

Town Centres



Vacancy Rate, April 2018

	North East Fife	Fife
% of Vacant Floor Space	10.7%	20.2%
% of Vacant Units	9.6%	16.9%

Source: GOAD Data (Fife Council) - Latest available data is for April 2018

Geography: North East Fife Area Committee. Vacancy rates include data for Anstruther, Cupar and St Andrews.

Commentary:

- Between April 2014 and April 2018, North East Fife's vacancy rate by unit increased by 2.2 percentage points. This was mainly driven by an increase in vacant units in Cupar over the same period.
- Between April 2014 and April 2018, vacant floor space also increased in North East Fife by 1.8 percentage points. This was also driven by an increase in total and vacant floor space in Anstruther and Cupar.
- Despite these increases, North East Fife has the lowest vacancy rate out of the Fife areas and is below the Fife averages for both units and floor space.

Retail:

- New Look reported a drop in sales in 2017/18. In a turnaround plan, the company is set to cut 1,000 jobs and close 60 stores. New Look has an outlet in Dunfermline, however no stores in Fife are scheduled to close.
- Dixons Carphone reported a fall in profits in June 2018. The retailer is set to close 92 of its more than 700 stores this year. No stores in Fife are scheduled to close.

Employment



Employment rate, 12-months to June 2018

	North East Fife	Fife	Scotland
Employment rate	73.3%	75.8%	74.5%
Employment rate - Female	66.3%	71.4%	70.7%
Employment rate - Male	81.0%	80.5%	78.5%

Source: ONS Annual Population Survey
Geography: North East Fife Area Committee

Employment by occupation, 12-months to June 2018

	North East Fife	Fife	Scotland
High skilled	31.8%	28.2%	29.1%
Technician	24.6%	24.5%	24.5%
Low skilled	27.1%	47.0%	46.0%

Source: ONS Annual Population Survey
Geography: North East Fife Area Committee
! - denotes that the sample size is too small to give a reliable estimate of employment

Commentary:

Employment rate:

- When compared with other areas of Fife, North East Fife has a lower than average employment rate for the working age population (16-64 year olds), as well as for female employment.

Occupation:

- North East Fife has a higher proportion of people employed in high skilled and technical occupations compared with Fife and Scotland. This may be due to employment at the University of St Andrews.
- See the Business Base & Key Sectors section for a full breakdown of employment by industry sector.



Unemployment

Unemployment*, 12-months to June 2018

	Fife	Scotland
Unemployment rate	3.0%	4.1%

Source: ONS Annual Population Survey

* Unemployment for the North East Fife area is unavailable because the sample size is too small to give a reliable estimate.

Economic Inactivity, 12-months to June 2018

	North East Fife	Fife	Scotland
Economic Inactivity	25.4%	21.9%	22.2%

Source: ONS Annual Population Survey

Geography: North East Fife Area Committee

Claimant Rate, October 2018

	Claimant Rate
North East Fife Area Committee	1.5%
Ward 16. Howe of Fife & Tay Coast	1.8%
Ward 17. Tay Bridgehead	1.6%
Ward 18. St Andrews	0.6%
Ward 19. East Neuk & Landward	2.6%
Ward 20. Cupar	2.4%
Fife	3.7%
Scotland	2.7%

Source: ONS Claimant Count

Geography: North East Fife Area Committee and wards

Commentary:

- North East Fife's higher than average economic inactivity rate may be attributed to the number of students in the area.
- The claimant rate is the sum of Jobseeker's Allowance claimants and people who are required to search for work on Universal Credit as a percentage of the working age population.
- North East Fife has the lowest claimant rate out of Fife's seven areas. This is driven by the exceptionally low claimant rate in St Andrews which is the lowest claimant rate out of all the Fife wards.
- Cupar has the highest rate in North East Fife, however this was below both the Fife and Scottish average claimant rates in October 2018.

Weekly Earnings



Median Weekly Earnings, 2018

	North East Fife	Fife	Scotland
Resident Earnings	£529.00	£543.40	£562.70
Workplace Earnings	£480.70	£521.50	£563.20

Source: ONS Annual Survey of Hours & Earnings

Geography: North East Fife Westminster Parliamentary Constituency. This boundary captures parts of Leven and Lundin Links.

Commentary:

- Resident earnings reflect those who live in the area, but do not necessarily work in the area, and workplace earnings reflect those who work in the area, but do not necessarily live in the area.
- North East Fife's resident earnings are higher than workplace earnings which suggests that commuting to areas out with the area (i.e. Dundee, Perth and other areas of Fife) might provide higher paid jobs.
- This is similar with most of Fife's areas with resident earnings higher than workplace earnings.
- North East Fife has the lowest median weekly workplace earnings out of the other Fife areas. This may be driven by a higher than average proportion of jobs in the tourism sector and in health and social care (see the Business Base & Key Sectors section).

Qualifications & Skills



Qualifications, 2017

	North East Fife	Fife	Scotland
% 16-64 year olds: No Qualifications	8.3%	7.3%	8.7%
% 16-64 year olds: NVQ4 or above	54.6%	45.0%	43.9%

Source: ONS Annual Population Survey
 Geography: North East Fife Area Committee

Percentage of school leavers achieving a positive destination, 2016/17

	Fife	Scotland
% of school leavers achieving a positive destination	90.9%	92.9%

Source: Scottish Government

School leaver STEM attainment by level and local authority, 2016

	Fife	Scotland
% of all leavers with a STEM subject pass at SCQF level 6+	33.2%	35.4%
% of all leavers with a STEM subject pass at SCQF level 7+	8.0%	8.5%

Source: SQA
 Geography: Not available at a sub-Fife level

Participation in the Culture of Enterprise (CoE) Programme, 2017/18

	NE Fife	Fife
Number of school engagements	21	158
Number of businesses engaged with schools	26	295
Number of pupils participating in CoE activities	677	4,471

Source: Fife Council – Economic Development
 Geography: North East Fife Area Committee

Commentary:

- North East Fife has the highest proportion of 16-64 year olds with qualifications when compared with the other Fife areas.
- 160 pupils across Fife took part in Foundation Apprenticeships (FA) in June 2018. There are 12 different frameworks in the FA programme, including Business Skills, Civil Engineering, Engineering, Financial Services, Scientific Technologies, Children & Young People Social Services, and Software Development.
- Dating back to the early 15th century, the University of St Andrews holds the distinction of being Scotland's first university and the third oldest in the English-speaking world and is recognised worldwide as a leading destination for learning and research.
- Elmwood College in Cupar, is one of six campus locations forming Scotland's Rural College (SRUC). SRUC exists to deliver comprehensive skills, education and business support for Scotland's land-based industries.
- Plans are in place for the new Madras College development at Langlands, St Andrews. The project currently has an anticipated completion date of summer 2021.

Business Base & Key Sectors



UK Business Counts, 2018

	North East Fife	Fife	Scotland
Number of enterprises	2,635	9,730	174,730

Source: ONS UK Business Counts

Geography: North East Fife Westminster Parliamentary Constituency. This boundary captures parts of Leven and Lundin Links.

Financial support to businesses in Fife, 2017/18

	North East Fife	Fife	% of Fife total
Number of businesses supported	16	69	23%
Value of financial support	£52,702	£178,847	29%
Jobs created as a result of financial support to businesses	46.5	192.5	24%

Source: Fife Council – Economic Development

Geography: North East Fife Westminster Parliamentary Constituency. This boundary captures parts of Leven and Lundin Links.

Number of start-ups supported by Business Gateway Fife, 2017/18

	North East Fife	Fife	% of Fife total
Number of businesses receiving Expert Help	40	139	29%
Number of businesses accessing business growth services	14	54	26%
Business Gateway supported start-ups:			
No. of Business Gateway start-ups	112	468	24%
No. of jobs created from Business Gateway	141	609	23%
Turnover generated	£3,791,000	£17,740,680	21%

Source: Business Gateway Fife

Geography: North East Fife Area Committee

Employment by sector, 2017

	North East Fife	Fife	% of Fife total
A : Agriculture, forestry and fishing*	75	4,000	1.9%
B : Mining and quarrying	30	200	15.0%
C : Manufacturing	1,000	15,000	6.7%
D : Electricity, gas, steam and air conditioning supply	10	400	2.5%
E : Water supply; sewerage, waste management and remediation activities	50	1,000	5.0%
F : Construction	900	8,000	11.3%

	North East Fife	Fife	% of Fife total
G : Wholesale and retail trade; repair of motor vehicles and motorcycles	4,500	22,000	20.5%
H : Transportation and storage	600	6,000	10.0%
I : Accommodation and food service activities	3,500	10,000	35.0%
J : Information and communication	150	3,500	4.3%
K : Financial and insurance activities	125	4,000	3.1%
L : Real estate activities	250	1,000	25.0%
M : Professional, scientific and technical activities	900	7,000	12.9%
N : Administrative and support service activities	1,000	8,000	12.5%
O : Public administration and defence; compulsory social security	500	13,000	3.8%
P : Education	6,000	12,000	50.0%
Q : Human health and social work activities	2,500	20,000	12.5%
R : Arts, entertainment and recreation	1,250	4,000	31.3%
S : Other service activities	900	3,500	25.7%

Source: ONS Business Register & Employment Survey * Excludes farm agriculture.

Geography: North East Fife Area Committee

Commentary:

- North East Fife is home to employers including Fairmont St Andrews, Fishers Services, Kettle Produce, Quaker Oats, NHS Fife and St Andrews University.
- 26 businesses listed in Fife Council Economic Development's Top 200 are located in North East fife. These businesses are account managed by Economic Development due to their size, turnover or importance to the local economy.

Employment:

- North East Fife also has the highest proportion of activity within the Category Q: Human health and social work sector, accounting for 33% of the Fife total.

Agriculture:

- Although the above figures do not include farm agriculture, they do show that North East Fife accounts for 38% of Fife's total employment in the sector – this is a higher proportion than other Fife areas.
- Scottish fruit and vegetable producers have drawn up a new strategy to boost the industry in response to Brexit. Business leaders fear it could be hit by a slowdown in European exports and a shortage of workers once the UK leaves the European Union.

Recent business activity:

- St Andrews Brewing Company launched a crowdfunding campaign in June 2018 to fund plans for a new bar at the Caird Hall in Dundee and expansion of the company's brewery at Bassaguard Business Park in St Andrews.
- Stewarts Leisure Parks, which operates three holiday parks in Perthshire and Angus, is to create a new £20 million facility in Fife. Planning permission is in place for the new Scarbrooke Park development on Largo Ward Road, four miles south of St Andrews.

Tourism



Tourism Indicators, 2017

	St Andrews	North East Fife	Fife
Total day trips	2,462,000	1,272,000	7,700,000
Visitor spend	£137,300,000	£85,605,000	£429,815,000
Tourism value	£177,288,000	£104,065,000	£588,540,000
Actual tourism related employment	3,580	2,231	12,034
Percentage of all employment	49%	10%	9%

Source: Fife Council – Tourism

Geography: North East Fife does not include St Andrews or the East Neuk.

Commentary:

- St Andrews is known worldwide as the home of golf. Visitor spend in St Andrews was over £65 million in 2016 and accounted for 16% of the total visitor spend in Fife.
- In the same year, 30% of the total tourism value was generated in St Andrews, with 18% generated in the rest of North East Fife (not including the East Neuk).
- Whilst tourism accounted for 4% of St Andrews employment, the sector accounted for 10% of the total employment in the rest of North East Fife (except the East Neuk).
- In regard to actual tourism employment, St Andrews account for 30% of Fife's overall total, whilst North East Fife accounted for 18%
- St Andrews University attracts students and staff from over 140 countries and currently has around 8,000 undergraduates and 2,000 postgraduate students.
- The iconic West Sands, St Andrews holds a Keep Scotland Beautiful Beach Award and was named best UK beach in a 2018 survey by finance website www.satsuma.co.uk.
- The East Neuk coastline from Lundin Links to St Andrews and on to Newburgh forms a significant part of the 117-mile Fife Coastal Path stretching from the Forth to the Tay. St Andrews will also form the end point of the new Fife Pilgrim's Way opening in 2019.
- Abbeyford Leisure officially launched the opening of 20 new Castaway holiday homes at Elie Holiday Park in June 2018. The new development by has almost trebled the number of properties available for hire at the park.
- Approval granted by FC in June 2018 for a major new £20m luxury lodge holiday park development by Gleneagles Holiday Parks Ltd at Northbank Farm near Largoward.
- MND Scotland is to invest £250,000 in the development of a new bespoke accessible holiday lodge at Clayton Caravan Park near St Andrews. The lodge will form art of the charity's accessible holiday service for people affected by Motor Neurone Disease and other disabilities. Work is expected to start towards the end of 2018
- Bus operator Stagecoach has announced a new service to Scotland's Secret Bunker over the school holidays. The new 93 bus service will provide direct links between Leven, St Andrews, Anstruther and the popular tourist attraction.
- Major events in North East Fife during 2018 include: the Senior Open, Alfred Dunhill Links Championship, StAnza Poetry Festival, Bowhouse Food Weekend, Fife Food Festival, Fife Agricultural Show, Crail Food Festival, Pittenweem Arts Festival, East Neuk Festival, Eliminator Bike Festival, and St Andrews Voices vocal music festival.
- In August 2018, the Scottish Government announced funding to support studies into the feasibility of a new rail link to St Andrews with stops at Newburgh and Oudenarde.
- Caledonian Sleeper recently demonstrated its commitment to Fife with the opening of a new guest lounge at Leuchars railway station in July 2018.