

Population

Mid-year Population Estimate, 2018



The population of North East Fife is estimated at **75,226**.

Age Band	NE Fife	Fife
% aged 0-15 (Children)	14%	17%
% aged 16-64 (Working age)	64%	63%
% aged 65+ (Pensionable age)	22%	20%

Source: 2018 mid-year estimates from the National Records of Scotland

Note: These figures are estimates based on the 2011 Census. The next Census is due to take place in Scotland in 2022

Town Centres

Vacancy Rate, June 2020



	Cupar	St Andrews	Fife
% of Vacant Floor Space	16.8%	10.5%	21.0%
% of Vacant Units	14.3%	10.4%	19.4%

Source: Experian GOAD Data (Fife Council)

Commentary:

Town Centre Vacancy Rates:

- St Andrews has the lowest vacancy rates of all of Fife's main town centres.
- The vacancy rates in St Andrews town centre increased between April 2019 and June 2020 but fell in Cupar. The latest figures will not have captured the full impact of the Covid-19 pandemic on town centre businesses, however.
- Over the longer term, between April 2015 and June 2020, St Andrews vacancy rate by retail/service unit increased by 4.7 percentage points (from 5.7% to 10.4%) and by 6.3 percentage points by floorspace (from 4.2% to 10.5%).
- Over the same period, Cupar's vacancy rate based on retail/service unit increased by 2 percentage points (from 12.3% to 14.4%) and by only 1.6 percentage points (from 15.2% to 16.8%) by floorspace.

Town Centre Activity:

- Seventy grants of £100 each were awarded to town centre businesses in North East Fife towards the cost of implementing public health and safety measures as businesses reopened after the initial lockdown. Funded by the Scottish Government/Scotland's Towns Partnership Towns and BIDs Resilience and Recovery Fund, the Small Business Covid Safety Grant Scheme was administered by Business Gateway Fife.
- Through Fife Council's Spaces for People programme, temporary improvements are being carried out in St Andrews, Cupar, Crail, Elie and Anstruther to make it safer for people to walk, cycle or wheel for permitted journeys and exercise.

continued/

- Both BID St Andrews and CuparNow, Cupar's Digital Improvement District, launched online trading initiatives (St Andrew Marketplace and CuparClicks) during the first national lockdown in 2020.
- In June 2020, over 300 businesses and organisations in St Andrews launched a 'StaySafe St Andrews Charter' demonstrating to visitors the town's commitment to safe working practices. The first of its kind in Scotland, the charter was initiated by Tourism St Andrews with funding from the University of St Andrews, the Community Trust and VisitScotland.
- The New Picture House in St Andrews was awarded £25,000 from the National Lottery to upgrade its cinema projector.
- The summer of 2019 saw the completion of the Cupar CARS and THI Built Heritage Regeneration Programme. Highlights from the programme include the renovation of the historic Burgh Chambers to bespoke holiday accommodation; renovation works to the exterior of County Buildings; upgrades to some of the towns historic network of closes; support for local heritage training and activities including support for apprentices in traditional building techniques; and a number of grants to businesses and private householders to implement improvements to traditional buildings, including energy efficiency. The Programme was recognised at the 2019 Scottish Awards for Quality in Planning where it was highly commended.
- Funding totalling £26,800 in 2019-20 from the Town Centre Regeneration Fund and the North East Fife Area Committee 'Parking Trial' budget, enabled Cupar Development Trust (CDT) to progress with implementation of its Interpretative Plan for the town, to renew and improve the visitor experience through a network of heritage information panels, signs and plaques, linked to online resources. Working in collaboration with Cupar Heritage and Fife Council, CDT was able to complete phases one and two of the Plan, and install three new orientation panels at the Rail Station, Fluthers and Bonnygate Car parks, and three interpretation panels at key town centres sites. Completed in October 2020, each panel features an updated street map and locally relevant historic images and text. QR Codes on the panels provide live links to further information from the Classic Cupar web site and Cupar Now.
- Kingdom Housing Association and Fife Council are proposing to build 23 new affordable homes and one commercial unit in Cupar Town Centre with Planning Consent currently being sought. The development would see the infill of the Bonnygate gap site and re-use of the long-derelect Inner Court area to its rear. Conservation Area Consent was secured in October 2020 to enable demolition of ruinous structures in the Inner Court.
- Construction work started on Cupar's new £75 million retail park in February 2021.

Employment

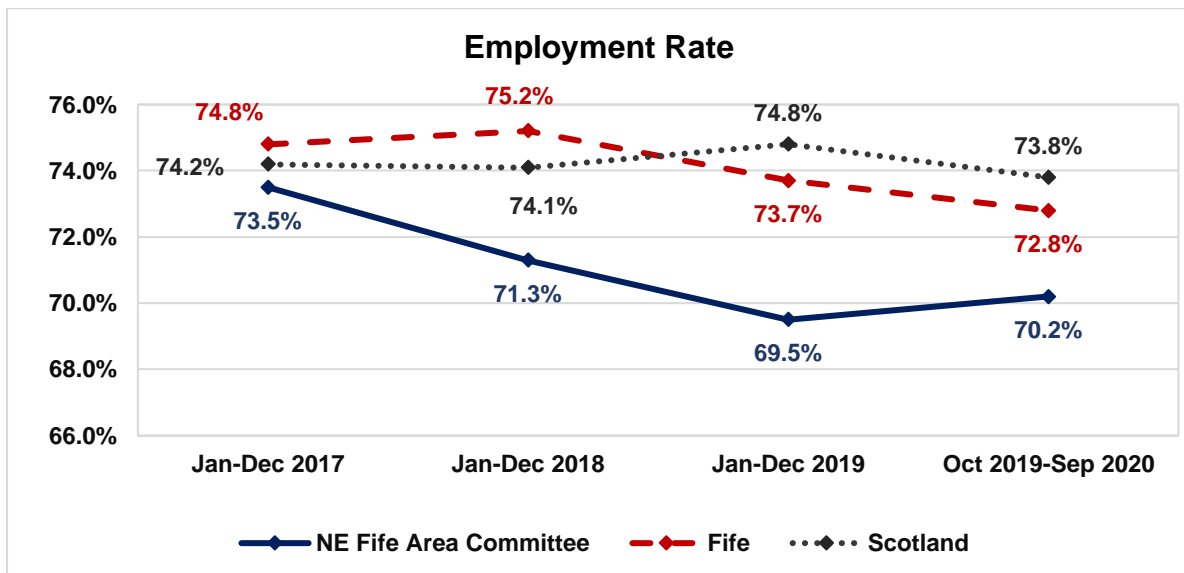


Employment rate, 12-months to Sept 2020

	NE Fife	Fife	Scotland
Employment rate	70.2%	72.8%	73.8%
Employment rate - Female	68.2%	70.9%	71.3%
Employment rate - Male	72.1%	74.8%	76.4%

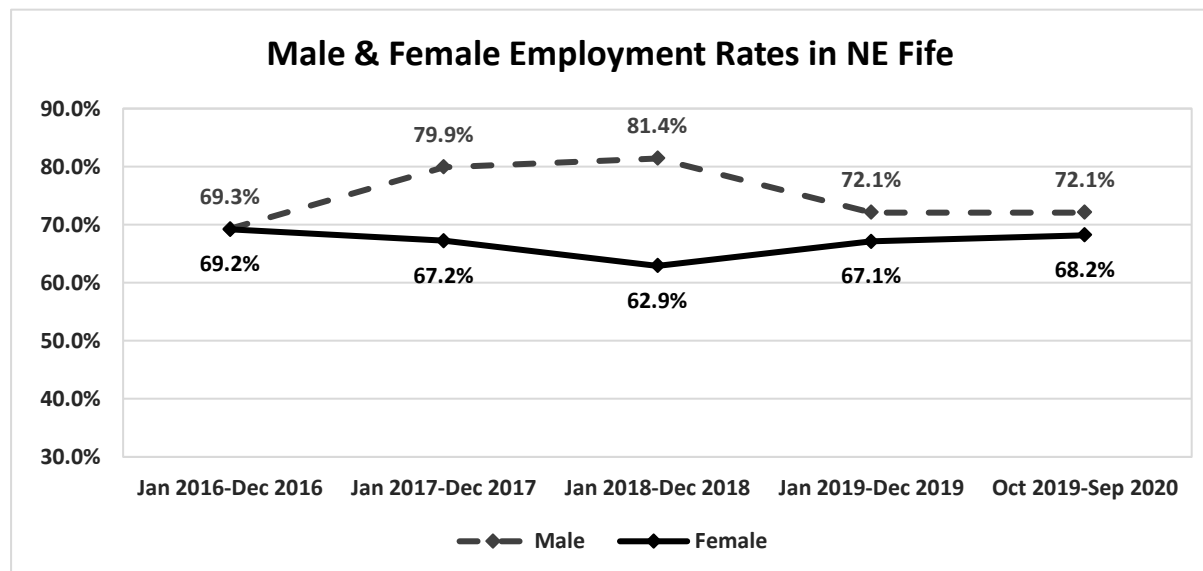
Source: ONS Annual Population Survey

Geography: North East Fife Area Committee



Source: ONS Annual Population Survey

Geography: North East Fife Area Committee



Source: ONS Annual Population Survey

Geography: North East Fife Area Committee

Commentary:

Employment rate:

- North East Fife's employment rate is lower than both the Scottish and Fife averages.
- Its employment rate fell between 2017 and 2019; the latest data suggests it has increased slightly, unlike in Fife and Scotland overall which have both seen a fall.
- Both male and female employment rates are below the Fife and Scottish rates.
- The gap between the male and female employment rates has narrowed since 2019 due to a decrease in the male employment rate and increase in the female rate.
- It should be noted that the latest figures are for the 12 months to Sept 2020, and so only include 7 months of the Covid pandemic.

Employment by category of occupation, 12-months to Sep 2020

Category of Occupation	NE Fife	Fife	Scotland
High skilled	41.2%	30.4%	31.9%
Technician	25.0%	26.6%	24.2%
Low skilled	33.8%	42.7%	43.7%

Source: ONS Annual Population Survey

Geography: North East Fife Area Committee

Commentary:

Employment by Category of Occupation:

- North East Fife has a higher rate of employment in high skilled jobs such as managers, directors and professional occupations than both Fife as a whole and Scotland, with 41.2% of jobs in North East Fife in these occupations.
- North East Fife has a lower percentage of low skilled jobs (33.8%) than Fife and Scotland and is the only Fife committee area where there is a higher number of high skilled jobs than low skilled jobs.
- For a full breakdown of employment by industry sector, see the Business Base & Key Sectors section of this report.

Unemployment and Economic Inactivity



Unemployment, 12-months to Sep 2020

	NE Fife	Fife	Scotland
Unemployment rate	N/A	4.5%	3.5%

Source: ONS Annual Population Survey.

Note: A reliable unemployment rate for NE Fife is not available since the sample size is small (3-9 people).

Economic Inactivity, 12-months to Sep 2020

	NE Fife	Fife	Scotland
% of people (16-64 yrs) who are economically inactivate	23.5%	23.0%	23.5%

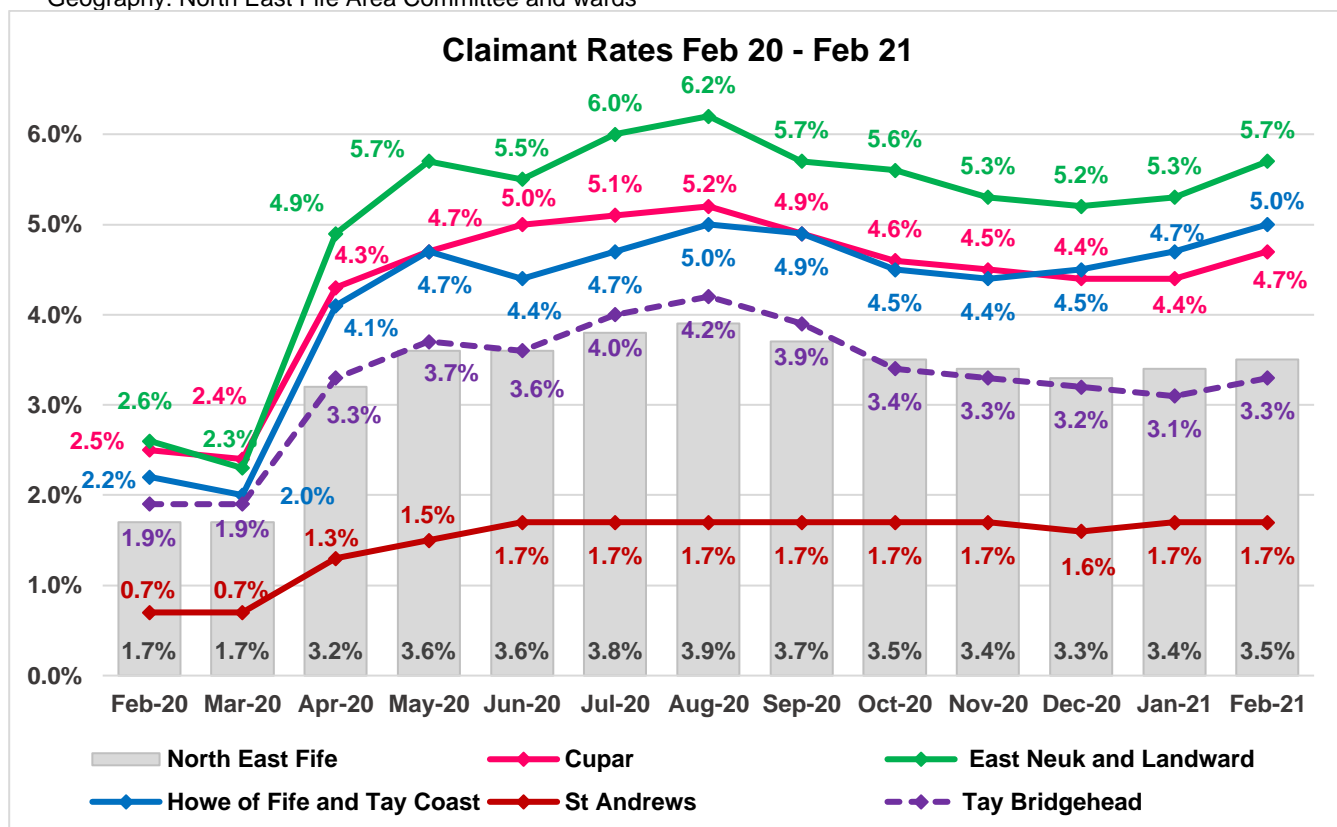
Source: ONS Annual Population Survey

Geography: North East Fife Area Committee

Claimant Rate, February 2021

Area	Claimant Rate
North East Fife Area Committee	3.5%
Ward 17. Howe of Fife	5.0%
Ward 18. Tay Bridgehead	3.3%
Ward 19. St Andrews	1.7%
Ward 20: East Neuk & Landward	5.7%
Ward 21. Cupar	4.7%
Fife	6.4%
Scotland	6.1%

Source: ONS Claimant Count (provisional data correct as of 23 March 2021)



Source: ONS Claimant Count

Geography: North East Fife Area Committee and wards

Commentary:

Economic Inactivity:

- The proportion of those who are economically inactive (people who are neither in employment nor unemployed) in North East Fife decreased from 26.3% in 2018 to 23.5% in the latest period (Oct 19 to Sept 20).
- The female economic inactivity rate (26.1%) is much higher than the male (20.9%). North East Fife’s female inactivity rate is slightly higher than that for Fife as a whole (25%) whilst the male rate is the same (21%).

Claimant Count:

- The claimant rate is the number 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 in the area.
- Three of North East Fife’s wards – St Andrews, the Tay Bridgehead and Cupar - have the lowest claimant rates in Fife.
- North East Fife has the lowest claimant rate out of all the area committees; it also has the lowest number of claimants.
- Prior to the Covid-19 pandemic, the claimant rate in North East Fife had remained relatively stable, fluctuating between 1.6% and 1.8% during 2019.
- The economic impact of Covid-19 has resulted in significant increases in people claiming out-of-work benefits in all areas of Fife and Scotland. Between March 2020 and February 2021, the claimant rate for North East Fife increased from 1.7% to 3.5% as the number of claimants more than doubled, increasing from 765 to over 1,600.
- Whilst men aged 25-49 saw the highest number of new claimants, young people aged 16-24 years saw the highest proportionate increase.

Weekly Earnings



Median Weekly Earnings, 2020

	NE Fife	Fife	Scotland
Resident Earnings	£575.00	£579.20	£595.00
Workplace Earnings	£443.20	£559.00	£592.70

Source: ONS Annual Survey of Hours & Earnings Geography: North East Fife UK Parliamentary Constituency
Variable: Median gross weekly earnings

Commentary:

- Resident earnings represent the earnings of those who live in the area, but do not necessarily work there, and workplace earnings are the earnings of people who work in the area, but do not necessarily live there.
- Resident earnings are also significantly higher than workplace earnings. This suggests that those who work in North East Fife are earning less than those who live there and work outwith the area. This also reflects the desirability of the area as a place to live.
- Both resident and workplace earnings are lower in North East Fife than the Fife and Scottish averages. North East Fife workplace earnings are almost £116 lower than the Fife average and are considerably lower than all other committee areas in Fife.
- Resident earnings in the area increased by 9.0% (£47.30) between 2018 and 2020, a higher rate of increase than that in Fife (7.4%; £40.10) and Scotland (5.7%; £32.30).
- Workplace earnings fell by 8.6% or £41.70 between 2018 and 2020; Fife and Scotland saw increases over the same period.

Qualifications & Skills



Qualifications, 2019

Fife	NE Fife	Fife	Scotland
% 16-64-year olds: No Qualifications	2.9%	7.3%	9.8%
% 16-64-year olds: NVQ4 or above	57.1%	43.3%	45.3%

Source: ONS Annual Population Survey

Geography: North East Fife Area Committee

Qualifications by Age, 2016-2019

Fife	2016	2017	2018	2019
% with NVQ4+ - aged 16-24	21.4%	38.2%	22.3%	25.0%
% with NVQ4+ - aged 25-49	51.5%	54.4%	51.6%	50.6%
% with NVQ4+ - aged 50-64	43.7%	35.4%	44.7%	42.6%
% with no qualifications (NVQ) - aged 16-24	9.9%	5.0%	8.8%	6.8%
% with no qualifications (NVQ) - aged 25-49	4.8%	5.4%	5.9%	5.6%
% with no qualifications (NVQ) - aged 50-64	13.7%	11.2%	11.1%	9.7%

Source: ONS Annual Population Survey

Note: Reliable data for NE Fife is not available due to small sample sizes

School Leaver Destinations and Attainment 2019-2020

	Fife	Scotland
% of school leavers achieving a positive destination	91.9%	91.9%
% of school leavers achieving 1+ SCQF Level 5 or better	79.6%	85.7%
% of school leavers achieving 1+ SCQF Level 6 or better	56.5%	63.9%

Source: Scottish Government, Leaver Attainment and Destinations 2019/20;

Note: A young person is deemed to be participating/in a positive destination when they are actively engaged with an organisation for the purpose of learning, training or work – work includes volunteering.

Annual Participation Measure (16-19 yrs) 2020

	Fife	Scotland
% of 16-19 yr olds participating in education, training or employment	91.7%	92.1%

Source: Skills Development Scotland, Annual Participation Measure 2020

Annual Participation Measure by Age, 2016-2020

Percentage of 16-19 year olds participating in education, training or employment								
Year	Fife				Scotland			
	16-year olds	17-year olds	18-year olds	19-year olds	16-year olds	17-year olds	18-year olds	19-year olds
2020	98.60%	94.50%	89.60%	84.10%	99.00%	95.00%	90.40%	84.10%
2019	99.10%	93.60%	88.20%	82.20%	99.00%	94.80%	89.10%	83.90%
2018	98.70%	93.50%	86.80%	82.30%	98.90%	94.60%	89.90%	84.50%
2017	98.90%	91.70%	86.80%	78.30%	98.80%	90.40%	88.90%	83.40%
2016	98.60%	93.50%	84.80%	77.00%	98.70%	93.90%	88.00%	81.70%

Source: Skills Development Scotland, Annual Participation Measure 2020

Participation in the Culture of Enterprise (CoE) Programme, 2019/20

	NE Fife	Fife
Number of school engagements	51	205
Number of business engagements with schools	1	178
Number of pupils participating in CoE activities	1,669	10,887

Source: Fife Council – Economic Development

Geography: North East Fife Area Committee

Participation in STEM Subjects in Fife, 2020

	SCQF Level 5	SCQF Level 6
Total Entries in STEM subjects	7,070	3,140
% STEM entries compared to all subject level entries	36.46%	29.77%
Grade A-C pass rate STEM subjects	80.55%	81.43%
Grade A-C pass rate all subjects	84.98%	86.67%

Source: Fife Council Education and Child Services

Definition: Scottish Government, Science, Technology, Engineering and Mathematics (STEM) Education and Training Strategy for Scotland

Commentary:

Qualifications:

- North East Fife has the lowest percentage (2.9%) of its working age population with no qualifications out of all the committee areas in Fife.
- The area also has the highest proportion (57.1%) and number (23,200) of people qualified to NVQ4 or above out of all the area committees.

Positive Destinations:

- 91.9% of Fife's 2019/20 school leavers achieved a positive initial destination. This was lower than in 2018/19 (94.4%) and the lowest rate since 2012/13. Whilst the rate also fell in Scotland as a whole, the fall was not as great, meaning that the gap between the Fife and Scottish rates has widened. The choices and opportunities available to pupils leaving school last year have undoubtedly been impacted by the Covid-19 pandemic.
- The percentage of Fife's school leavers achieving one or more pass at SCQF Level 6 (Higher) or better remained the same as in 2018/19, whilst the percentage achieving one or more pass at SCQF Level 5 (National 5) fell slightly (from 81.5% to 79.6%). Both rates in Scotland increased over the same period so that the gap between Fife and Scotland's attainment levels have widened. Care must be taken in comparing these results, however, as the grades for qualifications in 2019/20 were based on teacher estimates following the cancellation of SCQF exams as a result of the Covid-19 pandemic. The same arrangement for teacher assessment of grades is also in place for 2020/21.

Participation of 16-19-year-olds in education, training or employment:

- Fife has seen the proportion of 16-19-year-olds participating in education, training or employment increase steadily from 88.3% in 2016 to 91.7% in 2020, though the rate is still below the Scottish average (92.1%). The largest increases have been seen in the 18- and 19-year age groups.

Participation in Culture of Enterprise Programme:

- Only Dunfermline (5,678) had more pupils than North East Fife engaging in Fife Council's Culture of Enterprise programmes. North East Fife has the highest number of schools participating in Culture of Enterprise programmes.

Business Base & Key Sectors



Financial support to businesses in Fife, 2019/20

	NE Fife	Fife	% of Fife total
Number of businesses supported	15	105	14.3%
Value of financial support	£37,683	£212,144.52	17.8%
Jobs created as a result of financial support	6	58.5	10.3%

Source: Fife Council – Economic Development

Geography: North East Fife Area Committee

Number of start-ups supported by Business Gateway Fife, 2019/20

	NE Fife	Fife	% of Fife total
No. of businesses receiving Expert Help	24	96	25.0%
No. of businesses accessing growth services	24	86	27.9%
No. of Business Gateway start-ups	111	615	18.0%
No. of jobs created from Business Gateway	151	812.5	18.6%
Turnover generated	£3,083,000	£18,350,981	16.8%

Source: Business Gateway Fife

Geography: North East Fife Area Committee

Business Counts, 2020

	NE Fife	Fife	Scotland
Number of enterprises	2,410	9,785	177,075

Source: ONS UK Business Counts

Geography: North East Fife Scottish Parliamentary Constituency

Note: these figures only include VAT and/or PAYE registered enterprises. They do not therefore include unregistered enterprises (sole traders and partnerships) who are not VAT and/or PAYE registered.

Business Counts by Employment size, 2020

	NE Fife	% of NE Fife Businesses	% of Fife Businesses
Micro (0 to 9 employees)	2,120	88.0%	24.2%
Small (10 to 49 employees)	250	10.4%	26.3%
Medium (50 to 249 employees)	30	1.2%	20.0%
Large (250+ employees)	10	0.4%	28.6%
Total	2,410	100%	24.3%

Source: UK Business Counts

Geography: North East Fife Scottish Parliamentary Constituency

Note: these figures only include VAT and/or PAYE registered enterprises. They do not therefore include unregistered enterprises (sole traders and partnerships) who are not VAT and/or PAYE registered.

Commentary:

Business Support:

- 14.3% of the jobs created in Fife due to financial support from Fife Council were in North East Fife and businesses in the area received 17.8% of Fife Council's financial support.

Business Base:

- North East Fife has the highest number of businesses of Fife's Scottish parliamentary constituencies. It is home to almost a quarter (24.3%) of the Fife total.
- North East Fife's breakdown of businesses by size is similar to that of Fife as a whole.
- Between 2018 and 2020, the area's business base increased by 2.6% or 60 businesses, a higher growth rate than in Fife as a whole (1.75%); all of this growth was in the micro employment size band.
- The 3-year survival rates of start-up businesses in Fife are above the Scottish average.
- Major businesses located in NE Fife include the University of St Andrews, Gray Fabrications, Quaker Oats, Kettle Produce, Scott & Fyfe Ltd, Moffat & Williamson Ltd, Fishers Services Ltd, Fala Foods Ltd, Elite Care (Scotland) Ltd, The Old Course and Fairmont Hotels and St Andrews Links Trust.
- In February 2021, Fife Council exchanged letters of intent with the University of St Andrews to jointly develop the **Eden Enterprise Hub** at the Eden Campus, Guardbridge. This collaboration will see the refurbishment of two buildings on the campus to create modern business premises for new and growing businesses. The University's Eden Campus is being developed as part of the Tay Cities Region Deal (see Recent Business Activity Section below).

Employment by Sector, 2019

Sector	NE Fife	Fife	% of Fife total
A : Agriculture, forestry and fishing*	100	4,500	2.2%
B : Mining and quarrying	25	250	10.0%
C : Manufacturing	1,000	14,000	7.1%
D : Electricity, gas, steam and air conditioning supply	25	350	7.1%
E : Water supply; sewerage, waste mgmt & remediation	50	1,000	5.0%
F : Construction	1,000	7,000	14.3%
G : Wholesale and retail trade; repair of motor vehicles	4,000	20,000	20.0%
H : Transportation and storage	600	6,000	10.0%
I : Accommodation and food service activities	4,000	10,000	40.0%
J : Information and communication	450	4,000	11.3%
K : Financial and insurance activities	100	3,000	3.3%
L : Real estate activities	350	1,250	28.0%
M : Professional, scientific and technical activities	1,000	7,000	14.3%
N : Administrative and support service activities	1,250	7,000	17.9%
O : Public administration & defence; social security	450	12,000	3.8%
P : Education	5,000	13,000	38.5%
Q : Human health and social work activities	2,500	19,000	13.2%
R : Arts, entertainment and recreation	1,500	4,000	37.5%
S : Other service activities	800	3,500	22.9%

Source: ONS Business Register & Employment Survey (*excludes farm agriculture).

Geography: North East Fife Area Committee

Commentary:

Sector Employment:

- The three largest employing sectors in North East Fife are Education, Wholesale & retail trade and Accommodation and food service activities.
- 40% of all employment in accommodation and food service activities in Fife is located in North East Fife.
- North East Fife has the highest proportion of jobs in the education sector of all the committee areas (38.5%), largely due to the University of St Andrews.

Recent Business Activity (as highlighted in media reports):

- Designers and manufacturers of food processing machinery, **Foodmek** in Tayport, were awarded a contract to design and produce three 200-litre vessels for mixing Covid-19 tests for a large multinational company. The contract continues the company's strategy of developing new sectors outside its core food and drink market.
- Tayport's new purpose-built community and sports centre – **The Larick Centre** - opened in March 2020.
- MasterChef: The Professional 2014 winner Jamie Scott, owner of the **Newport Restaurant** opened an artisan bakery in Newport in February 2020 and plans to open a second bakery and seafood shack in spring 2021.

continued/

- The **Falkland Centre for Stewardship** launched a new digital farmers' market – NeighbourhoodFood.Falkland. A new access road and car park for **Falkland Estate** opened in July 2020 to help reduce the volume of traffic through the village of Falkland.
- Cupar-based software consultancy firm **Horisk Leslie Development** won a £61,000 contract from the Scottish Government to develop a Sustainable Procurement Tool software platform.
- **Gray Fabrication** in Cupar completed a major contract for the Orbital Marine Power 02 Tidal Turbine.
- East-Neuk start-ups **Feragaia** signed a supply contract with Harrods for its alcohol-free spirit made from land and sea botanicals and the **East Neuk Salt Company** is to start producing artisan salt in St Monans.
- The **University of St Andrews** was named top in the UK for student academic experience and in March 2021, legislation was approved by the Scottish Parliament allowing the University to award degrees in Medicine and Dentistry.
- The University's redevelopment of part of the former paper mill at Guardbridge into the **Eden Campus** – a global research and innovation hub - will receive up to £26.5 million of funding under the Tay Cities Region Deal which was signed by the Scottish, UK Government and all partners on 17 December 2020. Investment at the Campus includes up to £7 million to develop a primary power substation, up to £13.5 million for the Scottish Centre for Clean Energy Storage and Conversion and up to £9 million for the Eden Enterprise Hub. It is estimated that the Campus will create around 500 new jobs and leverage in £110 million of other investment. Since opening in 2018, the Campus' **biomass plant** has helped reduce the University's carbon footprint by 20% providing heat for university buildings and student rooms. It has capacity of heating an additional 6,000 homes.

continued /

- The **University of St Andrews** is to lead a project to build a hydrogen energy industry in Scotland, following £620,000 funding from Scottish Enterprise's Low Carbon Challenge Fund. In collaboration with the University of Strathclyde, the '**Translating Hydrogen into Action**' project will complement the newly formed Hydrogen Accelerator at St Andrews, funded by Transport Scotland and assist companies in the hydrogen supply chain.
- The University's plans for a £70 million **681-bedroom student accommodation complex** at Albany Park in St Andrews were approved in January 2021.
- **Pneumagen**, a spin-out firm from the University of St Andrews, secured a £2.5 million investment from a US-based global corporate investor and existing stakeholders. The funds will be used to support the clinical development of Neumifil as a universal treatment for viral respiratory infections including Covid-19.
- In August 2020, the **St Andrews Links Trust** made 30 staff redundant in its food and beverage teams in kitchens and restaurants at its three clubhouses and West Sands Café.
- In July 2020 **St Andrews Executive Travel** made 5 of its 25 permanent workforce redundant.

Activity during the Covid-19 pandemic:

- A team of physicists and virologists at the **University of St Andrews** received £270,000 in UK Government funding to test different surfaces and coatings for their effectiveness in killing the Covid-19 virus. The University will also lead the UK's first study on the impact of Covid-19 on the lives of ethnic and religious minority groups.
- The **University of St Andrews** launched a £30,000-a-year Community Fund offering grants of between £250 and £3,000 to support groups and activities in the area. Although conceived before the Covid-19 crisis, in its first year the fund targeted its support at activities offering solutions to community needs during the pandemic.

Tourism



Tourism Indicators, 2019

	St Andrews	NE Fife (excluding St Andrews)	Fife
Total trips (day and staying)	2,938,700	1,578,000	9,164,222
Visitor spend	£152,137,000	£93,211,000	£477,564,000
Average spend per trip	£51.77	£59.07	£52.11
Total tourism value	£192,734,000	£115,812,000	£651,467,000
Tourism-related employment	3,939	2,432	13,310
Percentage of all employment	54%	11%	10%

Source: Economic Impact of Tourism 2019 Results (Destination Research)

Commentary:

Tourism Indicators:

- St Andrews receives the highest number of visitor trips and spend of all the areas of Fife, followed by the rest of North East Fife. The town also has the highest number and proportion of tourist-related jobs.

- Between 2018 and 2019, the value of tourism in St Andrews increased by 7% from £181 million to £193 million. The number of visitor trips increased by 4.8% and visitor spend increased by 9.2%, with visitor spend per trip increasing from £49.72 to £51.77.
- In the rest of North East Fife, the value of tourism also increased by 7% from £108 million to £116 million over the same period. The number of visitor trips in the area increased by 4.8% and visitor spend by 7.4%, with visitor spend per trip up from £57.60 to £59.07.
- The average spend per visit in North East Fife is higher than that for Fife as a whole, whilst in St Andrews it is slightly lower. This possibly reflects the higher proportion of day visitors St Andrews receives (92% of visits to St Andrews are day trips compared with 88% of visits in North East Fife).

Fife Tourism Success:

- The new 104 km/64-mile **Fife Pilgrims Way** long-distance walking route from North Queensferry and Culross to St Andrews which opened in July 2019 includes two sections in North East Fife – Markinch to Ceres and Ceres to St Andrews. The footpath's 5-year restoration received £399,000 funding from the National Lottery Heritage Fund Scotland in addition to contributions from other partners and seeks to emulate the popularity of the Fife Coastal Path.
- A number of communities and rural sites in the area faced pressure from significantly increased visitor numbers during the pandemic, both from local people during lockdowns and from staycationers when restrictions were lifted. To help reduce the impact of expected future increases in visitor numbers, Fife Council and the Fife Coast and Countryside Trust was awarded £375,000 from round three of the Rural Tourism Infrastructure Fund for the **Fife Outdoor Tourism Infrastructure Programme**. The project will provide a network of parking, toilets, interpretative and renewable energy points for EV and EB charging on the Fife Coastal Path, Pilgrim's Way and 191 tourism route. The project will deliver new facilities in locations such as Elie, Pittenweem, Kinghorn, Craigmead and Glenvale. Fife Council also agreed to invest £2.1 million in Fife's visitor facilities in the anticipation of an increase in staycationers. This funding will be used to renew or refurbish toilets, improve access and car parks and provide more sites for caravans and mobile homes.
- In Nov 2020, **Clayton Caravan Park** opened its new £3.5 million leisure centre that includes a new swimming pool, spa, sauna, gym and café, creating new 10 full-time jobs.
- Tayport Community Trust secured funding for its **Larick Campsite Project** – the development of a 31-pitch campsite with a modern amenity building.
- St Andrews received 3 awards at the regional finals of the **2019/20 Scottish Thistle Awards** – the Chair of Tourism St Andrews won the Tourism Regional Ambassador Award; founder of St Andrews Beach Wheelchairs was named Regional Hospitality and Tourism Hero; and The Criterion won Best Pub Award.
- The **St Andrews Beach Wheelchair service** launched at the start of the 2018 season offers free rental of beach-friendly wheelchairs during the summer months.

Tourism activity during Covid-19:

- Tourism businesses were signposted to sources of guidance and financial support.
- Fife Council is helping to support the delivery of the **Festival of Golf**, which will take place from April to October 2021 (Covid-19 restrictions permitting).
- Social media messaging was carried out during each lockdown using a '**Love Fife Later**' video campaign, followed up by a '**Love Fife Again**' campaign.

- A ‘**Get Yer Kilt On**’ social media campaign and digital promotional campaign was delivered for St Andrew’s Day 2020.
- A **Fife COVID-19 Tourism & Events Strategy Action Plan** was agreed by the Fife Tourism Partnership Executive Board and Local Tourist Association Chairs in January 2021.
- In December 2020, **The Scottish Fisheries Museum** in Anstruther was awarded £124,000 from the Museum Galleries Scotland Recovery and Resilience Fund.
- The virtual **Fife Whisky Festival 2021** event raised £1,000 for Age Concern Cupar.
- Key annual tourism events which take normally take place in NE Fife include the StAnza, Poetry Festival; Pittenweem Arts Festival; Scotland’s Daffodil Festival at Backhouse Rossie Estate; Open Studios North Fife; The Fife Show; Cupar Highland Games, Ceres Highland Games; Spokes Cycles Kingdom Junior Classic; and Fife Whisky Festival. Whilst many of these events were cancelled during the pandemic, some have managed to take place via a virtual format.

Impact of Covid-19 on Business Base

Sector	NE Fife Scottish Parliamentary Constituency		Scotland	
	Number of businesses ¹	Estimated Employment ²	Estimated share of businesses that are currently trading ³	Estimated share of workforce on furlough leave ⁴
Wholesale & retail trade	355	4,000	88.2%	18.1%
Accommodation & food services	235	4,000	33.0%	66.0%
Arts, entertainment & recreation	85	1,500	50.4%	66.2%
Administrative & support services	170	1,250	95.1%	16.9%
Professional, scientific & technical	340	1,000	99.6%	9.1%
Construction	215	1,000	94.0%	12.8%
Manufacturing	120	1,000	96.7%	8.6%
Transportation & storage	60	700	93.2%	21.2%
Information and communication	85	500	99.0%	12.1%
All Industries	2,410	24,000	82.8%	20.8%

Sources:

1. UK Business Counts 2020, ONS
2. Business Register and Employment Survey 2019, ONS
3. Business Impact of Coronavirus (Covid-19) Survey (BICS) Weighted Scotland Estimates (Scottish Government [Wave 25: estimated share of businesses that are currently trading 22 Feb – 7 Mar 2021])
4. Business Impact of Coronavirus (Covid-19) Survey (BICS) Weighted Scotland Estimates (Scottish Government) [Wave 24: share of workforce on furlough leave 8 Feb – 7 Mar 2021]

Note: This table only includes the sectors included in the BICS survey

Commentary:

- Two of the largest employing sectors in North East Fife - the Accommodation & Food Services sector and the Arts, Entertainment and Recreation sector - had the lowest proportion of businesses trading and the highest proportion of their workforce furloughed in Scotland in February and March 2021.

Profile produced by Fife Council Economy, Tourism & Town Centres Team

Peter Corbett, Lead Officer (Economy) E: Peter.Corbett@fife.gov.uk
Alison Laughlin, Economy Advisor E: Alison.Laughlin@fife.gov.uk
Tom Kane, Economy Officer E: Thomas.Kane@fife.gov.uk

March 2021