The Local Strategic Assessment provides an overview of how a Local Area is doing. It collates and updates a wide range of information to give key input for the refresh of Local Community Plans and input into the wider Fife-wide Strategic Assessment.

The North East Fife Area Local Community Plan is built around 3 key priorities for the area:

- Supporting the Elderly Population
- Promotion of Business and Tourism
- Connectivity

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Fife House, Glenrothes.

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2. Local Assessment Findings

Local Community Plan
- Supporting the Elderly Population
- Promotion of Business and Tourism
- Connectivity

Place
Least improvement needed
- Natural Space
- Feeling Safe
Most improvement needed
- Work and Local Economy
- Influence and Sense of Control
- Housing and Community
- Traffic and Parking

Community
Major issues for area
- Funding for public services
- NHS / Hospitals / Healthcare
- Increasing elderly population
- Education / schools
- Economy
- Access to Housing

Now seen as more of an issue for area
- Poverty / inequality
- Cost of living

Local Outcomes
Poorest outcomes
- Parts of Cupar and Tayport
Better outcomes
- St Andrews and Strathkinness
Not doing as well as expected
- Crail and Boarhills
- Elie, Colinsburgh and Largoward
- Newburgh

Profile
- North East Fife covers more than half the area of Fife and is home to 1 in 5 of Fife’s people
- Area characterised by agriculture, fishing and tourism
- Reliance on public sector – Education and health – for employment
- It is one of the least deprived areas of Fife.

People
- There has been little change for people living in North East Fife
- Rural residents do well within the area but less well than elsewhere
- Students do particularly well within the area

Horizons and strategic challenges
- Overall population will reduce over the next 25 years, one of only two areas in Fife to show a reduction in population
- NEF expected to show the largest drop in people living in an area.
- Numbers of Children are expected to remain constant, while Working Age will decrease the most of all areas in Fife.
- Older people numbers, while expected to increase over next 20 years, before starting to decline, show smallest growth rate of all areas in Fife.
- Several transport infrastructure investment priorities are being identified, and St Andrews University’s project to expand into Guardbridge town expected to help employment in the area.
- The V & A in Dundee is expected to increase visitors and have a positive benefit for North East Fife tourism.
- Uncertainty over future local economic impact of Brexit
3. Profile

North East Fife area is the largest of Fife’s seven areas, and stretches from the River Tay in the North, to the Firth of Forth in the south east. St Andrews is the largest town, followed by other main settlements, including Cupar, Newburgh, Auchtermuchty, Newport and Anstruther. The area is much less reliant on manufacturing and heavy industry than other areas in Fife, and is characterised by rural, agricultural and fishing industries, together with tourism in the East Neuk and St Andrews.

North East Fife is one of the least deprived areas of Fife, with only 1 of 96 datazones in the area featuring in the 20% most deprived for Scotland (SIMD 2016). Across North East Fife area, 6.7% of the total population is income deprived (compared to 12.4% for Fife), while 5.7% of the working age population is employment deprived (compared to 11.0% for Fife).

### Profile

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>AREA</th>
</tr>
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<tbody>
<tr>
<td>74,674</td>
<td>775.8 SQ KM</td>
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<tr>
<td></td>
<td>56.5% of Area of Fife</td>
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<tr>
<td></td>
<td>20% of Fife’s population</td>
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<table>
<thead>
<tr>
<th>CHILDREN</th>
<th>WORKING AGE</th>
<th>OLDER PEOPLE</th>
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<tbody>
<tr>
<td>10,461</td>
<td>48,035</td>
<td>31,376</td>
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<tr>
<th>HOUSEHOLDS</th>
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<tr>
<td>35,017</td>
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<tr>
<td>60.0% owner occupied</td>
</tr>
<tr>
<td>13.8% social rented</td>
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<tr>
<td>15.5% private rented</td>
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<tr>
<td>79.4% with at least one car/van</td>
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<tr>
<td>30.6% live alone</td>
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<tr>
<td>£572 median weekly income (before housing)</td>
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<tr>
<td>14.5% in poverty (before housing)</td>
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<tr>
<td>27.5% in fuel poverty</td>
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<tr>
<td>10.5% children in poverty</td>
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<tr>
<th>ECONOMY</th>
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<tbody>
<tr>
<td>62.1% Economically active of which</td>
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<tr>
<td>54.5% Employed Full Time</td>
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<tr>
<td>18.4% Employed Part Time</td>
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<tr>
<th>MAIN EMPLOYMENT AREAS</th>
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<tbody>
<tr>
<td>30.7% Education &amp; Health</td>
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<tr>
<td>15.4% Wholesale Retail and Transport</td>
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<tr>
<td>17.4% Finance &amp; Professional</td>
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<tr>
<td>6.7% Construction</td>
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<tr>
<th>WELFARE AND BENEFITS</th>
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<tbody>
<tr>
<td>0.8% Universal Credit</td>
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<tr>
<td>0.6% Universal Credit (16-24)</td>
</tr>
<tr>
<td>5.7% Employment deprivation</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>WELFARE REFORM CHANGES: Expected loss to local economy per year by 2020</th>
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<tbody>
<tr>
<td>£21.8 million per year</td>
</tr>
<tr>
<td>£460 per working age adult</td>
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Figure 3.1 – Overview Profile for the Area

Figure 3.2 – Bar code chart show relative deprivation in Area (top) compared to Fife (bottom), SIMD 2016

Figure 3.3 – Map highlighting the 5, 10, 15 and 20% most deprived datazones within the Area, SIMD 2016
4. Place

Place is an important element of Local Community Planning. Using the national Place Standard tool, local people were asked to consider aspects of the physical and social environment where they live and to paint a picture of the place and what needed to improve. Through comparing the results of Place Surveys in 2016 and 2018 we can get a picture of how the Area is changing, and use this snapshot as a background benchmark for any local use of the Place Standard within local communities across the Area.

In the North East Fife Area in 2018, a consistent picture emerges in relation to local people’s perception of place, compared to the results of the previous Place Survey in 2016.

Natural Space, and Feeling Safe continue to be identified as needing the least improvement in the North East Fife Area.

Work and Local Economy, Influence and Sense of Control, Housing and Community, and Traffic and Parking are identified as in need of the most improvement within the North East Fife Area.

Compared to other areas of Fife, North East Fife is viewed positively across a range of aspects of place, particularly in relation to Natural Space and Feeling Safe.

Aspects of spaces and facilities are also viewed positively.

North East Fife Area is generally rated highly for aspects of social wellbeing including Social Interaction, and Identity and Belonging.

Getting around is an area that is identified as being need of relative improvement within North East Fife Area.

The same can also be said of Work and Local Economy, Housing and Community, and Influence and Sense of Control.

Figure 4.1 – Community perceptions of where improvement is needed in the area using the Place Standard, and how it has changed between 2016 and 2018. The outer part of the diagram (score 7) means little room for improvement, while the inner part (score 1) represents most need for improvement (Fife People’s Panel, Survey 29, 2018)

Note: given sampling variability and variation within each area we cannot at this stage say with any certainty if change between 2016 and 2018 has been significant.

Figure 4.2 – Colour shaded diagram of how different aspects of Place are viewed across Fife (Place Standard, Fife People’s Panel, Survey 29, 2018)
5. People

Simply looking at where people live only gives part of the picture. We want to understand how well different groups of people are doing compared to others in the area and throughout Scotland. Students continue to do well in North East Fife, and compared to students living elsewhere in Scotland. Those living in less densely populated suburban areas are doing well in the area, and compared to similar households elsewhere in Scotland. Those living in urban areas of North East Fife continue to do relatively well, including those in retirement. Those in the constrained city type are doing least well in North East Fife, but are doing better than other similar types of people living elsewhere in Scotland. Rural residents — while doing well within the area — continue to do less well compared with rural residents living in other parts of Scotland.

How are PEOPLE doing in the North East Fife Area 2016?

There has been little change for people living in North East Fife as a whole, nor for different categories of communities living within the area. A number of household types show significant positive change between 2012 and 2016, compared to other similar households elsewhere in Scotland, but these tend to account for a minority of household types within the area rather than more prevalent household types.

Rural households showing as improving relative to other areas include renting rural retirement, rural white collar workers and families. Multi-ethnic professionals, and migrant commuters and families also see improvements compared to other similar communities elsewhere in Scotland.

While improvement is seen for a number of household types within the constrained city dweller category, including retired communal and independent city dwellers, the larger groups within this category within the area, such as outer city hardship and hampered aspiration, have not changed significantly between 2012 and 2016.

Hard-pressed european settlers and young hard-pressed families show the greatest improvement across North East Fife Area relative to other similar households elsewhere in Scotland.
6. Community

Insights into how communities are faring are a critical input when considering local places. We asked local people about a range of issues, particularly whether they saw this as a major issue, a minor issue, or not an issue in their local area.

Funding for public services, NHS / Hospitals / Healthcare and increasing elderly population are seen as the major issues for both North East Fife and Fife. Education / schools, Economy and Access to suitable housing are also seen as major issues for the area.

Compared to two years ago, Migration / changing population and Crime / antisocial behaviour are now seen as less of an issue, while Poverty / inequality, Funding for public services, and Cost of living are now seen as more of an issue for North East Fife area.

As with all areas of Fife, the majority of local people in North East Fife Area would like more involvement in decisions that the Council makes that affect their local area. 40% of people in North East Fife Area feel that they can influence decisions that affect their local area (27% for Fife).

Within North East Fife Area, more than half of local people believe the Council provides high quality services, does the best it can with the money available, is good at letting people know about the services that it provides, and designs it services around the needs of those who use them.

The perception is that the Council is less good at addressing the key issues affecting the quality of life in local neighbourhoods, and letting people know how well it is performing.

Within the area, fewer people believe that the Council is good at listening to local people’s views before it takes decisions.

North East Fife Area is generally above Fife across a number of statements relating in local people’s views on the Council and the services that it provides. It is below Fife for perceptions of the Council as addressing key issues affecting quality of Fife in their local neighbourhood, being good at listening to local people, and letting local people know how it is performing.

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**Figure 6.1 – Community perceptions of what is a major issue in the area (Fife People’s Panel, Survey 28, 2017)**

**Figure 6.2 – Views on local Council and services it provides (Fife People’s Panel, Survey 30, 2018)**
Local community planning requires a good understanding of differences within and between neighbourhoods. The table below shows the overall pattern of outcomes for neighbourhoods in the area, and whether local neighbourhoods are improving over time.

It identifies how different neighbourhoods within the area are faring in relation to key life outcomes. This includes outcomes across early years, older people, safer and stronger communities, health and wellbeing, employment and economy.

The neighbourhoods with the poorest outcomes in the North East Fife Area continue to be Tayport and Cupar Central. Areas with better life outcomes include St Andrews North and Strathkinness, and St Andrews South West.

Kettle and Ladybank, and Tayport are doing worse than expected when compared to similar neighbourhoods elsewhere in Scotland, whilst St Andrews continues to do better than expected compared with other similar neighbourhoods.

Figure 7.1 and 7.2 – How different neighbourhoods are doing on key life outcomes relative to other comparable areas (Improvement Service, Community Planning Outcomes Profile Tool 2018)

Neighbourhoods showing the least improvement in life outcomes include Crail and Boarhills, Elie Colinsburgh and Largoward, and Newburgh. The greatest improvement in life outcomes can be seen across St Andrews.

Dairsie Ceres and Dunino, and Crail and Boarhills have improved less than might have been expected when compared with other similar neighbourhoods, while St Andrews has improved more than expected.
It is nearly impossible to predict the future, however it is possible to identify challenges which are already on the horizon.

Demography
Over the next 25 years, North East Fife Area’s overall population is estimated to reduce by around 2,100 (3%) to 72,500 people, and is the area showing the largest drop in overall numbers of people living in an area. The number of children is expected to remain fairly constant at around 10,400 over the 25-year period. Working age numbers are estimated to reduce by around 6,300 (13%), (the largest decrease in numbers for this age group across all areas of Fife). Older people numbers are expected to increase over the next 20 years, before starting to decline thereafter. This will mean another 4,200 older people by 2041 for North East Fife, although this is the slowest growth rate (26%) for this age group, of all the areas in Fife.

Across the North East Fife Committee area all 36 primary schools are operating within capacity. Capacity pressures are expected at Cupar North and St Andrews West due to large scale housing developments and each of these sites are to provide a new primary school to support the new housing. Pupil numbers at the 3 high schools are expected to increase in association with the growth of the new housing areas and additional capacity may be required in these areas. The project to replace Madras College on a new single-site is ongoing.

Economy
The Tay Cities deal includes a project to develop a regional transport model to help identify transport infrastructure investment priorities, which might include the Newburgh rail halt, rail link to St Andrews, investment in A92 beyond Glenrothes, Taybridge Park and Ride. The University of St Andrews project is for Eden Campus, Guardbridge to enable the university to expand in the town, create new jobs and also develop its centre for excellence in energy and sustainability. It will help deliver local jobs in North East Fife. The opening of the V & A in Dundee in September 2018, is expected to be a significant draw for visitors to the Dundee and surrounding area, and bring positive benefits to Tourism in North East Fife.

Welfare reform changes, including managed migration to universal credit, will continue to impact on local people and the local economy. £21.9 million is expected to be lost from North East Fife Area per year by 2020, as a result of both pre and post 2015 reforms. That’s a loss of £460 per working age adult in the area compared to £655 for Fife. St Andrews is least affected both within the area and across Scotland. Considerable uncertainty remains about the economic impact of Brexit with impact unclear and difficult to predict until agreement is reached on fundamental issues such as trade, movement of people, or governing legislation. As Fife is heavily dominated by public sector industries, Brexit may have less of an effect compared to areas more reliant on private sector manufacturing, financial and knowledge industries. Labour supply for specific industries in Fife, such as agriculture, hospitality and lower skilled processing occupations, will experience more limited availability, as greater restrictions will be placed on EU workers that have traditionally filled these roles over the last decade (although these industries form a small part of the overall Fife workforce). It is likely that alternative funding sources will need to be secured to replace funding previously available through the EU.

Environment
The Fife Pilgrim Way heritage project is developing a new long distance walking route through inland Fife. Starting at Culross and North Queensferry, the 104 km/64 mile path takes in spectacular views of the Highlands, the Coast, Firth and Tay Estuaries and the Lomond Hills. It passes medieval landmarks, industrial landscapes and historic picturesque villages on its way to St. Andrews.

Technology
The Digital Scotland rollout programme is extending fibre broadband across Fife. North East Fife has lower superfast and fibre coverage, at 89.4%. Mobile investment is being planned for a number of areas of North East Fife. Other connectivity investments for North East Fife include Community Broadband. Changes such as the closure of physical bank branches, may have a disproportionate impact in rural areas and disadvantage segments of society less able to use online services.