m)	Output Impact (£m)	Employment Impact (FTE)
Primary and utilities	0	5	41	0	1	8
Manufacturing	0	18	131	0	6	41
Construction	0	6	121	0	3	57
Distribution and retail	0	17	406	0	2	57
Hotels, catering, pubs, etc.	0	4	90	0	0	11
Transport, post and communications	0	7	85	0	0	-1
Banking and financial services	0	4	28	0	-1	-4
House letting and real estate services	0	17	55	0	5	16
Business services	0	6	132	0	-1	-25
Public sector	0	15	243	-100	-113	-1,814
HEIs	100	101	1,671	100	101	1,666
Other services	0	3	45	0	0	-5
	100	201	3,047	0	3	8

Figure 2 Output impact of £100m increase in final demand for Welsh HEIs

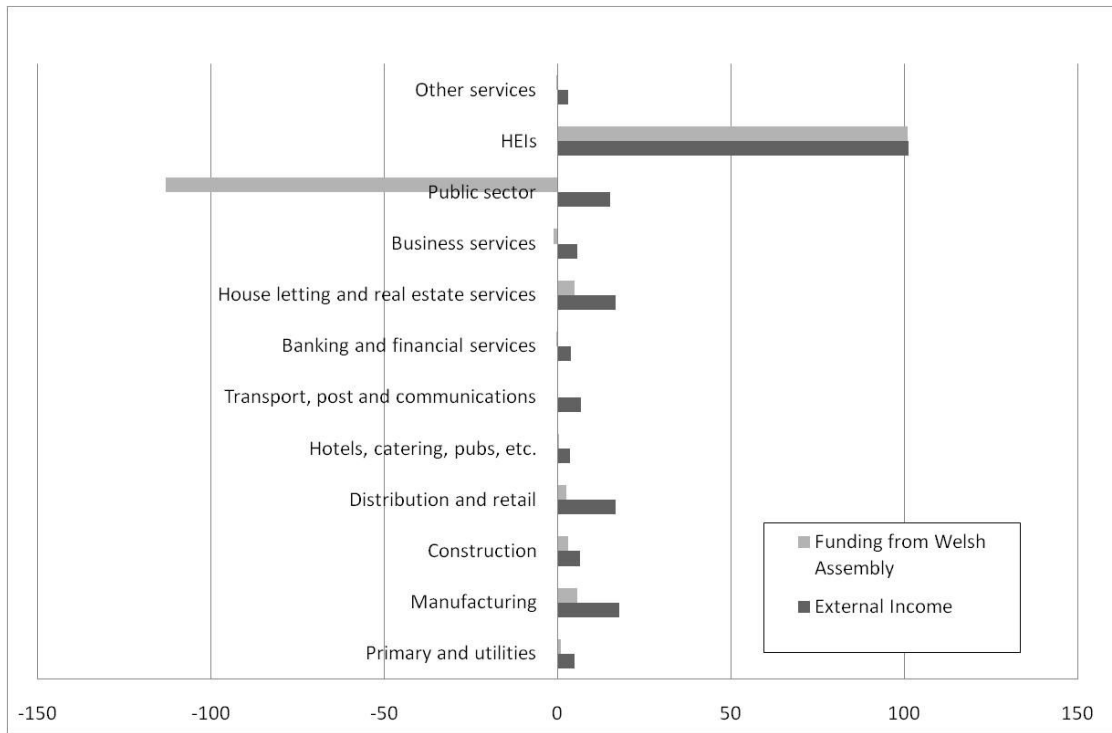
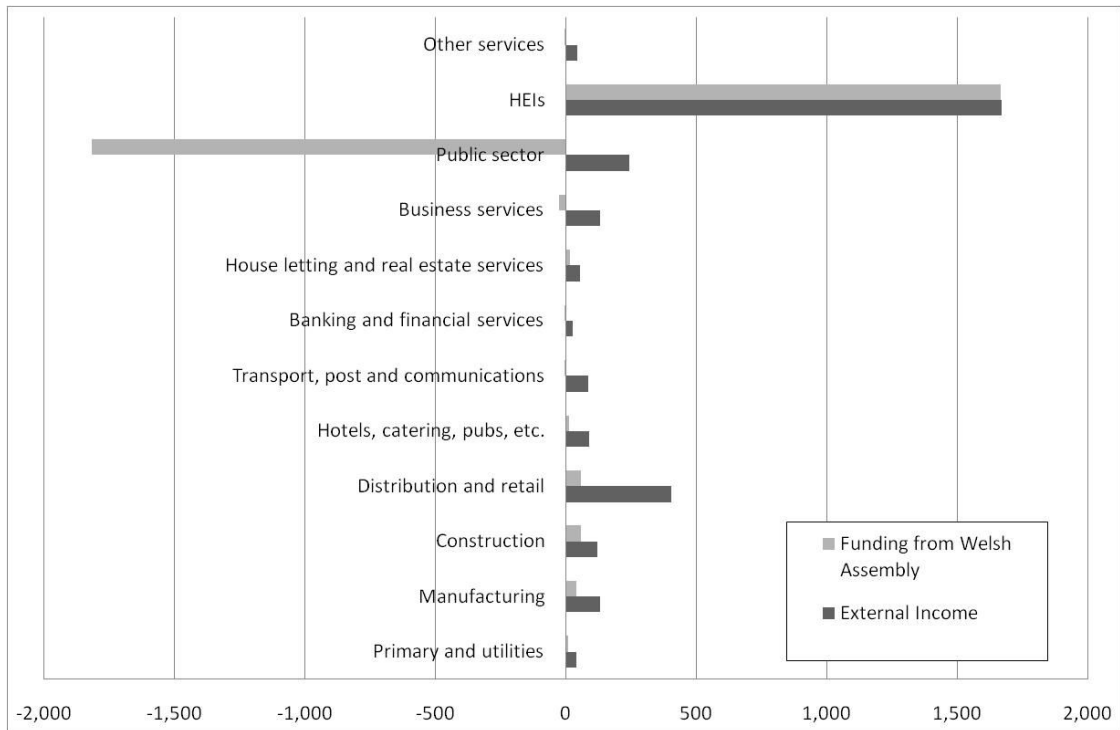


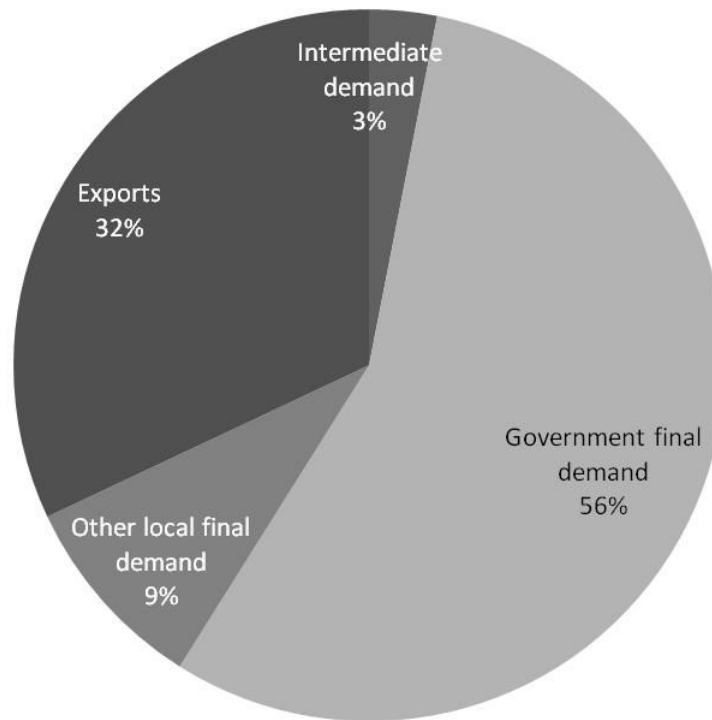
Figure 3 Employment impact of £100m increase in final demand for Welsh HEIs



As can be seen from the analysis above, care must be taken in determining the source of financing for any impact study applied to a region with a devolved budget. While the example of HEIs is used here, the principle is, of course, quite general. Devolution matters a great deal for the appropriate conduct of regional impact analyses.

These results might be interpreted as suggesting that the impact of HEIs' spending is very limited at the Welsh level, because of expenditure switching within Wales, since in the absence of HEIs the funding would simply be allocated to public services. However, while HEIs are often perceived to be part of the public sector they are in fact non-profit organisations. An analysis of their income based on data from HESA (Hermannsson *et al*, 2010f) reveals that just over half (56%) of their income can be traced back to the Welsh Assembly Government. Approximately a third (32%) stems from sources outside Wales and approximately 12% originates from households, businesses, charities and other institutions whose funding is independent of the block grant. The external income is unambiguously additional to the Welsh economy and it is reasonable to assume the latter part is as well. Even if the regional public sector budget constraint implies complete crowding out of public spending on HEIs within the region, only a part of HEIs activities is publicly funded. In fact, HEIs are characterised by considerable exports (to the rest of the UK and the rest of the world), and changes in export demand do not trigger any offsetting expenditure switching among final demands. The sources of income of Welsh HEIs are given in Figure 4. In the next section we explore the significance of this pattern of funding for the attribution of HEI impacts on the host region.

Figure 4 Income structure of the HEIs sector in the HEI-disaggregated Input-Output tables



4. Accounting for the regional budget constraint within the Input-Output framework

The Input-Output tables provide a useful accounting framework. Based on the dichotomy of exogenous (final demand) and endogenous ('knock-on' effects) activity, each sector can be attributed with the total activity driven by its final demand within the regional economy. While this activity can be measured in terms of output, employment or GDP we illustrate our approach using output. The total impact of HEIs on output is composed of both the final demand for the output of the sector and also the knock-on impacts on other sectors, through directly and indirectly linked intermediate demand and household consumption. One key strength of Input-Output as an accounting framework is that it is consistent. When such an attribution exercise is

carried out on a sector by sector basis, the sum of the impacts attributable to each sector equals the economy-wide total¹⁶.

As discussed in the previous section, one of the criticisms levelled against deriving the economy-wide expenditure impact of HEIs in such a way is that, given their funding arrangements in Wales, attributing HEIs with the impact of spending public funds is disingenuous. Such an impact is not so much caused by the HEIs *per se* as it is by the availability of public funds and potentially similar results could be obtained if the funds were to be switched to be spent on other public services.

The Input-Output framework, combined with detailed information about the income sources of HEIs, enables a disaggregation of the sector's impacts in terms of the origin of the exogenous final demands. This allows an analysis of the extent to which the impacts attributed to the HEIs sector under a traditional IO approach should in fact be attributed to the expenditure of the Welsh Assembly Government.

Based on conventional assumptions, HEIs account for 1.83% of Gross Output, 2.31% of GDP and 2.09% of employment in Wales. Adding the impact of student's consumption spending as derived in Section 2, Welsh HEIs support 2.61% of Gross Output, 3.19% of GDP and 2.36% of employment in the region. Taken at face value it is clear that the sector is important as a supporter of employment and output within the regional economy. The controversy concerns whether the traditional IO-accounting approach may be providing a misleading estimate of the sector's contribution.

¹⁶ Moreover, the validity of this attribution method does not rest on the same strict assumptions as identified for IO modelling in Sections 2 and 3. For example, CO₂ attribution analyses of the type associated with the carbon footprint is most rigorously calculated using IO tables.

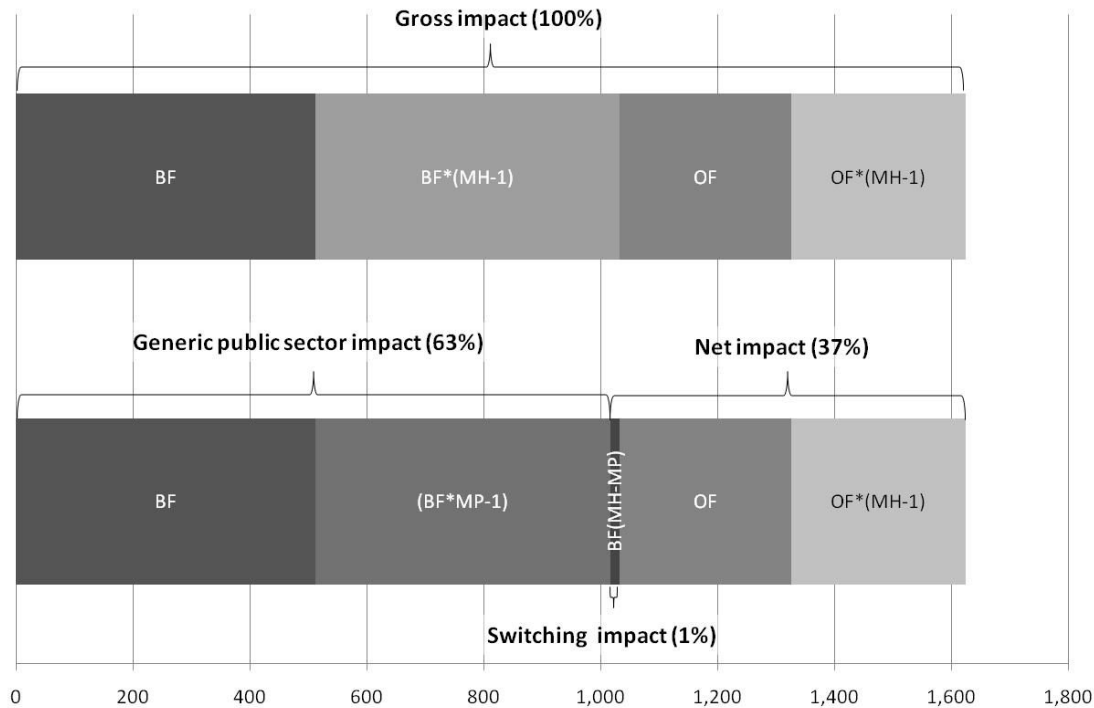
In order to explicitly take account of the public expenditure switching effects, as discussed in Section 3, we deduct the impacts of the Welsh Assembly Government ('Barnett') funding from the overall expenditure impact. The direct expenditure on the output of Welsh HEIs is divided into Barnett funding (BF), which comes through the Welsh Assembly Government, and other funding (OF) which includes all other sources, including exports to the rest of the UK and the rest of the World. The conventional attribution to HEIs is simply $(BF+OF)M_H$, where M_H is the multiplier value for the HEIs sector. The results of this attribution are summarised in Figure 6. The adjusted attribution subtracts the Barnett funded element and its own multiplier effects, which equals $BF*M_P$ where M_P is the multiplier for the aggregated public sector. The adjusted attribution is therefore given by equation 3.

$$(BF + OF)M_H - BF * M_P = OF * M_H + BF(M_H - M_P) \quad \text{Equation 3}$$

To summarise, the output impact of HEIs net of Welsh Assembly Government funding equals the output impact attributable to other funding sources $OF*M_H$ in addition to the switching impact $BF(M_H-M_P)$.

To clarify, the impact of Welsh Assembly Government funding upon HEIs can be re-arranged into a 'generic' public expenditure impact and a 'net' impact. The output impacts of the HEIs sector are illustrated in these terms in the lower bar of Figure 5 below. As the diagram reveals, when the expenditure impact of HEIs is broken down according to the source of income, just under half of it can be classified as a generic public sector, leaving just over half of it as a net impact, that is not subject to the budget constraint of the Barnett funding received by the Welsh Assembly.

Figure 5: Output impact of HEIs disaggregated by origin of final demand. Upper bar shows the components of the gross impact while the lower bar breaks the impact into a generic public sector impact and net impact by implementing expenditure switching, £m



An exactly analogous argument can be made in respect of the appropriate treatment of student expenditure impacts. In this case we have:

$$(BF_S + OF_S)M_S - BF_S * M_P = OF_S * M_S + BF_S(M_S - M_P) \quad \text{Equation 4}$$

Where, BF_S is student's consumption final demand attributable to Scottish Government student support¹⁷, OF_S is students' exogenous final demand for consumption from other sources, M_S is the output multiplier for students' consumption expenditures and M_P is the output multiplier for the public sector.

¹⁷ A part of Welsh students' expenditures is funded by student support grants provided by the Welsh Assembly Government. For details see Appendix.

When students' consumption expenditures are analysed in this way the results are qualitatively different from those for the HEIs' institutional expenditures. Primarily due to the strong direct import component of students' consumption expenditures the output multiplier is smaller than for public sector expenditure *per se*. In this case the Welsh Assembly Government gets a smaller demand stimulus for expenditures on student support than on other public expenditures on average. In this case the switching impact is negative, whereas it is positive for HEIs' institutional expenditures. The impact of students' consumption expenditures has been combined with the impacts of HEIs institutional expenditures in Table 5 below.

Table 5 Summary of overall spending impacts attributable to HEIs, by origin of final demand and type of impact (output, £m).

	Generic public sector impact	Net impact	Gross impact
Institutional spending	513	294	807
Knock on impacts	519	298	818
Switching impact		15	15
Institutional impact total	1,032	608	1,640
– % of total impact	63%	37%	100%
Exogenous student spending	51	550	602
Knock on impacts of student's consumption	8	90	98
Switching impact		-42	-42
Student's consumption impact total	60	598	658
– % of total impact	9%	91%	100%
Total impact attributable to HEIs	1,092	1,206	2,298
– % of total impact	48%	52%	100%

This section has examined the impact attributable to the HEI sector in Wales in more detail than impact studies usually do. In addition to the traditional approach of attributing the sector its impact (as the final demand for institutional expenditures times the HEI multiplier plus the direct impact of exogenous student's consumption expenditure times the student consumption multiplier) the origin of the final demands is examined and knock-on impacts attributed to each

of these. In an accounting sense the total impact of the HEIs' sector is the same in each of these exercises. However, instead of simply revealing an aggregate impact, that impact has been disaggregated into components that reflect the origin of the exogenous demand.

Although overall the impact of HEIs is unchanged by this attribution, the analysis reveals that there is some justification for a degree of policy scepticism based on the binding regional public budget constraint. Half of the impact of the HEI sector in Wales is a 'generic' public spending impact that would have materialised anyway had the public funds been used to expand the host region's public sector. A small qualification to this point of view is provided by the small positive 'switching impact' of public funding for HEIs' own expenditures, but for students' consumption expenditures the switching impact is negative.

However, the analysis also reveals that the extreme form of policy scepticism, which argues that once the public budget constraint has been accounted for the impact of the HEIs' expenditures on the host region is negligible, is not supported by the evidence. Indeed, the other half the sector's impacts are additional to the public expenditure impact. These are attributable to funding from sources independent of the Welsh block grant and the consumption expenditures of students that are not supported by the Welsh Assembly Government.

4. Conclusions

In this paper we replicate our analysis of Scottish HEIs' expenditure impacts (Hermannsson *et al* (2010b)) for the case of Wales. The paper is intended to provide a self-contained, accessible source of information for user groups whose primary interest is in the impact of HEIs in Wales. While we include brief comparative comments in this paper, our focus is primarily on the Welsh results.

A “policy scepticism” appears to have developed that constitutes a major challenge to studies of the regional impacts of HEIs. In the limit this policy scepticism suggests that the expenditure impacts of HEIs on their host regions are negligible, and can therefore be ignored. We reject the binding resource constraint rationale for policy scepticism on *a priori* grounds, but do acknowledge the significance of the binding regional public sector budget constraint under devolution. We build this constraint into an augmented IO analysis using our purpose-built HEI-disaggregated IO table for Wales. Our results offer some support for policy scepticism in that we estimate that around a third of the regional expenditure impacts of Welsh HEIs is attributable to public funding that could generate similar (though not identical) effects if put to alternative uses such as expansion of the public sector within the host region. Conventional multiplier/ impact analyses therefore do overstate the expenditure impacts attributable to HEIs *per se*. In fact, it transpires that if funds used directly to finance the Welsh public sector were instead used to finance HEIs, there would be a small net positive multiplier effect reflecting the lower import propensity of HEIs. However, for similar reasons the switching of public funds to students and away from the public sector would have a net negative multiplier impact.

However, importantly, our analysis also suggests that the extreme form of policy scepticism, which denies the relevance of the regional expenditures of HEIs, is not supported by the evidence, at least for Wales. We find that around half of the impact of Welsh HEIs on Welsh output is attributable to funding sources other than the Welsh public sector, including export earnings. While conventional impact studies may overestimate the expenditure impacts of HEIs on their host regions, these are nonetheless substantial in the Welsh case, and certainly not negligible as the extreme form of policy scepticism implies.

Comparing the host economy impacts of the Welsh HEIs to our previous finding for Scottish HEIs (Hermannsson *et al*, 2010b) reveals that the Welsh HEIs are marginally more dependent on devolved government funding and therefore the 'generic' component of the institutional impact is slightly larger than in Scotland. When the impact of students' consumption expenditures is added this ranking is reversed, as student impacts are relatively larger for Wales than for Scotland. This is driven by two factors: the higher overall expenditure levels of students' in Wales and a larger proportion of incoming students, in particular from the rest of the UK. These positive forces are partially offset by more leakage for student expenditure in Wales than in Scotland, which results in relatively smaller knock-on impacts. The two studies are entirely comparable in their treatment of institutional impacts. However, for student impacts it should be kept in mind that the expenditure surveys carried out in Scotland and Wales are not identical in their reporting units or methodologies.

Our analysis is capable of extension in a number of directions. Firstly, the analysis can be applied to individual Welsh HEIs, as well as to the HEI sector as a whole. In Hermannsson *et al* (2010c) we show that there is considerable heterogeneity among Scottish HEIs in terms of their dependence on public funding, and identify the significance of this for the scale of "balanced expenditure" multipliers. We obtain similar results for Wales (Hermannsson *et al* (2010e)). Secondly, although we focus here on the expenditure impacts of HEIs, the principles of course apply equally to any sector of interest which is at least partly publicly-funded. Of course, our judgement about policy scepticism does not necessarily generalise: this will depend on the characteristics of the sector and the region. Thirdly, the analysis can clearly be applied, and indeed should be applied, to *all* impact analyses that involves any element of local public funding conducted for any region that is subject to a binding public expenditure constraint, most obviously Northern Ireland in the UK context. In these circumstances, researchers seeking to identify the economic activity attributable to a particular sector should acknowledge the

devolved budget constraint explicitly and identify the fraction of activity attributable to the public funds. In general this will reveal that a significant part of HEIs impact is in fact a 'generic' public expenditure impact and in the limit this may reveal the demand side impact of particular regional institutions to be effectively zero once the regional public budget constraint has been taken into account. However, in the case of Welsh HEIs considered in this paper, substantial impacts can be attributed to HEIs activity, in addition to those driven entirely by local public expenditures. Fourthly, the analysis may also be usefully applied to regions that are not subject to a binding expenditure constraint, such as the English regions in the UK context. Even where there is no binding constraint on public expenditure at the (relevant) regional level, it may still be of interest to assess the opportunity cost of the public funding involved by exploring the impact of their alternative use (for example, to expand the public sector of the relevant government).

Finally, it should be noted that our analysis in this paper is, in common with conventional regional impact analyses, focussed solely on the expenditure or *demand-side* effects of HEIs. This is a rather restrictive context in which to consider policy impacts. So we would not, for example, advocate the use of estimated net "balanced expenditure" multipliers to decide on the distribution of projected cuts in public expenditures. In the case of HEIs the message would in any case be mixed: HEIs' own institutional expenditures have a rather higher multiplier than public expenditure *per se*, but the reverse is true of students' expenditures. However, much more importantly in the case of HEIs, at least, is that we would expect many of their impacts on regional economies to come through the direct stimulation of the supply side, for example, through their impact on the skills of the host region's labour force and through knowledge exchange activities. These impacts can only be explored in a framework that explicitly accommodates these supply side effects, so that input-output analyses are inadequate to the task, even if, as here, they are augmented to accommodate regional public expenditure

constraints. This may be particularly important for policy given that there is some evidence that supply-side effects may be large relative to the expenditure effects of HEIs (see e.g. Hermannsson *et al*, 2010d).

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Appendix: Derivation of student's consumption expenditure

This appendix presents the details of how the impact of students' consumption expenditures was derived. This draws on a study by Johnson *et al* (2009). They interviewed 744 Welsh domiciled undergraduate students at Welsh institutions and collected expenditure diaries from 621 of those. Based on these methods Johnson *et al* (2009) estimated the average term time expenditure at £12,431 in the academic year 2007/2008. This is significantly higher than estimates for comparable groups in Scotland¹⁸. However, estimates between the regions are not directly comparable as Johnson *et al* (2009) count tuition fees as part of student's consumption expenditures. For Welsh students these are mostly funded by loans and or grants, which are paid out directly to the relevant institution. Thus we deduct £2,226 of tuition expenses as reported in Johnson *et al* (2009, table 5.1, p. 110), which gives an estimate for student's term time consumption expenditures of £10,205.

However, these results only refer to a part of students at Welsh HEIs as just under a half come from outwith Wales (RUK 35.7% and ROW 13.6%). Surveys have not been carried out relating to the expenditure of students of RUK and ROW origin. Generally foreign students' expenditures are expected to be greater as these students are staying away from home and so must pay for accommodation in full. However, Johnson *et al* (2009) compare expenditures of Welsh domiciled student's by housing status and find limited variability in overall expenditure levels by student groups. However, the composition of the spending varies as students living independently spend more on housing and less on other elements of consumption. Passing a judgement based on comparison with Scottish findings from Warhurst *et al* (2009) this suggests that the spending level of undergraduates living at home is quite high and therefore the average for Welsh undergraduates is a reasonable proxy for incoming students.

¹⁸ Warhurst *et al* (2009) estimated the average term time expenditure of Scottish domiciled undergraduates at Scottish institutions at £6,604 for the academic year 2007/08.

A number of adjustments have to be applied to the 'gross' student spending as reported by Johnson *et al* (2009) to conform with IO assumption (their main findings on student spending in Wales are outlined in Table A2 below). In particular care must be taken to deduct non-additional ('endogenous') spending components to avoid double counting. In particular we need to be careful to withdraw tuition fee expenditure as these have already been counted as part of the institutions income. These are attributed to student expenditure in Johnson *et al* (2009) but in practice mostly funded by loans and grants that are paid directly to the institutions.

For Welsh domiciled students this means that the components of consumption that are treated as additional (exogenous) are those that are attributable to student loans (source of income support less tuition fee support), social security benefits as reported by Johnson *et al* (2009) and our estimate of new commercial credit taken out by students to support their studies (as detailed below).

This changes slightly when the budget constraint of public expenditures in Wales is acknowledged as student support and grants are to a significant extent funded by the Welsh block grant and therefore represent a re-allocation of Welsh Assembly Government spending within Wales (see general discussion in section 3). The student loans received by Welsh students are however treated as additional as they are provided by the Student Loans Company, a UK-level non-departmental public body. Informal transfers within the family do not constitute additional spending in Wales as they are a re-allocation of total household spending¹⁹. Term-time labour market earnings are equally not-additional to the Welsh economy as under IO assumptions, of a passive supply-side, if the student was not earning that wage income some other Wales resident would be. That leaves other income, which is assumed to be endogenous to

¹⁹ In principle parents could be funding these transfers by drawing on savings or taking out new credit, but we assume they are met with consumption switching from parents to student.

the Welsh economy²⁰ and the student's income shortfall (expenditure in excess of income). Precise information is not available on the composition of this income shortfall, but it can be expected to constitute some combination of informal income/credit not previously accounted for and commercial credit. New commercial credit taken out by Welsh domiciled students represents an exogenous impact on the local economy, while informal credits are assumed to be obtained locally and therefore represent a transfer within the economy rather than an additional impact.

Johnson *et al* (2009) provide no information on the amount of commercial credit taken out by Welsh students during their time of study. However, this is available for Scottish students (Warhurst *et al* 2009). In the absence of further information we adopt the simplifying assumption that new commercial credit finances a third of Welsh students' income shortfall. This is broadly in line with our previous treatment of students in Scotland (Hermannsson *et al*, 2010b).

Table A1 Average term time income and expenditures of Welsh undergraduates, £. Source: Johnson et al (2009, Table 2.1 & 2.3, pp. 18, 24).

	Full time (mean)
Sources of student support	5,912
Income from paid work	1,904
Income from family and friends	1,679
Social security benefits	328
Other income	242
Estimated total income	10,065

²⁰ Detailed information on the composition of other income is not available but it is reported to include "maintenance payments for students' own or partner's children; money from pensions, trusts, deeds of covenant, shares, tax refunds, and bank or building society interest and windfalls; rent received from lodgers; and contributions towards rent/living costs or gifts of money from organisations (not captured elsewhere). In addition, money generated through the sale of items such as books, computers, course equipment, and any other items" (Johnson *et al*, 2009, p. 64). Many of these are endogenous and hence non-additional to the Welsh economy. We adopt the conservative stance that this applies to the whole category.

Johnson *et al* (2009) estimate the average term time employment income of Welsh undergraduates at £ 1,904. Here it is assumed that this average holds for incoming students from other parts of the UK, while foreign students are assumed not to participate in the labour market. Finally we deduct the direct import content of student's expenditure, which is assumed to equal that of Welsh households in general (40%) as reported in the Welsh Input-Output table.

Table A2 Derivation of per student spending

Location of domicile		Wales	Rest of the UK	Rest of the World
Gross average student spending £	+	10,205	10,205	10,205
Income from employment £	-	1,904	1,904	
Within household transfers £	-	1,679		
Other income £	-	242		
Dissaving £	-	2,366		
Spending attributable to new commercial credit £	+	789		
Exogenous average per student spending	=	4,803	8,301	10,205
Direct imports £ (40.2%)	-	1,932	3,340	4,106
Net change in final demand per student £	=	2,871	4,961	6,099
Number of students FTE's	x	44,936	31,687	12,026
Estimated net contribution to final demand by student population £ m	=	129.0	157.2	73.4

Having estimated the students' net contribution to final demand it is possible to estimate the knock on impacts of their consumption spending. A student expenditure vector estimated by Kelly *et al* (2004) is used to derive the spending impact of the different student groups in Wales. In total they support approximately 0.99% of output.

Table A3 Impact of student spending in Wales

	Wales	Student origin		Total
		Rest of the UK	Rest of the World	
Output impact of student spending £m	251	306	143	700
<i>% of Gross Output</i>	<i>0.28%</i>	<i>0.34%</i>	<i>0.16%</i>	<i>0.79%</i>
GDP impact of student spending £m	128	156	73	356
<i>% of GDP</i>	<i>0.32%</i>	<i>0.38%</i>	<i>0.18%</i>	<i>0.88%</i>
Employment impact of student spending FTEs	1,130	1,377	643	3,150
<i>% of Wales employment</i>	<i>0.10%</i>	<i>0.12%</i>	<i>0.05%</i>	<i>0.27%</i>