

Glenrothes Area Committee

Economy and Employability Activity Update 2016/17

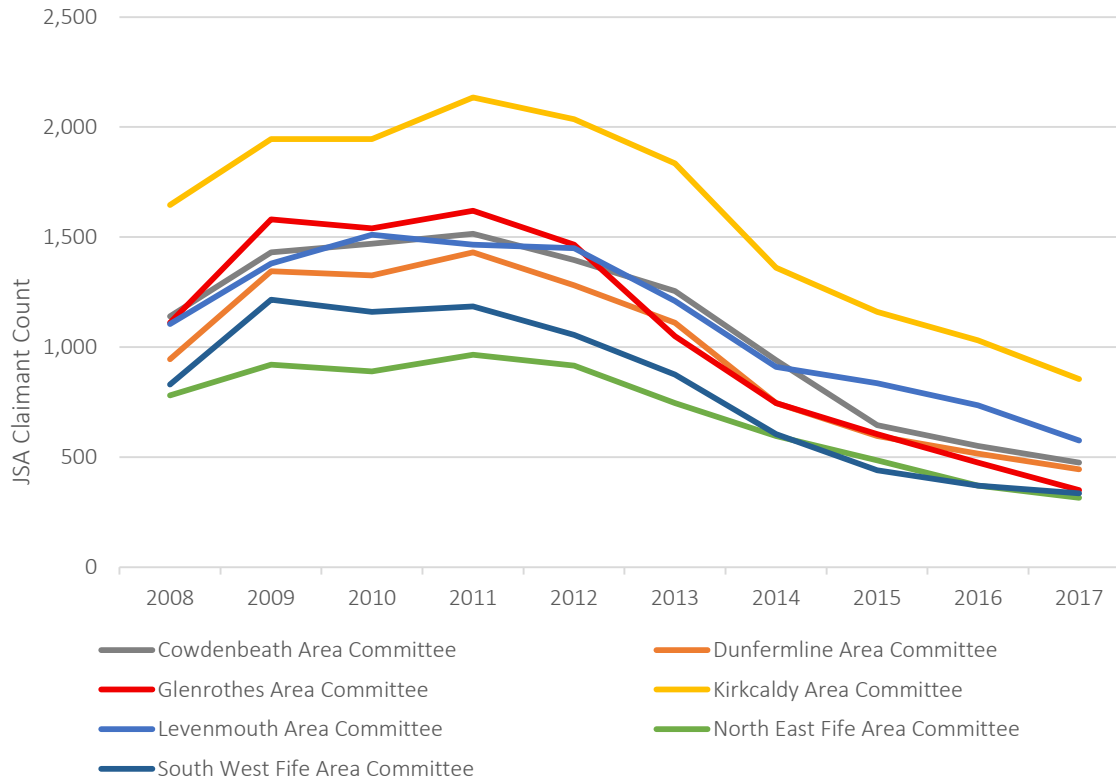
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31 January 2018



NB: Some data used in this report has a time lag of one year. Where possible, the most recent data has been used, i.e. JSA Claimants to provide the most accurate picture for the Fife economy.

Figure 1: JSA Claimant Count by Area Committees



Source: ONS Jobseeker's Allowance

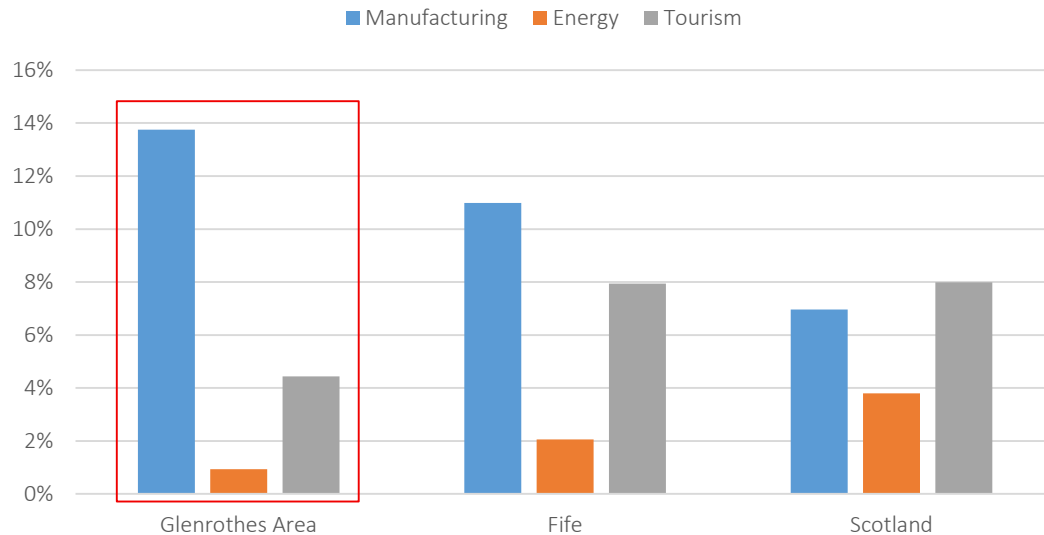
The Claimant Count

- Across Fife there were over 3,350 JSA claimants in November 2017, representing 1.4% of the area's working age population.
- The JSA rate in the Glenrothes area was 1.1% or 350 claimants in November 2017. This was the third lowest JSA rate of the seven Committee Areas and below the Fife average (1.4%).
- NB: These figures do not include people claiming out-of-work benefits through Universal Credit which was introduced in Fife in April 2016.

Youth Unemployment

- Fife Council and the Opportunities Fife Partnership are committed to increasing youth employment. The latest claimant rate (an estimation of JSA and Universal Credit claimants) for those aged 16-24 years in the Glenrothes area was 4.8% (November 2017), or 425 claimants.

Figure 2: Employment in Energy, Tourism and Manufacturing, 2016



Source: ONS Business Register and Employment Survey

Table 1: Top 3 Employment Sectors in the Glenrothes Area in 2016

Sector	Number	% ¹
Public administration & defence	10,000	36.8%
Manufacturing	4,000	14.7%
Health	1,750	6.4%

Source: ONS Business Register and Employment Survey

¹ As a percentage of total employment in the Glenrothes area

² source: ONS Business Register and Employment Survey

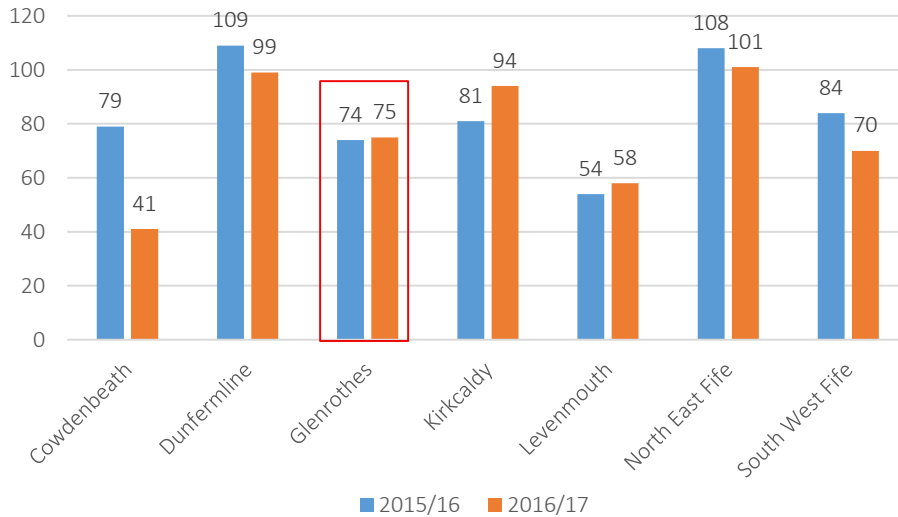
Employment in Key Sectors

- Fife is predominantly a service-based economy. However, manufacturing, energy and tourism continue to be key sectors for growth in Fife.
- In 2016, approximately 27,190 people were employed in the Glenrothes area. The manufacturing, energy and tourism sectors provided around 5,200 jobs, or 19% of all employment in the Glenrothes area.
- Manufacturing is a significant employer in the Glenrothes area.

Reliance on the Public Sector

- The public sector provides nearly half of all employment in the Glenrothes parliamentary constituency² area at 43% (15,750 people).
- 10,000 employed in public administration, 4,000 in health and social work and 1,750 working in the education sector.

Figure 3: New Business Start-ups



Source: Business Gateway Fife

Commercial Property

- At the end of 2016/17, 92% of business properties owned by Fife Council are occupied.
- In Glenrothes in 2016/17, 96.9% of business properties owned by Fife Council were occupied.

Table 2: Commercial Property Occupancy – Glenrothes in 2016/17

	Total Units	Units Let	Occupancy Rate (%)
Fife Food & Business Centre	22	21	95.45%
Food Resource Base	11	11	100%

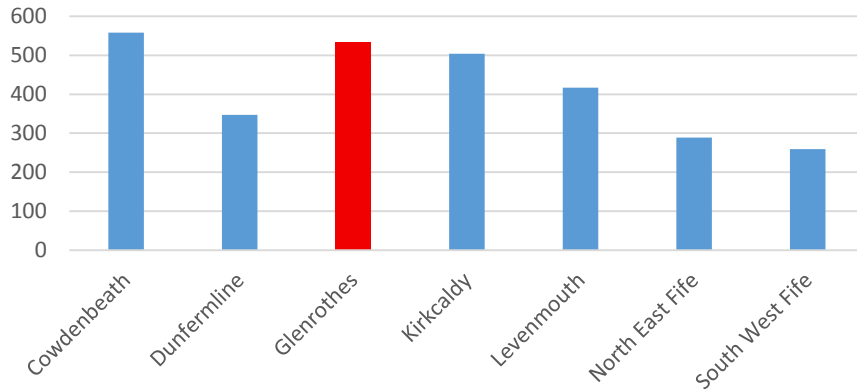
Economic Development Services

- In 2016/17, there were 75 new business start-ups in Glenrothes. This was 14% of the total number of Fife’s new business starts
- In Glenrothes, 114 jobs were created through these start-ups in 2016/17 with a turnover of projected £5.1 million.
- **Supplier Development Programme** – procurement surgeries and workshops. 16 Glenrothes based companies attended the meet the buyer event.
- **Trade Development Programme** – Trade Exhibitions and sector learning journeys.
- **Social Enterprises** – events, start-ups and business assists.
- In 2016/17, Fife Task Force funding supported the creation of Enterprise Hub Fife in Glenrothes town centre.
- A Women’s Leadership Programme is being delivered for the first time in Fife.

Employment Land

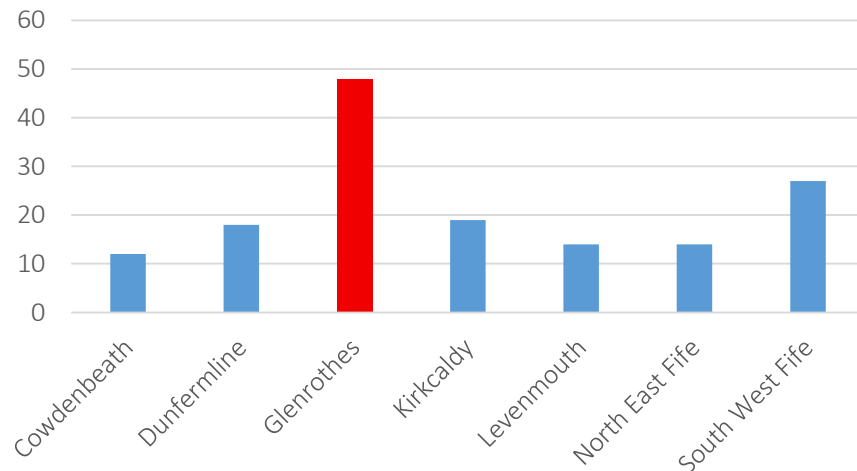
- Glenrothes has 68.09 hectares of employment land and 15.8% (10.79 ha) is immediately available. A further 58.4% (39.79 ha) has minor constraints.

Figure 5: Employability Pathway Clients 2016/17



Source: EPES, Fife Council

Figure 6: Number of Culture of Enterprise Engagements 2016/17



Source: EPES, Fife Council

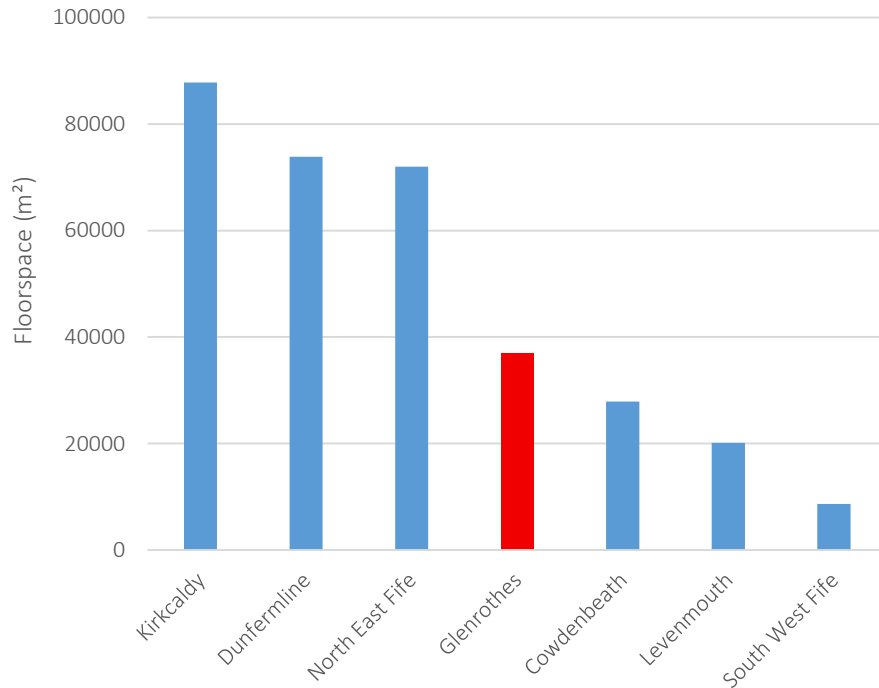
Employability Pathway

- During 2016/17, 2,907 clients in Fife were registered on the Employability Pathway. Of these, 1,010 clients were supported into employment or self-employment and a further 217 clients were supported into full time education.
- In Glenrothes, there were 533 clients on the Employability Pathway in 2016/17.

Culture of Enterprise

- There were 48 school engagements in Glenrothes - this was the highest number of school engagements out of all the Fife area committees.
- 12 businesses were involved in school engagements in the Glenrothes area in 2016/17.
- 1,511 school children were engaged in Culture of Enterprise activities in Glenrothes. This was out of a total 4,745 in Fife for 2016/17.
- Types of activities included Fife Enterprise Game, Tycoon Teens, 4 to Fortune, Raytheon Quadcopter, St Andrews Responsible Enterprise workshop.

Figure 7: Retail Floorspace (m²) - April 2017



Source: GOAD

Retail Floorspace

- As at April 2017, retail units in Glenrothes town centre provided 36,910 m² of floorspace.
- 82% of this floorspace was occupied. This the same as the Fife average retail occupancy rate of 82%.

Number of Retail Units

- There are 167 retail units in Glenrothes town centre. Of these units, there are 32 which are vacant – this gives an occupancy rate of 81% and vacancy rate of 19%.
- In comparison, Kirkcaldy also has a vacancy rate of 19% and Dunfermline 14%.
- In total there are 1,747 retail units across Fife with an occupancy rate of 85% as at April 2017.
- Note: retail figures refer to the Kingdom Centre only.

Town Centre Development

- 4 businesses in the Glenrothes Committee Area received grants through the Town Centre Business Support Fund in 2016/17.
- Eligible Town & Local Centres are Glenrothes, Thornton, Leslie & Markinch.

Tourism

- In the Footsteps of Kings (IFK) - funding application submitted. IFK offers a new visitor experience, through the use virtual and augmented reality and trace the area's ancient Royal connections, across the coastal and inland parts of Mid Fife. The project will benefit the Glenrothes area and provide a strong platform to promote the history and heritage of the area whilst linking with other activities.
- Outdoor Bloggers – As part of a wider Fife itinerary, Outdoor bloggers from over the UK came to Glenrothes to take part in the Supercar experience. This reached high audiences through digital channels belonging to both Welcome to Fife and the bloggers.
- Consumer-led Marketing Campaigns – via 'Welcome to Fife', Glenrothes has benefitted from consumer-led marketing activities including:
 - History, Heritage & Archaeology competition – one month was dedicated to Glenrothes and main prize includes flight from Fife Airport
 - Fife Golf Partnership - promotes the area's golf courses
 - Trails on App – Public Art trail coming soon and Balfarg Henge is featured on the Dig It 2017 trail
- Dedicated Glenrothes Promotion via Scottish Towns Week 2017 including video
- Fife Comic Con 2017 promotion via Welcome to Fife channels resulted in 2000 visitors

Energy and Manufacturing

- The Fife Task Force was established in April 2015 following the closure of Tullis Russell Papermill in Markinch. Almost all of the £6m funding has been allocated to agreed projects. A Manufacturing Resilience Programme was developed to support supply chain companies who are stagnant and in need of specialist recovery support.
- The Glenrothes District Heat Scheme is a partnership between Fife Council and RWE to supply low carbon heat to businesses and houses within Glenrothes town centre.
Progress update: detailed designs developed, planning consent obtained and tenders returned. Application for additional Scottish Government funding has been submitted and a determination is due this week.

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