

Economic & Wellbeing Impact Assessment of the Royal Conservatoire of Scotland

A report to:



July 2026



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Key Findings

RCS generates creative capital for Scotland. It is a driver for economic activity in Glasgow City and the Scottish economy, and a force for creativity-related wellbeing.

In 2024/25, RCS generated **£64.4 million Gross Value Added (GVA)** for Scotland and supported **1,650 jobs**. This arose from RCS's core operations, student and graduate activities, knowledge exchange, placements and tourism. **74%** of RCS's Scottish GVA impact was in Glasgow.

By fostering creativity, RCS delivers improved life outcomes for students, graduates and staff and improves the wellbeing of audiences. RCS's overall wellbeing contribution was valued at **£16.3 million in Scotland**.

RCS also generates wider impacts through its collaborative approach to education and by interacting with the wider performing arts sector. It is a fundamental part of Glasgow's creative ecosystem, providing a world-leading educational destination and nurturing entrepreneurial talent for Scotland's cultural economy.

Each £1 RCS receives from public funding generated **£4 in GVA** in Scotland and **wellbeing benefits valued at an additional £1**.





Executive Summary: Impacts of RCS in Scotland in 2024/25

1. Graduates, Skills and Innovation



- **Personal and Exchequer Graduate Premium**
 - 55 education and teaching graduates, with a total lifetime graduate premium of **£2.0 million GVA**
- **Performing Arts Graduate Spending**
 - retained graduates in the performing arts, whose work and expenditure generated **£0.9 million GVA** and **20 jobs**
- **Knowledge Exchange**
 - worked with business and the public sector to deliver **£2.3 million GVA** and **5 jobs**
- **Student Placements**
 - enabled 80 student placements, supporting **£0.5 million GVA** and **10 jobs**
- **Entrepreneurialism and Innovation**
 - fostered transferable skills, leading to **60% self-employment** rate amongst RCS graduates, and delivered **twenty projects** through the Make it Happen Fund

Quantitative graduate, skills and innovation impacts generated £5.8 million GVA and 30 jobs in Scotland



Executive Summary: Impacts of RCS in Scotland in 2024/25

2. Creative Cluster

- **Interdisciplinary Skills and Entrepreneurial Mindset**

- graduates leave RCS with valuable skills, applied to careers in the performing arts and other sectors
- technical versatility and strong networks improves employability

- **Working While Studying**

- formal links with Scotland's National Performing Companies (NPCs) and contact with self-employed tutors, artists and technicians enables professional experience and networking as well as sustaining Scotland's NPCs and local businesses
- work in the performing arts and spending of wages by Junior Conservatoire part-time workers equates to an additional **105 jobs** in Scotland, generating **£5.6 million GVA**

RCS is a foundation of Scotland's creative supercluster, reinforcing the creative industries as one of eight key growth sectors for Scotland and contributing to Scotland's international reputation



Executive Summary: Impacts of RCS in Scotland in 2024/25

3. Creativity and Wellbeing



- **Student Wellbeing**
 - taught **1,228 students**, contributing a wellbeing impact of **73 WELLBYs**, worth **£1.2 million**
- **Graduate Wellbeing**
 - graduated a cohort of **437 students**, producing a lifetime wellbeing value worth **£7.1 million**
- **Young Musicians Wellbeing (including Learning & Development)**
 - supported skills development of **3,078 people**, generating **228 WELLBYs**, worth **£3.6 million**
- **Employee Wellbeing**
 - directly employed **1,081 staff**, generating a wellbeing impact of **144 WELLBYs** in Scotland, worth **£2.3 million**
- **Performances and Events**
 - sold **over 40,000 tickets for live performances**, generating **135 WELLBYs**, worth **£2.1 million**

RCS generated a creativity related wellbeing impact worth £16.3 million for the Scottish economy.



Executive Summary: Impacts of RCS in Scotland in 2024/25



4. Place-Based Impacts

- **Operational Impacts**
 - direct impact, supply and capital expenditure and staff spending, contributing **£38.4 million GVA** and **1,200 jobs**
- **Student Impacts**
 - enabled student spending, part-time work, and volunteering, generating **£14.2 million GVA** and **305 jobs**
- **Tourism Impacts**
 - attracted visitors and expenditure through events and performances, resulting in **£0.3 million GVA** and **5 jobs**
- **Community Wealth Building**
 - delivered across four themes of community wealth building in Glasgow and Scotland

Place-based quantifiable impacts generated £53.0 million GVA and 1,515 jobs in Scotland.

Study Background

BiGGAR Economics was commissioned by the Royal Conservatoire of Scotland (RCS) to evaluate its economic and wellbeing impact.

RCS was established in 1847 and is now one of the world's top performing arts education institutions.¹

RCS's vision is that graduates will enrich the performing arts with new work and create the future of performance for generations to come, providing students with an immersive experience which enables them to discover and develop their optimum potential.

The activities of RCS impact the local and national economy, as well as bring wider social benefits that enhance wellbeing. This report examines RCS's contributions across Glasgow, Scotland, and the UK.





Methodology



Approach to assessing the economic and wellbeing impact of RCS.

The quantitative economic assessment covers:

- **Direct Impact:** associated with expenditure, including from employing and paying staff, and generating profits
- **Indirect Impact:** associated with spending in the supply chain
- **Induced impact:** associated with staff spending their wages in the wider economy

Impacts are based on publicly available statistics, including **Annual Business Statistics** and **Input-Output Tables**.

Economic impacts are presented in terms of:

- **Gross Value Added (GVA)**
- **Employment (Jobs)**

The impacts are presented for the study areas:

- **Glasgow City**
- **Scotland**
- **The UK**

Figures presented are **inclusive**, i.e. impacts at the level of the UK economy include those for Scotland and Glasgow City.

The **wellbeing impact** of RCS has been measured using Wellbeing-Adjusted Life Years (**WELLBYs**), which represent a one-point change in life satisfaction (on a 0–10 scale) per person, per year.

Recommended by HM Treasury², WELLBYs quantify wellbeing benefits in monetary terms, with **one WELLBY valued at £15,958** in 2024 prices.

Further information on the key assumptions and sources used can be found in an appendix at the end of this report.

Graduates, Skills and Innovation Impacts

RCS generates impact by producing graduates with interdisciplinary transferable skills who go on to employment and self-employment in both the performing arts and other sectors across the economy. As these graduates are more likely to be retained in Glasgow City, Scotland, and the UK, they boost economic impact through their graduate premium and spending their wages in the local economy.

RCS also fosters innovation by directly funding staff and student projects, providing services to business and the public sector, and enabling student placements in industry, including with Scotland's NPCs.



Graduate Sectors

Nearly two out of every five graduates obtain full time employment after graduating, with the remainder registering as self-employed.

41% of graduates remain in arts, entertainment and recreation, with an additional 35% going into education. The remainder of graduates work across sectors, including retail, human health and social work, hospitality, and information and communication.



Approximately 60% of graduates are self-employed reflecting RCS's role as an entrepreneurial engine for the creative economy. (In the UK labour market, graduate self-employment typically sits between 5% and 12%).



Performing Arts Graduates



£0.7 m GVA in Glasgow City
£0.9 m GVA in Scotland
£1.0 m GVA in the UK



20 Jobs in Glasgow City
20 Jobs in Scotland
10 Jobs in the UK

What is this Benefit?

RCS attracts students to Glasgow City, Scotland and the UK, who are then more likely to work in these areas in the performing arts following their graduation.

This impact captures the direct effect of the retention of workers for the performing arts sector and the spending of their wages.

GVA is higher in the UK but jobs are lower because the household spending sector generates a higher GVA per worker than the performing arts sector.

How is it Estimated?

Average income per worker the performing arts was estimated based on previous analysis by BiGGAR Economics.³

The location of students following graduation was provided by RCS and additionality assumptions were made based on student origin. Those working for the Junior Conservatoire were excluded.

Through analysis of household expenditure habits, it was possible to project the geographic distribution of expenditure.

Economic ratios^{4 5} and multipliers^{6 7} for the household spending sector were then applied to these expenditure figures.

Key Findings

- It was estimated that RCS resulted in around 20 people working in the performing arts in Glasgow City following graduation, 15 in Scotland, and 5 in the UK, not including those employed by the Junior Conservatoire, based on the origin location of graduates and where they live following graduation.
- This resulted in additional household expenditure of £0.5 million in Glasgow City, £1.2 million in Scotland, and £1.2 million in the UK.



Education and Teaching Graduate Premium



£1.3 m in Glasgow City
£2.0 m in Scotland
£2.9 m in the UK

What is this Benefit?

RCS's teaching and education provision produces graduates who are ready for industry, leading to higher productivity and consequent higher wages, with personal benefits and benefits for the exchequer.

While the creative industries do not on average result in a positive graduate premium, RCS prepares students for careers across various sectors, including education and teaching.

How is it Estimated?

The graduate premium is estimated by multiplying the number of graduates by the graduate premium for the relevant subject, then applying assumptions about where students work after graduation. This information is provided in a research paper from the Department for Business and Skills.⁸

RCS supplied data about where students are based following their graduation.

Key Findings

- 437 students graduated from RCS in 2024/25.
- Of these, 55 graduates attained degrees relevant to teaching and education.
- While lifetime earnings premium for graduates can be estimated, this only captures part of the benefit. Through increased skills and knowledge, RCS graduates will increase profitability for the organisations which employ them and deliver more effective services for public institutions.

Fair Access

Fair access ensures wider societal representation at RCS and in the creative industries.

Fair Access at RCS is about ensuring people from all backgrounds have opportunities to study in performing or production arts. Access courses are structured to sit alongside school, college or work and focus on those who are statistically less likely to attend university, including those:

- Living in an SIMD20 or SIMD40 postcode,
- Care-experienced or estranged and receiving no support from family, or
- Identifying as Global Majority, or are a refugee, or seeking asylum in Scotland.

Over a period of seven years, Fair Access programmes have supported 131 students to enter undergraduate degree study at RCS.

A student from a deprived area trained at RCS is more likely to reinvest their skills back into their local community through teaching, community areas, or starting small businesses.



Interdisciplinary Performance and Production

RCS is one of only a few institutions worldwide to offer degree programmes across performing and production arts on one campus, providing the opportunity for peers to collaborate across disciplines.

Students graduate from RCS with an appreciation for other art forms and with a network of contacts that includes future directors, designers, and composers. This promotes mutual respect and technical versatility, and improves employability and aids future career prospects.

Interdisciplinary collaboration

When performers and producers understand one another's requirements, the creative process becomes more collaborative and efficient. Understanding production budgets, health and safety, and technical riders means RCS graduates can create lean, efficient production teams, filling many gaps themselves.



The interdisciplinary environment allows students to graduate with a range of skills and experience, preparing them for the reality where a single main occupation is rare, and most artists manage a range of different roles.

Studying and Performing

RCS remains a global leader in the performing-while-studying model. Performance at RCS is inherently public-facing, serving as a constant audition for the industry

RCS experience is designed to produce graduates who possess not only elite creative talent but also the technical, business, and collaborative skills required for a modern portfolio career.

Portfolio skills

Graduates have a multifaceted CV, alongside soft skills in communicating, enabling them to develop diverse income streams. For example, a freelance musician might spend their weekends performing and their weekdays as a freelance video editor for other artists.

Professional mentorship

Partnering with Scotland's NPCs provides students with direct access to professional environments.



A Professional Headstart

RCS bridges the gap between training and the professional industry, encouraging professional relationships that translate into tangible career advantages and provide a head start in a highly competitive sector.

Professional transition

RCS staff combine teaching with professional work, holding positions in national orchestras, professional companies and working on projects around the world. Similarly, students work directly with performing companies like the Royal Scottish National Orchestra, BBC Scottish Symphony Orchestra, Scottish Ballet, and Scottish Opera. In these ways, students work with some of the finest performing and production artists in the country, learning about professions, rehearsals and auditions before they graduate.



Collaboration skills

Networking across disciplines within RCS teaches students how to collaborate with other artists, making them more hireable for multi-media projects.

Entrepreneurship and identity

Students have direct contact with self-employed tutors, artists and technicians which encourages entrepreneurship and enables creative arts networks to be strengthened.

Social Value

Many RCS graduates are likely to generate significant value for society.

Some occupations provide social value far exceeding their market wages. Often, "wage premiums" fail to reflect the true worth of essential roles in healthcare, teaching, and entrepreneurship.

Many RCS graduates qualify to teach, a profession that builds a nation's future by imparting essential skills and values. Similarly, entrepreneurship offers high social utility by introducing new goods and services; with 60% of RCS graduates being self-employed, this cohort demonstrates significant entrepreneurial impact.

Research⁹ highlights this disparity: teachers are estimated to produce social value worth five times their earnings, while entrepreneurs generate up to double their financial compensation.

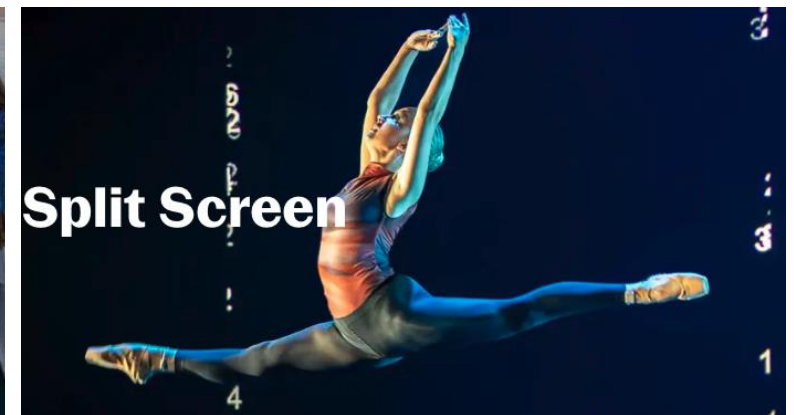
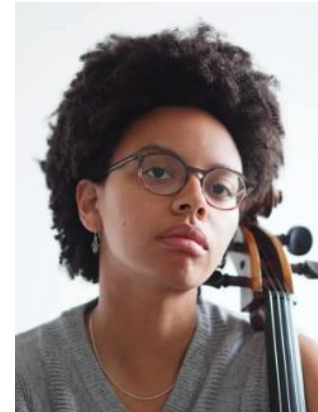


Innovation Studio

A creative hub for students, alumni and staff enabling experimentation and collaboration.

Innovation Studio offers support through funding, residencies, inspiring events, and supporting a community of practice:

- the student-led Collaboration Society is a group that enables students to innovate new creative practices, improvise, explore new media, and produce collaborative works.
- Split Screen brings together some of Scotland's most talented artists, creative organisations, and digital experts to explore how digital innovation and artificial intelligence are reshaping theatre, dance, music, and live performance.
- Innovation Studio Seed Fund is dedicated to fostering the creative ambitions of RCS students to shape new ideas; for example, providing mentorship for new recordings and researching compositions.
- Innovation Studio's Civic Fund enables RCS students, staff or alumni to co-create projects with local charities or social enterprises from beyond the creative arts.



Make It Happen

Seed funding helps graduates to launch new projects and collaborations, supporting their career goals and ambitions.

The Make It Happen Fund supports a wide range of early-stage development activity in areas such as starting up companies, staging pop-up events or digital performances, and forming new collaborations.

In 2024/25, the fund awarded £30,000 to twenty projects.

Recent recipients include:

- A Modern Ballet graduate who is the driving force behind a new business dedicated to sourcing, styling and re-selling high-quality, second-hand dancewear; promoting circular fashion and environmental responsibility within the dance community.
- A Bachelor of Music in Performance graduate to stage concerts in schools in the Highlands to inspire the next generation of musicians.
- An Acting graduate to produce a new play based on his childhood as a YouTube star that blends live performance with original videos, comments and messages.





Creative Enterprise Development Office (CEDO)

CEDO offers practical, accessible, and tailored support, fostering entrepreneurialism.

CEDO is a free service for RCS staff, students and alumni, aimed at supporting the development of careers, projects, and business ideas by offering one-to-one sessions, workshops, direct mentorship, skills development, and funding opportunities.

“CEDO allowed us to build the foundations of our company.”

***Chelsea Grace, RCS Graduate and Co-Founder of
Audaciously Tenacious Theatre***

***“CEDO’s support opened the door to
conversations with other companies
and venues, and we feel more
empowered and validated to continue
building our work and identity.”***

Chelsea Grace

RCS students Elizabeth Robbins and Chelsea Grace sought support from CEDO in the form of a session with Rachael Arnold, Entrepreneur-in-Residence with over twenty years’ experience in the creative and social enterprise sector. This meeting enabled them to refine their goals and purpose, building the confidence required to start their own company in the performing arts sector. It also helped them to clarify their company’s unique selling points, allowing them to focus on effectively achieving their vision.

Through CEDO, Robbins and Grace also benefited from the Company Creation Fund, which enabled them to found Audaciously Tenacious Theatre, a Glasgow-based theatre company which now tours shows around Scotland.



Business Development, Knowledge Exchange & Research



£0.4 m GVA in Glasgow City
£2.3 m GVA in Scotland
£8.2 m GVA in the UK



<5 Jobs in Glasgow City
5 Jobs in Scotland
10 Jobs in the UK

What is this Benefit?

RCS facilitates knowledge transfer through its interactions with businesses and the public sector. This can take different forms, but for RCS includes consultancy, contract research, and continued professional development (CPD).

Businesses and other types of organisations expect this type of investment to generate positive returns, either through increased staff productivity or by developing new products, services and processes, or by improving existing ones.

How is it Estimated?

The value gained from knowledge exchange depends on numerous factors, including type of work, capacity, and the stage in the process it relates to. Based on a PWC study,¹⁰ it was estimated that interventions in Science, R&D and Innovation Infrastructure achieved cumulative GVA returns equivalent to 340%.

Based on previous analysis, it was assumed that impacts were realised six years after initial collaborations.

Income from Scotland and the UK was provided by RCS and share in Glasgow was estimated using business counts.¹¹

Key Findings

- In 2024/25, total income to RCS through services to business and the public sector was £1.2 million.
- Almost three quarters of this income (73%) was generated through CPD.
- 28% of income came from organisations based in Scotland and 99% from the UK.



Student Placements



£0.3 m GVA in Glasgow City
£0.5 m GVA in Scotland
£0.5 m GVA in the UK



5 Jobs in Glasgow City
10 Jobs in Scotland
10 Jobs in the UK

What is this Benefit?

RCS students contribute to local employment by carrying out work placements and contributing their knowledge and skills to support the organisations they are placed with.

Organisations, such as Scotland's NPCs can benefit through contributions to operational tasks, early access to potential future employees, fresh perspectives and new ideas, and strengthened relationships between the host organisation and higher education.

How is it Estimated?

Placements are converted into full-time employment to estimate the employment impact, and after assigning sectors to each type of placement, it is assumed that students would be around one-third as productive as the average employee in the sector.

Their economic impacts are then estimated by applying sector specific economic ratios and applying GVA and employment multipliers.

Assumptions were made about the location of placements based on the term-time residence of students.

Key Findings

- In 2024/25, 80 RCS students undertook placements lasting 12 weeks or longer.
- Of these, 71 were associated with music and nine were in education.

Creative Cluster Impacts

RCS generates cultural and economic impact through its collaborative approach to education and interacting with the wider arts sector. By delivering interdisciplinary teaching and partnering with other major creative organisations, RCS equips students with technical versatility, supporting them in developing portfolio careers. It also works as a talent pipeline for the NPCs and local business.

As a foundational part of Glasgow's creative cluster, RCS reaches a world-class level of scale and excellence and bolsters Scotland's international reputation.



Collaboration with Creative Organisations

Collaboration transforms artistic talent into social and economic value by providing graduates with professional networks, business skills and a sense of belonging.

Educational & training collaborations

RCS collaborates with other higher education institutions to provide career-readiness and business skills. It equips graduates with the entrepreneurial tools needed for a life in the creative industries. SHIFT, delivered in partnership with Glasgow School of Art and Queen Margaret University, provides students with practical and collaborative skills to support their transition to professional work in the cultural and creative industries.

Professional partnerships

RCS maintains deep, formal links with Scotland's NPCs including the Royal Scottish National Orchestra (RSNO), Scottish Ballet, Scottish Opera and the BBC Scottish Symphony Orchestra. These collaborations enable students to transition from training to professional life.



Conservatoire Archives and Collections

This collective memory of Scottish performance, provides insight into the heritage of RCS and the arts in Scotland, enabling students to see themselves as part of a long lineage of Scottish excellence.

Since its foundation as the Glasgow Athenaeum in 1847, RCS's archives have accrued important collections of instruments, manuscripts, artworks, photographs, performance ephemera and memorabilia. It is a rich record of Scottish theatre, music, and dance that doesn't exist anywhere else.

Local theatre companies and filmmakers use RCS collections to design authentic costumes, sets and scripts. The public can research items online and view them in person, and international researchers and tourists visit Glasgow to view the archives.

Records of past performance reinforce identity and inspire student research, which leads to future commercial production.



Talent Retention through Part-Time Work

Students are more likely to be retained when their work feels like a stepping stone to future career opportunities.

Internal Part-Time Work

RCS actively recruits its own students for internal, paid positions. This ensures work is easy to access and flexible around studies, and prevents students from dropping out due to financial difficulties or professional stagnation.

Junior Conservatoire Assistants

Many undergraduate and postgraduate students are employed to run the weekend classes for younger artists, gaining teaching and administrative experience while earning a reliable wage.

Paid Professional Experience

RCS Artists is a service which allows events and venues to book emerging performers. Schemes with the RSNO and Scottish Opera allow senior students to audition for side-by-side performances.



Flexibility

RCS allows students to catch up on lessons if they have professional work or filming opportunities. By acknowledging that a student might need to be "on set", the institution prevents them from falling behind and dropping out.



Talent Retention through Part-Time Work



£4.4 m GVA in Glasgow City
£5.6 m GVA in Scotland
£6.7 m GVA in the UK



120 Jobs in Glasgow City
105 Jobs in Scotland
85 Jobs in the UK

What is this Benefit?

RCS employs numerous people part-time who also work in the creative industries. This enables people to stay in Glasgow City, Scotland, and the UK, who might otherwise move seeking higher wages within the performing arts sector.

This impact considers the direct contribution to the performing arts sector of these workers as well as their expenditure.

As with graduates, GVA is higher in the UK, but jobs are lower because the household spending sector generates a higher GVA per worker than the performing arts sector.

How is it Estimated?

RCS provided the number of part-time Junior Conservatoire employees also working in the creative industries. Their wages were then estimated based on previous analysis of wages within the performing arts sector.

Through an examination of household expenditure habits, it was possible to project the geographic distribution of staff expenditure and similar assumptions to graduate impacts were made on how much of this expenditure was additional.

Economic ratios and multipliers for the household spending sector were then applied to these expenditure figures.

Key Findings

- Around 170 part-time employees of the Junior Conservatoire also work in the creative industries.
- Approximately 71% of Junior Conservatoire staff were based in Glasgow City, 99% in Scotland and 100% in the UK.
- It was estimated that total wages outside of RCS would be equivalent to £6.8 million.

A Talent Pipeline for a Creative Ecosystem

RCS provides more than just a pool of talent for Glasgow's cultural economy; it serves as a central anchor for a resilient creative ecosystem that sustains NPCs and local businesses.

A talent pipeline for NPCs

Glasgow hosts most of Scotland's NPCs. RCS maintains formal, structured "side-by-side" and "professional experience" schemes that allow students to work directly with these organisations before they graduate, including through placements, which work to provide students with real-world experience, broadening their skillsets and ensuring the ongoing resilience of the NPCs.



Supporting events and festivals

RCS provides the workforce of musicians, composers, and stage technicians that support events such as Celtic Connections.

Supporting businesses in Glasgow

RCS provides freelance talent for smaller Glasgow-based businesses. For example, local bars and restaurants employ students for traditional music sessions. Professional-grade musicians and actors can be directly employed through RCS, lowering the cost of high-quality entertainment.

New content for theatres and festivals

Local theatres host scratch nights where RCS students and recent graduates test new work keeping theatre programming vibrant.



Glasgow's Creative Supercluster

Glasgow's Creative and Performance Supercluster is a strategic concept designed to transform the city's world-class artistic assets into a unified entrepreneurial powerhouse and economic engine.

The concept was first coined by Mark Logan who was appointed as Entrepreneur in Residence at RCS in 2025. He has highlighted the untapped potential of Scotland's creative sectors, often overlooked because they are not seen as traditional business clusters like technology or finance.

The goal is to move past viewing Glasgow's cultural institutions as isolated artistic assets and instead recognise them as a combined force that drives start-up creation, attracts global investment and generates future jobs.

The concept aligns with the UK Government's broader industrial strategy, which recognises the creative industries as one of eight key growth sectors.





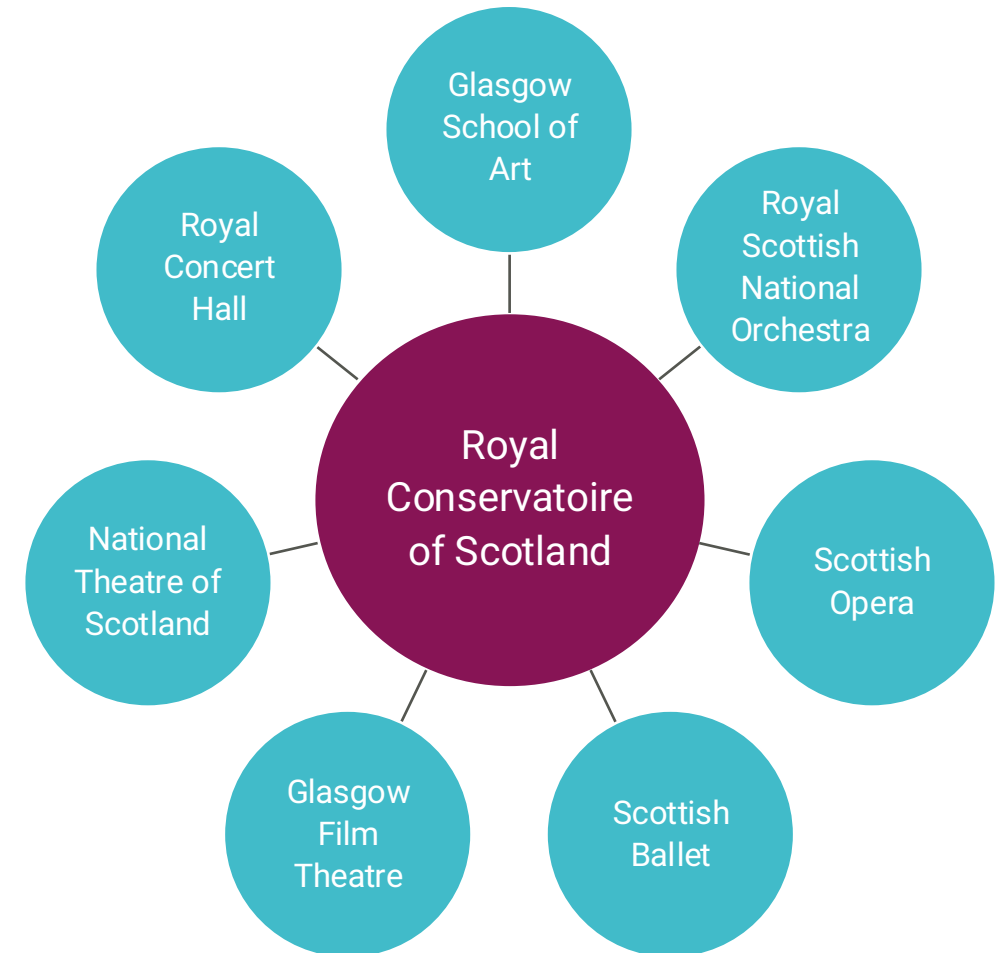
Glasgow's Creative Supercluster

Scotland's finest creative and performance institutions are located within two square miles of RCS.

RCS is a central hub in a geographical concentration of research, teaching, and business that combines multiple related domains to reach a world-class level of scale and excellence.

Collectively these institutions:

- Offer scale and intensity of talent, providing leadership in Scotland's creative arts and performance sectors.
- Instil pride amongst Glasgow's citizens and generate International recognition.
- Produce and support many highly-skilled graduates with an entrepreneurial mindset.
- Create footfall benefiting nearby businesses and the hospitality sector.
- Offer the potential to blend skillsets with the tech sector in industries like gaming, film, and theme park design.



International Reputation

Creative arts are fundamental to Scotland's international reputation, positioning the country as a highly desirable place to live, work, study, and invest.

Scotland is seen as a dynamic and inclusive global nation for creativity. In 2024, Scotland ranked 16th out of 60 countries in the Anholt-Ipsos Nation Brands Index for its cultural reputation.¹²

Scotland's culture has a unique profile and is recognised throughout the world for its vibrancy and ability to connect.¹³

Nearly half of tourists identify culture and history as their motivation for visiting Scotland, making it the second most popular reason after scenery and landscape.¹⁴



By showcasing Scottish talent, RCS helps shape perceptions of the country as a warm, welcoming, open, and progressive nation. This opens doors for wider political and economic engagement, building trust and long-term relationships with global partners.

Glasgow significantly enhances Scotland's international reputation as a creative powerhouse, consistently ranking as the UK's top cultural and creative city outside London.

The Scottish Government's Inspiring Connections: International Culture Strategy (2024–2030) seeks to enhance Scotland's international reputation via the creative arts.



Internationally Recognised for Performing Arts

By providing a world-leading educational destination, RCS bolsters Scotland's international reputation - projecting Scotland as an open, inclusive and progressive nation.

International students

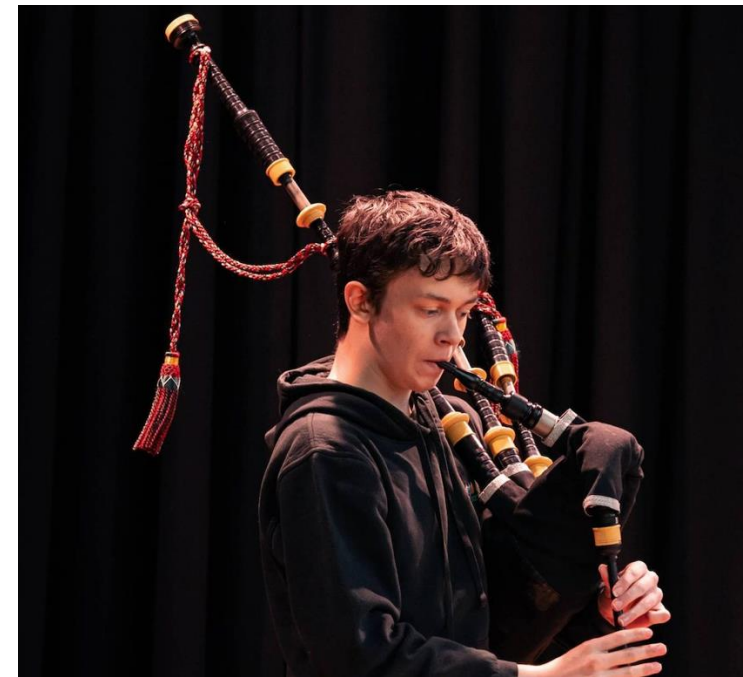
Scotland's culture and creative sectors are enriched by attracting individuals from around the world. Students representing approximately 60 different nationalities are valued members of the RCS community.

Globally recognised alumni

RCS graduates act as high-profile representatives on the world stage, with alumni frequently appearing in major Hollywood and West End productions.

High profile performances

As Scotland's National Conservatoire, students and alumni perform at landmark events, reinforcing RCS's role at the heart of national and international cultural identity.



RCS is consistently ranked as one of the world's top 10 destinations to study the performing arts.¹⁵

Creativity and Wellbeing Impacts

RCS generates wellbeing impacts by fostering creativity, which in turn delivers improved life outcomes for students, graduates, staff, and members of the public engaged with RCS.

Additionally, by staging performances and enabling engagement with the arts, RCS improves the wellbeing of its audiences, including friends and family members of students.



The Wellbeing Impact of Creativity



Creative practice fosters resilience and professional fulfilment by enhancing emotional regulation and occupational autonomy.

Research indicates that creativity boosts mood and motivation, actively reduces anxiety, and provides a framework for emotional processing and trauma recovery. Beyond immediate mood lifts, creativity supports long-term cognitive resilience and confidence.¹⁶

These benefits are reflected professionally with students pursuing arts degrees reporting higher wellbeing.¹⁷ Further, professional artists generally report higher job satisfaction than non-artists, driven by high levels of occupational autonomy and self-determination.^{18 19}

By enabling staff, students, and members of the public to develop their talents, RCS fosters creative talents and wellbeing.





Student Wellbeing



73.1 WELLBYs
£1.2 million in
Scotland

What is this Benefit?

Arts education generates a unique "wellbeing premium" by offering students the same sense of meaning, personal development, and community found in professional creative roles. Beyond academic growth, these programs provide social structure for those who might otherwise be inactive or out of work. This combination of purpose and artistic practice ensures that RCS students have high wellbeing.

Drivers of Impact

The student wellbeing impact is primarily driven by the number of RCS students, alongside the wellbeing premium of undertaking an arts degree. The overall benefit, however, is driven by what students might be otherwise doing were RCS not to exist - this depends on the local labour market conditions, namely the local youth employment and unemployment rates, and the wellbeing differences between being a student, employment, and unemployment.

Impact Estimate

With 1,228 students, of which 885 are UK-domiciled, and local youth employment and unemployment rates of 51.0% and 10.0% respectively, along with the additional wellbeing premium from being a student versus being employed/unemployed, **the total wellbeing impact in Scotland/UK from RCS students was estimated at 73.1 WELLBYs, worth £1.2 million.** Of these, 60.7 WELLBYs, worth £1.0 million, accrued to Glasgow City.

***The WELLBY estimates** draw on available literature rather than surveys from RCS students.*



Graduate Wellbeing



444.3 WELLBYs
£7.1 million in
Scotland

What is this Benefit?

An RCS qualification embeds creativity across a graduate's professional and personal life. A qualification not only brings indirect wellbeing benefits through higher wages and better mental health, but also direct benefits from enhanced life skills and confidence.

Further, since an RCS qualification supports individuals to work in creative roles, where wellbeing is typically higher, the lifetime wellbeing benefits will be higher.

Drivers of Impact

The graduate wellbeing impact is primarily driven by the number of RCS graduates. It is also driven both by where graduates live once they graduate, with wellbeing benefits being lost from the local area if graduates move away, as well as the number of graduates who end up in creative roles.

Impact Estimate

With a total of 437 graduates in 2024/2025, of which 211 are estimated to remain in Scotland following graduation, along with 42% estimated to pursue creative careers, **the total wellbeing impact in Scotland from RCS graduates was estimated at 444.3 WELLBYs, worth £7.1 million.**

Overall, the total wellbeing impact across the UK from RCS graduates was estimated at 628.9 WELLBYs, worth £10.0 million. Of these, 273.4 WELLBYs, worth £4.4 million, accrued to Glasgow City.

***The WELLBY estimates** draw on available literature rather than surveys from graduates.*



Young Musicians Wellbeing



135.7 WELLBYs
£2.2 million in
Scotland

What is this Benefit?

Helping young people develop skills, confidence, and social connections directly improves their wellbeing.

Through its Junior Conservatoires in music, ballet, and stage and screen, RCS achieves this while simultaneously paving the way for future students.

Drivers of Impact

The total wellbeing impact from working with young people depends on the numbers engaging with the Conservatoires and the extent to which the wellbeing benefit could have happened without RCS.

Impact Estimate

With 901 participants in the Junior Conservatoire of Music, 125 in the Junior Conservatoire of Ballet, and 257 in the Junior Conservatoire of Stage and Screen, of which most are based in Scotland, **the total wellbeing impact in Scotland from RCS Junior Conservatoires was estimated at 135.7 WELLBYs, worth £2.2 million.**

Overall, the total wellbeing impact across the UK from young musicians was estimated at 136.0 WELLBYs, worth £2.2 million. Of these, 34.2 WELLBYs, worth £0.5 million, accrued to Glasgow City.

***The WELLBY estimates** draw on available literature rather than surveys from programme participants.*



Learning and Development Wellbeing



92.1 WELLBYs
£1.5 million in
Scotland

What is this Benefit?

Providing spaces for continuous learning and growth, helps people build the skills and relationships that are essential for a fulfilling life.

The RCS offers summer schools, regular dance classes, and various spring and summer courses, that help to support wellbeing.

Drivers of Impact

The total wellbeing impact from learning and development depends on the numbers engaging with the programmes, the intensity of the learning, and the extent to which the wellbeing benefit could have happened without RCS.

Impact Estimate

With 1,291 attendees at RCS Summer School, 270 attendees at dance classes, alongside 237 attendees at various spring and summer courses, of which most are based in Scotland, **the total wellbeing impact in Scotland from RCS learning and development was estimated at 92.1 WELLBYs, worth £1.5 million.**

Overall, the total wellbeing impact across the UK from learning and development was estimated at 98.6 WELLBYs, worth £1.6 million. Of these, 28.9 WELLBYs, worth £0.5 million, accrued to Glasgow City.

***The WELLBY estimates** draw on available literature rather than surveys from programme participants.*



Employee Wellbeing



144.0 WELLBYs
£2.3 million in
Scotland

What is this Benefit?

Creative roles offer a unique sense of purpose and autonomy that directly enhances wellbeing, often exceeding the benefits of standard high-quality employment.

By providing these creative jobs, RCS secures more than just income for its staff; it fosters a sense of belonging and value that directly strengthens the wellbeing of the Scottish population.

Drivers of Impact

Creative roles generate impact by combining the typical benefits of secure employment with the enhanced wellbeing found in artistic practice. While being employed increases life satisfaction, the scale of this impact is determined by job quality factors – such as autonomy and career development.

The overall wellbeing benefit to employees depends on the number of jobs (FTE is used owing to many part-time employees having other jobs), the proportion of employees in creative roles, and job quality factors.

Impact Estimate

There were 1,081 employees at RCS, representing 311 FTE. Taking job quality factors into consideration, and that a large proportion of staff work in creative roles **the total wellbeing impact in Scotland from employees was estimated at 144.0 WELLBYs, worth £2.3 million.**

Overall, the total wellbeing impact across the UK from employees was estimated at 150.1 WELLBYs, worth £2.4 million. **Of these, 99.6 WELLBYs, worth £1.6 million, accrued to Glasgow City.**

***The WELLBY estimates** draw on available research literature and staff surveys.*

The Impact of Sharing Creativity

The mechanisms by which RCS drives wellbeing in Scotland.

The impact of creativity extends beyond staff, students, and young musicians. Through its public performances and events, RCS "exports" wellbeing to audiences across Scotland and beyond.

Performances are more than just entertainment, helping to reduce stress, foster social connection and provide a collective sense of meaning. While this creative exchange enhances the community's wellbeing, it simultaneously drives economic value by attracting international visitors to Scotland's cultural landscape.





Wellbeing Impact from Performances and Events



134.5 WELLBYs
£2.1 million in
Scotland

What is this Benefit?

Listening to music is an enjoyable and satisfying everyday activity that can reduce stress, help relaxation, and enhance social relationships.

Performances and events delivered by RCS therefore generate important wellbeing benefits to audiences in Glasgow and across Scotland.

Drivers of Impact

The total wellbeing impact from RCS performances and events is driven by attendance numbers, and the extent to which the wellbeing impact would have happened if RCS did not exist.

Whether the benefit remains in Glasgow or Scotland depends on whether those attending live in those areas. Otherwise, the wellbeing benefits will leave the local area and instead support additional economic impacts through, for example, tourism expenditure.

Impact Estimate

In 2024/25, 43,605 tickets were sold across 400+ live RCS performances and events, as well as additional attendances at RCS conferences. Whilst some of the wellbeing impacts are likely to have happened anyway, **the total wellbeing impact in Scotland from RCS performances and events was estimated at 134.5 WELLBYs, worth £2.1 million.**

Overall, the total wellbeing impact across the UK from RCS performances and events was estimated at 146.8 WELLBYs, worth £2.3 million. Of these, 110.3 WELLBYs, worth £1.8 million, accrued to Glasgow City.

***The WELLBY estimates** draw on available literature rather than surveys from audiences.*

Place-Based Impacts

RCS generates regional and national impact through its core operations, including direct impact, supply chain spending, capital expenditure, and staff spending their wages. This includes the operational impacts of the Junior Conservatoire, which also equips young people with transferable skills.

RCS also generates impact by attracting students who support economic activity through their spending, part-time work and volunteering.

RCS's educational and performance activities also attract visitors, generating tourism expenditure in the economy.

Together, these impacts support community wealth building in Glasgow City and Scotland.





Direct Impact



£25.4 m GVA



1,081 Jobs

What is this Benefit?

The direct impact RCS generates for the economy is based on its core operations, including as a direct employer.

It accounts for all the activity undertaken by RCS, including teaching, performances and events, engagement activities, and buying goods and services.

How is it Estimated?

The direct GVA is estimated by subtracting the non-staff related expenditure from total income.

Direct employment is based on the total number of headcount staff employed.

Key Findings

- The total income of RCS in 2024/25 was £32.3 million.
- Based on an analysis of 2024/25 accounts, it was estimated that total supply chain expenditure for the same year was £6.8 million.
- In 2024/25, RCS directly employed 1,081 headcount staff.



Supply Chain Spending



£1.0 m GVA in Glasgow City
£2.4 m GVA in Scotland
£7.8 m GVA in the UK



15 Jobs in Glasgow City
40 Jobs in Scotland
150 Jobs in the UK

What is this Benefit?

To support daily activities, RCS purchases goods and services.

This includes things such as general property costs and teaching support services, and costs incurred as part of running shows.

Spend on these goods and services supports the businesses they are purchased from, supporting turnover and employment.

How is it Estimated?

The supply chain impact is determined by the total spend, and the location of that spend, i.e. how much of the spend goes to businesses based in Glasgow City, Scotland, and the UK.

It is also dependent on the type of goods and services purchased.

Each category of expense was assigned to a relevant economic sector, to which GVA and employment ratios and multipliers were applied.

Key Findings

- Total supply chain spend in 2024/25 was estimated at £6.8 million.
- 22% of total supply chain spend was retained in Glasgow City.
- 42% of supply chain spend was retained in the Scottish economy.
- 98% was retained in the UK.



Capital Expenditure



<0.1 m GVA in Glasgow City
£0.2 m GVA in Scotland
£0.5 m GVA in the UK



<5 Jobs in Glasgow City
5 Jobs in Scotland
10 Jobs in the UK

What is this Benefit?

Large capital investments, such as purchasing new equipment or buildings, generates economic impact.

In the case of RCS, this would include building expenditure and spending on specialist equipment for the performing arts.

How is it Estimated?

The value of capital spending tends to vary from year to year and, as such, a 10-year average is used to estimate an annual value.

The annual spend is applied to sectoral ratios and multipliers associated with construction and manufacturing.

Key Findings

- Based on estimates of capital spend provided by RCS, it was estimated that 54% of capital expenditure occurs in Scotland and 97% occurs in the UK.
- The average value of capital investments at RCS is £552,200.



Staff Spending



£4.4 m GVA in Glasgow City
£10.4 m GVA in Scotland
£20.3 m GVA in the UK



35 Jobs in Glasgow City
80 Jobs in Scotland
175 Jobs in the UK

What is this Benefit?

The staff employed by RCS are paid wages and salaries. These wages and salaries are then spent in the local, and national, economy.

This spending supports turnover and employment in the places they are spent, enabling local businesses to sustain operations and continue employing their own staff.

How is it Estimated?

The level of spend in the economy is determined both by the value of wages and salaries paid, and by the location of this spend.

The latter is largely dependent on where staff live.

Through an examination of household expenditure habits, it was possible to project the geographic distribution of staff expenditure.

Economic ratios and multipliers for the household spending sector were then applied to these expenditure figures.

Key Findings

- RCS had 1,081 staff in 2024/25.
- Wages and salaries paid to staff totalled £23.5 million.
- All staff live in the UK, of which 95% live in Scotland and 66% live in Glasgow City.

Junior Conservatoire

The Junior Conservatoire delivers transferable skills to young people in Scotland.

The Junior Conservatoire runs courses for children and young people aged 11-18 across artforms, delivering specialist training across performing and production arts. In 2024/25, there were 901 Music students, 257 Stage and Screen students, and 125 Ballet students, almost all of whom were based in Scotland.



Junior Conservatoire courses equip young people with skills like collaboration, creativity, and confidence, which are valuable whether they continue in performing arts (on average 56% of Scottish entrants to the BMus (Performance) programme at RCS progress from the Junior Conservatoire of Music) or establish a career in other sectors.

The Junior Conservatoire also delivers economic benefits, contributing £2.4 million GVA to RCS's total operational impact in Scotland through its direct impact and supply expenditure.





Student Spending



£7.7 m GVA in Glasgow City
£11.7 m GVA in Scotland
£16.3 m GVA in the UK



165 Jobs in Glasgow City
225 Jobs in Scotland
410 Jobs in the UK

What is this Benefit?

RCS students made an economic contribution through their spending during term-time on food, accommodation, etc, which supports turnover and employment in local businesses.

How is it Estimated?

Data on student spending is available in the Student Income and Expenditure Survey.²⁰

Adjustments are then made to account for the type of accommodation that students occupy (e.g. those living at home will spend less on rent) and the number of weeks spent on campus depending on the qualification type pursued.

Spend on VAT was removed from relevant areas of expenditure.²¹

Key Findings

- There were 1,228 students studying at RCS in 2024/25, of which 71% were undergraduates.
- It was estimated that the majority of students (59%) lived in their own or rented accommodation.



Student Part-Time Employment



£1.5 m GVA in Glasgow City
£2.4 m GVA in Scotland
£2.3 m GVA in the UK



50 Jobs in Glasgow City
75 Jobs in Scotland
85 Jobs in the UK

What is this Benefit?

Some of the students studying at RCS will engage in part-time work. This can contribute additional economic value by increasing the number of people working and therefore the goods and services available for people to benefit from.

How is it Estimated?

Based on information about student engagement in the labour market, it was estimated that 28% of students work²² and that they work an average 17 hours a week.²³

Students were assumed to work where they live. If youth unemployment is high where students work, some of these jobs may be displacing other people from a limited number of available jobs. Therefore, it was necessary to account for youth unemployment rates²⁴ to assess whether a job was created or displaced.

Key Findings

- Based on data provided by RCS, approximately 100% of all RCS students were living in Scotland, with 83% based in Glasgow City.
- UK impacts are lower than those in Scotland because the number of working students is similar, but potential displacement is higher due to a higher youth unemployment rate in the UK compared to Scotland.¹



Student Volunteering



£0.1 m GVA in Glasgow City

£0.2 m GVA in Scotland

£0.2 m GVA in the UK

What is this Benefit?

Student volunteering brings value to the economy by enabling organisations such as charities and third sector organisations, which usually have smaller budgets, to expand their activities and deliver services they would otherwise not have provided.

How is it Estimated?

Based on information about student volunteering, it was estimated that 31% of students volunteer and that they volunteer an average 44 hours a year. ²⁵

The UK Government estimated the value of volunteering at around £12 per hour contributed. ²⁶

Key Findings

- An estimated 344 students are expected to have volunteered over 15,000 hours.



Tourism Impact from RCS Events



£0.2 m GVA in Glasgow City
£0.2 m GVA in Scotland
£0.1 m GVA in the UK



5 Jobs in Glasgow City
5 Jobs in Scotland
<5 Jobs in the UK

What is this Benefit?

As an academic institution, RCS helps to attract visitors to the area through the events it holds, such as graduations, open days, and conferences. This results in some additional visitor spending in the economy.

How is it Estimated?

RCS provided data on attendees by origin broken down by Scotland, UK and international. Glasgow attendees were estimated based on population shares.²⁷ Total additional spend by area was then estimated by multiplying additional visitors to Glasgow City, Scotland, UK by average day²⁸ and overnight expenditure in Glasgow.²⁹ It was assumed that all visitors originating from Scotland were day visitors.

Key Findings

- Over 2,000 people attended open days, graduations and conferences at RCS.
- Of these, an estimated 93% were additional to Glasgow City, 40% to Scotland, and 11% to the UK.
- Additional visitors to Glasgow City spent an estimated £0.3 million.



Tourism from Performance and Summer Schools



£0.4 m GVA in Glasgow City
£0.2 m GVA in Scotland
<£0.1 m GVA in the UK



10 Jobs in Glasgow City
5 Jobs in Scotland
<5 Jobs in the UK

What is this Benefit?

Performances hosted by RCS attract visitors from outside Scotland to the location of performances who may not otherwise have gone to the area. This includes RCS performances at its venues and elsewhere in Scotland, and those it promotes.

The Summer School also attracts visitors from outside Glasgow City and Scotland.

As part of their visit, visitors are likely to also spend in the local economy, such as in local hospitality and accommodation, supporting the local tourism industry.

How is it Estimated?

RCS provided data on attendees by origin broken down by Glasgow, Scotland, UK and international.

The origin of attendees to the Fringe was considered³⁰ and it was assumed that all visitors originating from Scotland were day visitors.

As with RCS events, day visitor and overnight visitor spend by area were taken from the Great Britain Day Visitor Survey and the Great Britain Tourism Survey.

Further additionality assumptions were made based on share attributable to RCS.

Key Findings

- RCS was involved in over 43,000 ticket sales to performances in 2024/25.
- Of these, an estimated 12% resulted in additional visits to Glasgow City and 4% to Scotland.
- The Summer School attracted 1,291 students the same year
- Of these, 71% constituted additional visits to Glasgow City, 21% to Scotland, and 12% to the UK.



Community Wealth Building

The creative arts sector uses its economic and social levers to ensure wealth and opportunities stay within Scottish communities.

The arts, culture and creative industries inject more than £5.7 billion annually into the Scottish economy.³¹

It provides employment for around 90,000 people (excluding freelancers) and 97% of Scottish Creative Industries registered enterprises are small (0-49 employees).³²

Small cultural and creative organisations tend to purchase within their own industry or local area.

Creative arts play a strong role in attracting visitors to local areas, enabling other local businesses to benefit from increased footfall.

Fair employment and just labour markets



Progressive procurement of goods and services



Ensuring financial power works for local places



Socially just use of land and property



Plural ownership of the economy



Community Wealth Building

RCS operates as an anchor institution, building community wealth in Glasgow and across the nation.

Workforce & Access

RCS prioritises fair work practices, ensuring staff and contracted workers are paid the Real Living Wage. Fair Access ensures that people from all walks of life can study the performing and production arts.

Spending

By focusing its spending on local suppliers, RCS keeps wealth circulating within the Scottish economy. RCS encourages micro-networks where students and staff collaborate with local freelancers and small tech companies.

Ownership

RCS acts as a business incubator for the creative sector, providing seed funding and mentorship to help graduates start their own companies. The Innovation Studio supports interdisciplinary work and helps artists move into business.

Property

RCS uses its physical footprint in Glasgow to provide community value. With over 40,000 tickets sold annually, RCS is a civic hub in Glasgow's city centre, supporting local hospitality and retail.



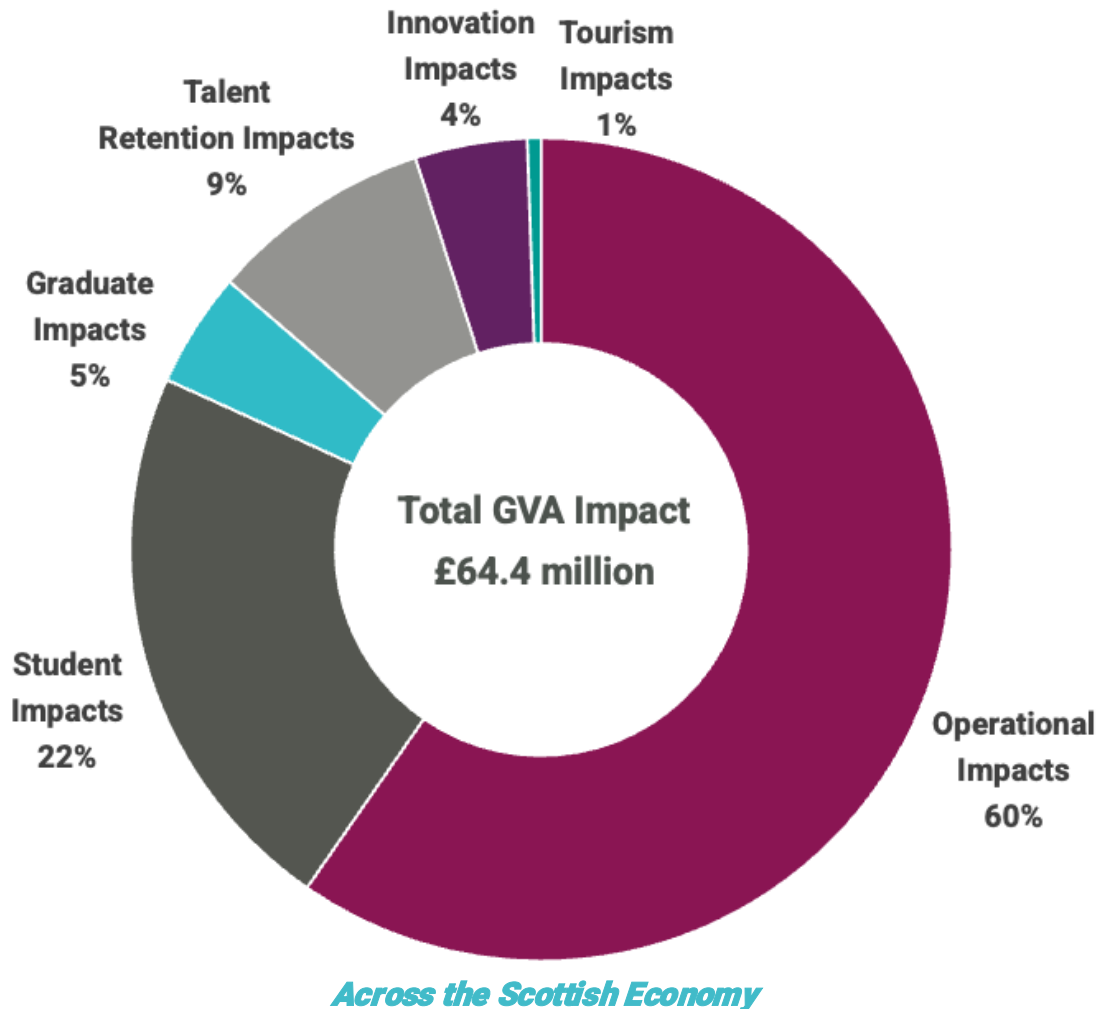


Summary and Conclusions





Total Economic Impact in Scotland



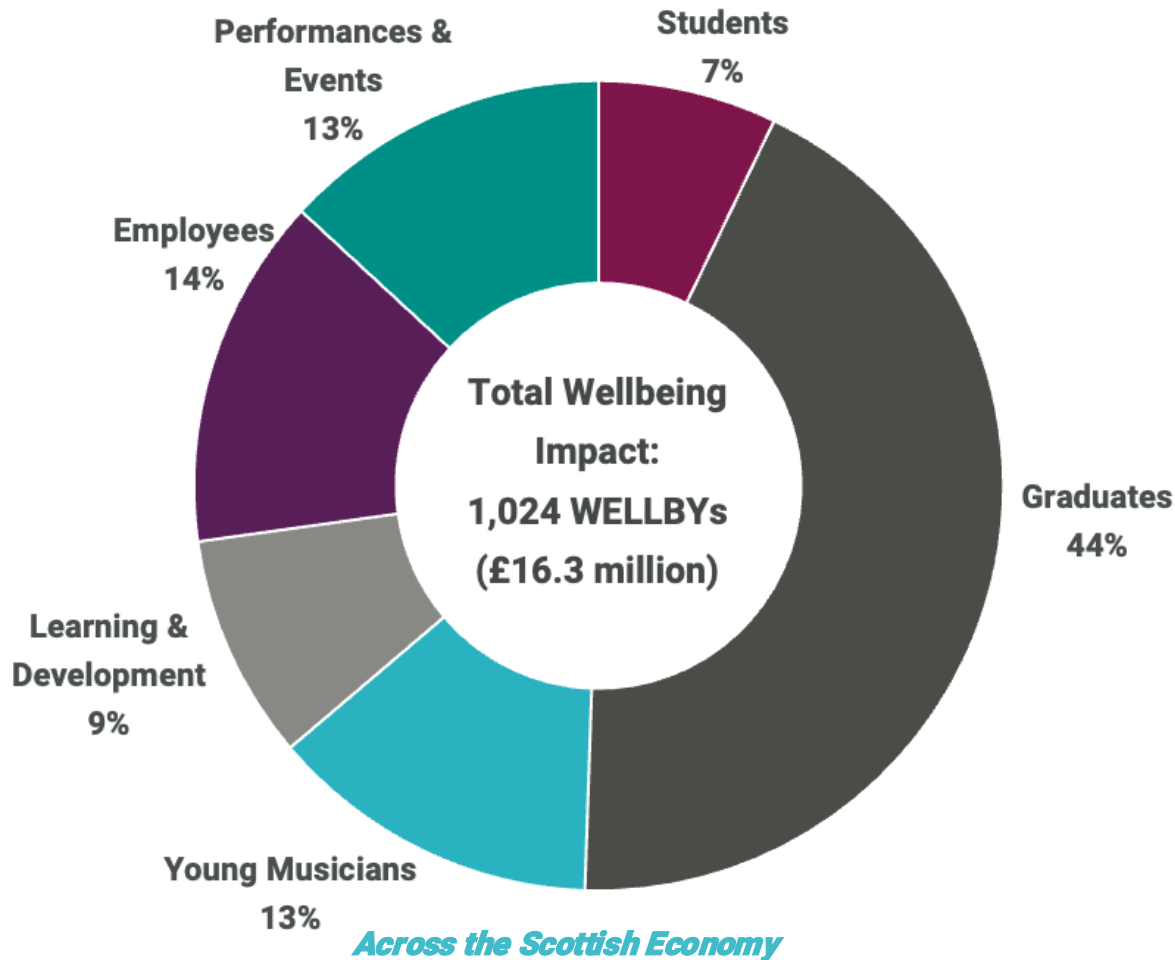
In 2024/25, the Royal Conservatoire of Scotland generated:

- **£38.4 million GVA and 1,200 jobs** through its operations
- **£14.2 million GVA and 305 jobs** in student impacts
- **£5.6 million GVA and 105 jobs** by retaining talent through part-time work
- **£2.9 million GVA and 20 jobs** in graduate impacts
- **£2.8 million GVA and 10 jobs** through knowledge exchange and student placements
- **£0.3 million GVA and 5 jobs** in tourism impacts

Collectively, these sources of impact indicate that RCS generates an economic impact worth £64.4 million GVA for the Scottish economy, supporting 1,650 jobs.



Total Wellbeing Impact in Scotland



In 2024/25, the Royal Conservatoire of Scotland:

- taught **1,228 students**, contributing a wellbeing impact of **73 WELLBYs**, worth **£1.2 million**
- graduated a cohort of **437 students**, producing a lifetime wellbeing value worth **£7.1 million (444 WELLBYs)**
- supported skills development of 3,078 people, generating **228 WELLBYs**, worth **£3.6 million**
- generated a wellbeing impact of **144 WELLBYs**, worth **£2.3 million** through direct employment
- sold over **40,000 tickets** for live RCS performances across 400+ performances and events, generating a wellbeing impact of **135 WELLBYs**, worth **£2.1 million**

Collectively, RCS generates a wellbeing impact worth £16.3 million for the Scottish economy.

Conclusions

RCS generates annual economic benefits for the economy and enhances wellbeing.

Total quantifiable economic impacts:

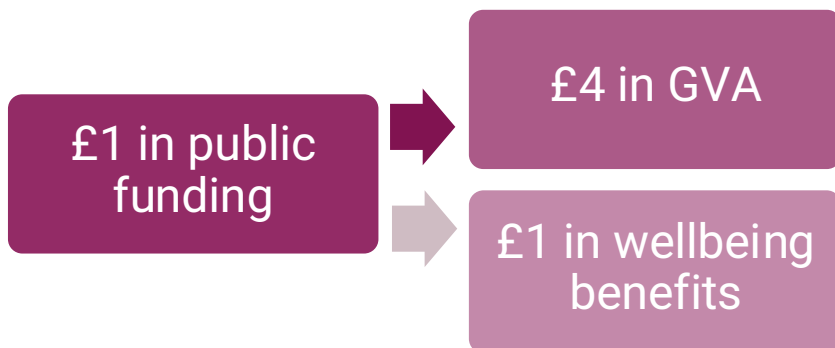
- **£47.8 million GVA and 1,505 jobs in Glasgow City**
- **£64.4 million GVA and 1,650 jobs in Scotland**
- **£92.2 million GVA and 2,025 jobs in the UK**

Total quantifiable wellbeing impacts:

- **607 WELLBYs, worth £9.7 million in Glasgow City**
- **1,024 WELLBYs, worth £16.3 million in Scotland**
- **1,234 WELLBYs, worth £19.7 million in the UK**

Wider impacts include:

- driving entrepreneurialism by equipping students with valuable skills
- fostering innovation and collaboration by directly funding staff and student projects
- serving as a foundation of Scotland's creative cluster, providing a talent pipeline and supporting Scotland's international reputation in the performing arts
- delivering against four pillars of community wealth building in Glasgow City and Scotland





Appendix

This section presents a breakdown of impacts by area and the key sources and assumptions used in the assessment.





Economic Impacts in Glasgow, Scotland and the UK

Impact	Glasgow City		Scotland		UK	
	GVA (£m)	Jobs	GVA (£m)	Jobs	GVA (£m)	Jobs
Graduate Premium	1.3	-	2.0	-	2.9	-
Performing Arts Graduates	0.7	20	0.9	20	1.0	10
<i>Total Graduate Impacts</i>	2.0	20	2.9	20	3.9	10
Knowledge Exchange	0.4	<5	2.3	5	8.2	10
Student Placements	0.3	5	0.5	10	0.5	10
<i>Innovation Impacts</i>	0.7	5	2.8	10	8.7	20
<i>Total Graduate, Skills & Innovation Impacts</i>	2.7	25	5.8	30	12.6	30
Talent Retention	4.4	120	5.6	105	6.7	85
<i>Creative Cluster Impacts</i>	4.4	120	5.6	105	6.7	85

Note: Totals may not sum due to rounding



Economic Impacts in Glasgow, Scotland and the UK

Impact	Glasgow City		Scotland		UK	
	GVA (£m)	Jobs	GVA (£m)	Jobs	GVA (£m)	Jobs
Direct Impact	25.4	1,081	25.4	1,081	25.4	1,081
Supply Spending	1.0	15	2.4	40	7.8	150
Staff Spending	4.4	35	10.4	80	20.3	175
Capital Expenditure	<0.1	<5	0.2	5	0.5	10
<i>Total Operational Impact</i>	<i>30.8</i>	<i>1,130</i>	<i>38.4</i>	<i>1,200</i>	<i>54.1</i>	<i>1,415</i>
Student Spending	7.7	165	11.7	225	16.3	410
Student Employment	1.5	50	2.4	75	2.3	85
Student Volunteering	0.1	-	0.2	-	0.2	-
<i>Total Student Impacts</i>	<i>9.4</i>	<i>215</i>	<i>14.2</i>	<i>305</i>	<i>18.7</i>	<i>495</i>
RCS Events	0.2	5	0.2	5	0.1	<5
Performance & Summer School	0.4	10	0.2	5	<0.1	<5
<i>Total Tourism Impact</i>	<i>0.5</i>	<i>10</i>	<i>0.3</i>	<i>5</i>	<i>0.1</i>	<i>5</i>
<i>Total Place-Based Impact</i>	<i>40.7</i>	<i>1,360</i>	<i>53.0</i>	<i>1,515</i>	<i>73.0</i>	<i>1,910</i>



Economic Impacts in Glasgow, Scotland and the UK

Impact	Glasgow City		Scotland		UK	
	GVA (£m)	Jobs	GVA (£m)	Jobs	GVA (£m)	Jobs
<i>Graduate, Skills & Innovation Impacts</i>	2.7	25	5.8	30	12.6	30
<i>Creative Cluster Impacts</i>	4.4	120	5.6	105	6.7	85
<i>Place-Based Impacts</i>	40.7	1,360	53.0	1,515	73.0	1,910
RCS Total Economic Impact	47.8	1,505	64.4	1,650	92.2	2,025

Note: Totals may not sum due to rounding



Wellbeing Impacts in Glasgow, Scotland and the UK

Impact	Glasgow City		Scotland		UK	
	WELLBYs	Value (£m)	WELLBYs	Value (£m)	WELLBYs	Value (£m)
Student Wellbeing	60.7	1.0	73.1	1.2	73.1	1.2
Graduate Wellbeing	273.4	4.4	444.3	7.1	628.9	10.0
Young Musician Wellbeing	34.2	0.5	135.7	2.2	136.0	2.2
Learning and Development Wellbeing	28.9	0.5	92.1	1.5	98.6	1.6
Employee Wellbeing	99.6	1.6	144.0	2.3	150.1	2.4
Performance and Event Wellbeing	110.3	1.8	134.5	2.1	146.8	2.3
Total Wellbeing and Creativity Impact	607.1	9.7	1,023.7	16.3	1,233.5	19.7

Note: Totals may not sum due to rounding



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Key Assumptions and Sources: Economic Impacts

Source of Impact	Key Assumptions & Sources
Direct	- Total income: £32.3 million (including £2.5 million through Junior Conservatoire) - Total non-staff expenditure: £6.8 million (including £67,400 through Junior Conservatoire) - Total number of staff (headcount): 1,081 (including 199 Junior Conservatoire staff) <i>Sources: RCS Annual Report and Financial Statements for Year Ended 31 July 2025, Financial Information provided by RCS</i>
Supply Chain	- Total supply chain spend: £6.8 million (including £37,000 through Junior Conservatoire) - Share of supply chain spend going to: Glasgow City – 22%, Scotland - 42%, and the UK – 98%. (<i>Provided by RCS</i>) - Turnover to GVA and Turnover to Employment ratios and multipliers for sectors of spend <i>Sources: RCS Annual Report and Financial Statements for Year Ended 31 July 2025, Financial Information provided by RCS, Scottish Annual Business Statistics, Scottish Government Input-Output Tables, UK Annual Business Survey and UK Input-Output Tables.</i>
Staff Spending	- Total wages and salaries paid: £23.5 million - Share of salaries spent in: Glasgow City - 33%, Scotland - 61%, and the UK - 82%. (Based on location of staff provided by RCS) - Spending on VAT: 8% - Turnover to GVA and Turnover to Employment ratios and multipliers for Household Spending sector <i>Sources: RCS Annual Report and Financial Statements for Year Ended 31 July 2025, Financial Information provided by RCS, Scottish Annual Business Statistics, Scottish Government Input-Output Tables, UK Annual Business Survey and UK Input-Output Tables.</i>
Capital Investment	- Average annual value of capital investments - based on past five, and projected next five, years: £552,200 - Turnover to GVA and Turnover to Employment ratios and multipliers for relevant sectors <i>Sources: Financial Information provided by RCS, Scottish Annual Business Statistics, Scottish Government Input-Output Tables, UK Annual Business Survey and UK Input-Output Tables.</i>



Key Assumptions and Sources: Economic Impacts

Source of Impact	Key Assumptions & Sources
Student Impacts	- Total students: 1,228 - Of which: Part-time – 114 and Full-time – 1,114 - Of which living in: Own/Rented Accommodation – 59%, Parental/Guardian Accommodation – 41% (<i>Provided by RCS</i>) - Standard VAT Rate: 20% - Share of students working: 28% - Youth Unemployment Rate in: Glasgow City – 14%, Scotland – 9%, UK – 16%. - Share of students who volunteer: 31% - Average hours volunteered per year: 44 - Student Placement in: Music – 71 and Education – 9 <i>Sources: Information provided by RCS, ONS (2026), Labour Force Survey, HEPI (2025), Students Working Lives, UK Government (2026), VAT Rates, NUS Connect (2014), The Student Volunteering Landscape, Scottish Annual Business Statistics, Scottish Government Input-Output Tables, UK Annual Business Survey and UK Input-Output Tables.</i>
Graduate and Part-Time Staff Impacts	2024/25 Graduates: 437 - Graduates living in: Glasgow City – 40%, Scotland – 65% and the UK – 92% (<i>Provided by RCS</i>) - Proportion of non-UK students that reside in UK after graduation: 17% - Education and teaching graduate premium: Personal - £82,519 and Exchequer - £29,617 - Share of Graduates in Creative Industries: 41% - Share of Junior Conservatoire Part-Time workers also working in performing arts: 89% - Junior Conservatoire Part-Time Employees: 189 - Of which graduates: 128 - Average Performing Arts Income: £40,200 <i>Sources: Information provided by RCS, BiGGAR Economics (2025), An Economic & Social Impact Assessment of the Royal Scottish National Orchestra, BIS (2011), Tracking international graduate outcomes 2011, Scottish Annual Business Statistics, Scottish Government Input-Output Tables, UK Annual Business Survey and UK Input-Output Tables.</i>



Key Assumptions and Sources: Economic Impacts

Source of Impact	Key Assumptions & Sources
Services to Business	- Income from Services to Business: £1.2 million - Private GVA Returns to Business Services: 340% - Time for Impacts to be Realised: 6 Years - Services to Business Clients in: Glasgow City – 7%, Scotland – 28%, and UK – 99% <i>Sources: Information provided by RCS, PWC (2009), Impact of RDA Spending - National Report - Volume 1, Scottish Annual Business Statistics, Scottish Government Input-Output Tables, UK Annual Business Survey and UK Input-Output Tables.</i>
Tourism	- Total tickets sold: 43,605 - Of which RCS Events and RCS Venues: 28,771 - Of which external promoters events outside RCS: 8,337 - Of which external promoters events staged at RCS: 2,712 - Of which student union events: 334 - Open Day attendees: 729 - Conference attendees: 135 - Fringe and Beacon tickets sold: 2,531 - Summer School students: 1,291 - Graduation attendees: 1,277 - Day visitor expenditure in Glasgow: £51 - Overnight visitors expenditure in Glasgow: £310 - Day visitor expenditure in Edinburgh: £55 - Overnight visitors expenditure in Edinburgh: £384 - Day visitor expenditure in Inverclyde: £15 - Overnight visitors expenditure in Inverclyde: £184 <i>Sources: Information provided by RCS, Kantar TNS (2020), GB Day Visitor Survey, Kantar TNS (2020), GB Tourism Visitor Survey, Scottish Annual Business Statistics, Scottish Government Input-Output Tables, UK Annual Business Survey and UK Input-Output Tables.</i>



Key Assumptions and Sources: Social Impact

Source of Impact	Key Assumptions & Sources
Employees	1,081 jobs supported of which 1,032 are based in Scotland. To account for many staff members working part-time and having other jobs, the overall estimate of employee wellbeing is based on Full Time Equivalents (FTE). - WELLBY value of one job – 0.46 WELLBYs – based on the difference between being employed and unemployed. This reflects RCS's role in job creation, whereby without these jobs someone in the economy, though not necessarily RCS employees, will be unemployed. - Additional WELLBY value per job of working in a creative role – 0.045 WELLBYs – for an estimated 55% of staff working in a creative role. - Additional WELLBY value for job quality – 0.0005 WELLBYs – based on job quality factors including high autonomy and flexible work hours, but relatively low job security, limited opportunities for promotion, a lack of support from co-workers, and high time pressure. <i>Key References:</i> HM Treasury, (2021). Wellbeing guidance for appraisal: supplementary green book guidance. Clark, A., Flèche, S., Ward, G., Powdthavee, N., & Layard, R. (2019). The origins of happiness: the science of well-being over the life course. Bille, T., Fjællegaard, C. B., Frey, B. S., & Steiner, L. (2013). Happiness in the arts—International evidence on artists' job satisfaction. <i>Economics Letters</i>, 121, 15-18.
Performances and Events	43,605 tickets for live performances and events were sold. - Wellbeing benefit of a live music performance – 0.0056 WELLBYs – based on Wheatley & Bickerton (2019), who find that those who attend arts events at least once a year are 0.043 higher on a 1 to 7 life satisfaction scale (0.068 on a 0 to 10 scale). Their data shows that 13% of people go to an arts event once a year, 19% twice a year, 44% 3 to 4 times a year, 21% every other week or so, and 3% once a week, implying an average attendance of approx. 6 times a year. When divided by 6 this gives a per attendance value of 0.011 WELLBYs. To be conservative, the WELLBY value was instead divided by 12. Other evidence is consistent with this see e.g., Fujiwara, Kudrna, & Dolan (2014) who estimate a wellbeing value of between £47 and £62 in 2013 prices. See also Dolan & Testoni (2016), Wang et al. (2020). 75% additionality for live performances and events – RCS performances and events are a significant cultural attraction, typically offering new and innovative pieces, therefore encouraging many people (assumed 50%) to engage proactively in a wellbeing raising activity rather than something passive (e.g., watching TV or shopping). For those who often engage with these types of activities (the remaining 50%), which includes friends and families of RCS students, RCS delivers a wellbeing benefit that is over and above what they otherwise experience (assumed 50%). Therefore, 50% of listeners experience the full impact and of the other 50%, only 50% experience the full impact - $50\% + 25\% = 75\%$. - WELLBY value of attending a conference – 0.035 WELLBYs – based on Dolan & Fujiwara (2012), who show that learning has a 0.045 effect on a 1 to 7 life satisfaction scale. 0.045 equates to 0.071 on a 0 to 10 scale and is assumed to last 6 months. <i>Key References:</i> Wheatley, D., & Bickerton, C. (2019). Measuring changes in subjective well-being from engagement in the arts, culture and sport. <i>Journal of Cultural Economics</i>, 43, 421-442. Dolan, P., & Fujiwara, D. (2012). <i>Valuing adult learning: comparing wellbeing valuation to contingent valuation</i>. Department for Business Innovation & Skills.

Key Assumptions and Sources: Social Impact

Source of Impact	Key Assumptions & Sources
Students	- Youth unemployment rate (Glasgow) – 13.5% - Youth employment rate (UK) – 51.0% - Wellbeing difference between being employed and being a student – 0.01 - Wellbeing difference between unemployed/inactive and student – -0.53 - Wellbeing benefit of being a student involved in the arts – 0.045 WELLBYs - Additionality of being a student involved in the arts – 50%, based on the likelihood that some students would study arts degrees elsewhere in the UK <i>Sources:</i> ONS Labour Force Survey; ONS Annual Population Survey <i>Key Reference:</i> Bille, T., Fjællegaard, C. B., Frey, B. S., & Steiner, L. (2013). Happiness in the arts—International evidence on artists' job satisfaction. <i>Economics Letters</i>, 121, 15-18.
Graduates	437 graduates, of which 302 were UK domiciled. - Wellbeing benefit from obtaining a qualification (direct effect/indirect effect) discounted across 39.4 years (average working life in the UK) – 0.741/1.111 WELLBYs, worth £11,281, £17,732. - Additional wellbeing benefit of working in the creative/artistic sector discounted across 39.4 years – 1.308 WELLBYs, worth £20,879 - Additionality of RCS qualification contributing to a creative career – 14%, based on an RCS qualification contributing 33% (in addition to other qualifications) and 42% of RCS graduates doing jobs related to the creative sector. <i>Key References:</i> Bille, T., Fjællegaard, C. B., Frey, B. S., & Steiner, L. (2013). Happiness in the arts—International evidence on artists' job satisfaction. <i>Economics Letters</i>, 121, 15-18. Clark, A. E., Flèche, S., Layard, R., Powdthavee, N., & Ward, G. (2018). The Origins of Happiness: The Science of Wellbeing Over the Life Course.
Young Musicians and Learning & Development	- Junior Conservatoire – 1,283 people engaged with the Junior Conservatoire of Music, Ballet, or Stage and Screen, worth 0.11 WELLBYs, based on a 3-month internship having a quarter of the 0.046 WELLBYs of having a job. - Learning & Development – 1,798 people attended summer schools, weekly dance classes, and various spring and summer courses, worth 0.071 WELLBYs – based on Dolan & Fujiwara (2012), who show that learning has a 0.045 effect on a 1 to 7 life satisfaction scale. 0.045 equates to 0.071 on a 0 to 10 scale. <i>Key References:</i> Castillejos, Dolan, P., & Fujiwara, D. (2012). <i>Valuing adult learning: comparing wellbeing valuation to contingent valuation</i>. Department for Business Innovation & Skills. HM Treasury, (2021). Wellbeing guidance for appraisal: supplementary green book guidance. <i>HM Treasury, London</i>.



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