



# An Economic Profile of the Kirkcaldy Area

December 2011



# TABLE OF CONTENTS

<b>INTRODUCTION .....</b>	<b>2</b>
<b>KIRKCALDY AREA COMMITTEE BOUNDARY MAP .....</b>	<b>2</b>
<b>ECONOMIC BACKGROUND .....</b>	<b>3</b>
<b>DEMOGRAPHICS.....</b>	<b>4</b>
Population and Socio-Economic Classification .....	4
<b>LABOUR FORCE .....</b>	<b>5</b>
Employment by Sector .....	5
Employment by Status.....	6
Jobcentre Vacancies .....	6
Benefit Claimants .....	8
Claimants by Benefit Type.....	9
Jobseekers Allowance.....	9
<b>SKILLS.....</b>	<b>11</b>
Educational Attainment.....	11
School Leaver Destinations.....	11
<b>EARNINGS .....</b>	<b>12</b>
Scottish Index of Multiple Deprivation (SIMD) .....	12
<b>LAND AND PREMISES .....</b>	<b>13</b>
Employment Land Availability.....	13
Businesses .....	14
Retail .....	16
Major Investments in the Kirkcaldy Area .....	17
<b>TOURISM.....</b>	<b>18</b>
Visitor Numbers and Expenditure.....	18
The Economic Impact of Tourism.....	19
Accommodation.....	19
Main Visitor Attractions.....	20
<b>LONG-TERM REGENERATION POTENTIAL .....</b>	<b>21</b>
<b>FURTHER INFORMATION.....</b>	<b>21</b>



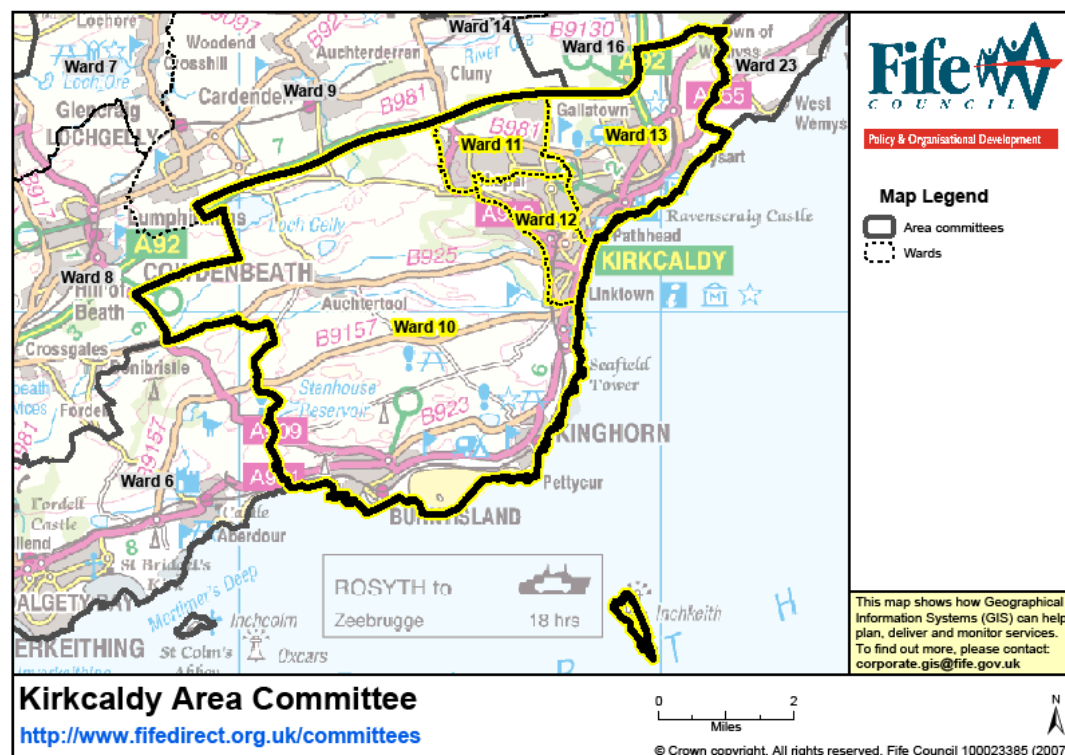
## INTRODUCTION

Economic profiles for the seven area committee areas in Fife were produced in 2011.

These are designed to assist with understanding of the key economic issues, challenges and opportunities within the area as a starting point and building block to develop a portfolio of economic development interventions. The profile is also intended to assist with policy design and inform business decisions.

The profile pulls together a wide range of economic information and statistics, all of which are publically available. These indicators are inter-linked and play a part in the overall health and performance of the Kirkcaldy economy. The linkages and relative performance of the various indicators are also explained.

## KIRKCALDY AREA COMMITTEE BOUNDARY MAP



The Kirkcaldy area is made up of four multi-member wards (Wards 10, 11, 12 and 13), and includes the towns of Kinghorn, Burntisland and Auchtertool.

## ECONOMIC BACKGROUND

### Kirkcaldy

- Early industries associated with Kirkcaldy include nail making, salt panning, coal mining and textiles. During the late 19th century, the main industries in the town were flax spinning and linen weaving. In 1847 the town became a prosperous centre of linoleum and floor coverings which are still manufactured in the town to this day.
- The town has three industrial estates – Mitchelston, Hayfield, Randolph in addition to the John Smith Business Park at Chapel.
- The Kirkcaldy Technical College first opened in 1929, and in 2003 became Fife College of Further and Higher Education following a £12.5 million redevelopment. In 2005 Adam Smith College was created following the merger of Fife College and Glenrothes College. One of the college's two main campuses, St Brycedale campus and the smaller Priory Campus, are based in the town.
- Victoria Hospital, one of two main hospitals in Fife, opened its doors in 1967. In 2009 construction of a new £170 million extension to Victoria hospital commenced. The new wing which opened towards the end of 2011 provides services that were previously provided across three hospitals in Fife, including Forth Park, the maternity hospital which has now closed.
- The first phase of the John Smith Business Park (JSBP), Cluny Court, was completed and purchased by MGt in 1997. Significant investment followed including the completion of a £3.5 million high specification office development in 2005, completion of all infrastructure work, and the opening of the Evans Business Centre in 2010. Serviced land within the business park is being marketed for future development for a variety of uses.
- MGt is Fife's largest private sector employer, employing over 1,000 people.
- The Business Improvement District (BID) company Kirkcaldy 4 All was established in Kirkcaldy in 2010. This is the second BID in Fife following the creation of Dunfermline Delivers in 2009.

### Kinghorn

- Kinghorn is a seaside resort with two beaches, Kinghorn Beach and Pettycur Bay. The Pettycur Bay Holiday Park with its uninterrupted views across the Firth-of-Forth is a popular holiday park for caravan holidays.

### Burntisland

- Burntisland developed as a sea port and ship building became an important industry in the town, with the Burntisland Shipbuilding Company founded in 1918. The shipyard closed in 1969 and was bought by Burntisland Fabrications (BiFab) in 2001, for the fabrication of major structures for the oil and gas industry.

## DEMOGRAPHICS

### Population and Socio-Economic Classification

- Since 2006 the population of Kirkcaldy has increased from 57,805 to reach an estimated 59,594 in 2010, a rise of almost 2,500 (4.3%)

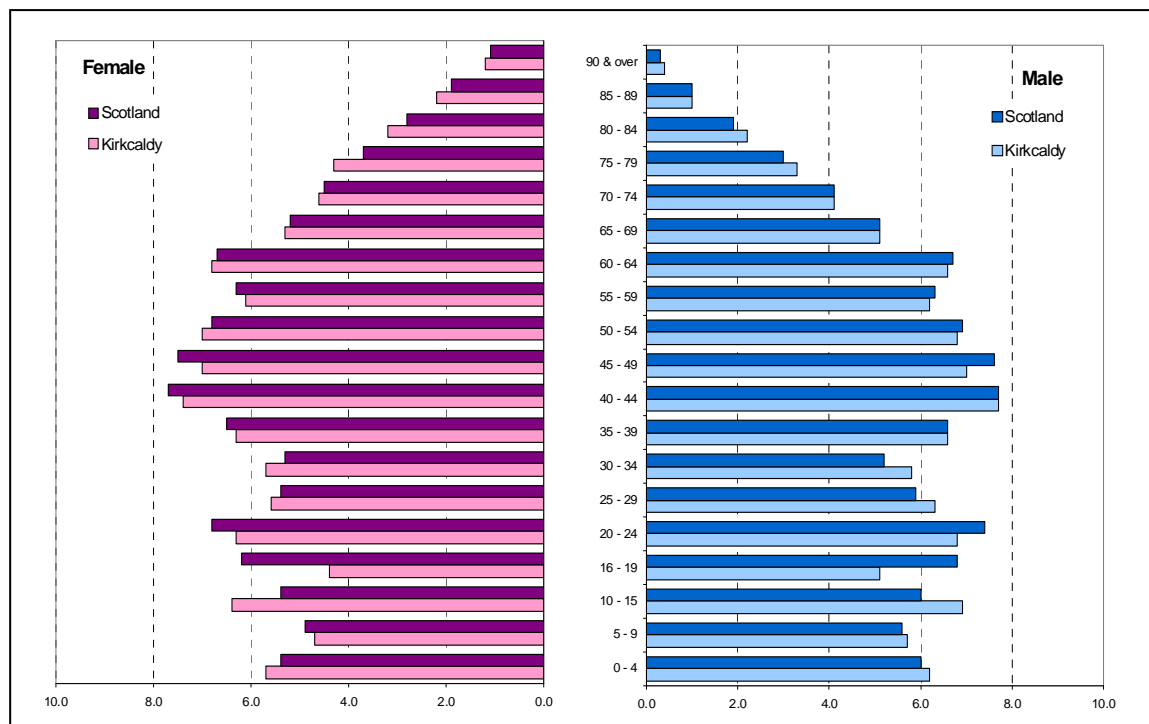
**Table 1: Estimated Population of Kirkcaldy Area Committee, 2005-2010**

Year	Mid-year Population Estimate
2005	57,098
2006	57,805
2007	58,257
2008	58,679
2009	59,119
2010	59,594

Source: General Register Office for Scotland

- The 2010 population for Fife was 365,020. Fife makes up 7% of Scotland's total population.
- The Kirkcaldy Area population was 16.3% of Fife's total population.
- In 2010 the male population in Kirkcaldy was 28,698, or 48.2% of the total area's population. The female population makes up 51.8% of total area's population, at 30,896.

**Figure 1: 2010 Male and Female Population Shown by 5-Year Cohorts**



Source: General Register Office for Scotland

- The percentage of the population aged 16-64 in Kirkcaldy is 63.6% which is less than the Fife average of 64.6%
- The percentage of the population who are pensioners in Kirkcaldy is the 3<sup>rd</sup> highest in Fife at 18.7%, higher than the Fife average of 17.6%

There were 28,996 households (17.2% of Fife's total) in the Kirkcaldy Area in 2011. Of which:-

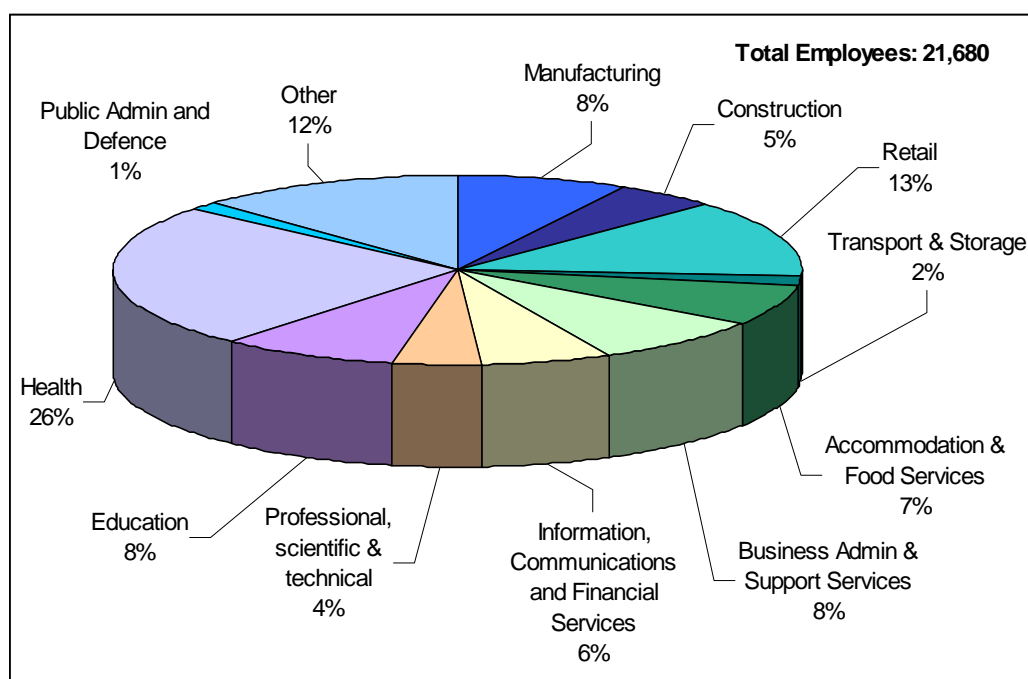
- 19,444 (66.9%) of households were owner occupied.
- 6,779 (23.3%) were rented from Fife Council which is the 3<sup>rd</sup> highest rate behind Cowdenbeath (30%) and Leven (23.6%)
- 1,114 (3.8%) were rented from other social landlords.
- 1,420 (4.9%) were rented from a private landlord; and
- 239 (0.8%) were classed as second homes.

## LABOUR FORCE

- The working age population of the Kirkcaldy area in 2010 was 37,838 which represents 63.5% of total population.
- During 2010 there was an average of 4,871 benefit claimants. Benefit claimants make up 12.7% of the total working age population, against a Fife average of 16.7%.

## Employment by Sector

**Figure 2: Employment in the Kirkcaldy Area shown by Sector during 2009**



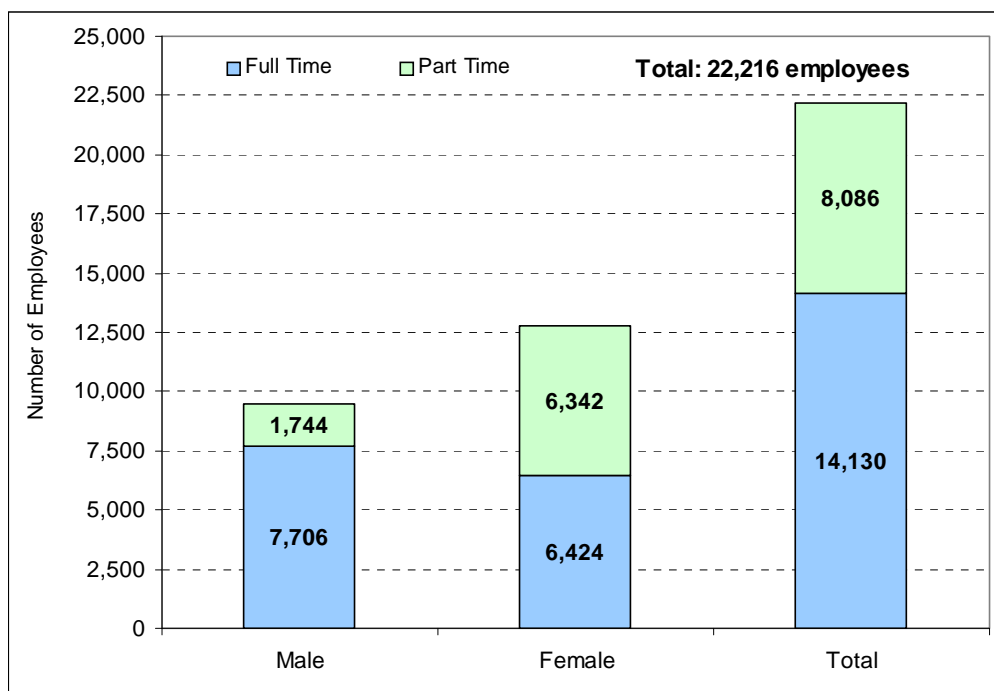
Source: Annual Business Inquiry, Nomis

- The Health sector is the largest employment sector in area accounting for over a quarter of the total jobs in the area.
- Retail is the next largest sector accounting for 13% of all employees in the area.
- The public sector accounts for 34% of total employment in the area compared to 28% in Dunfermline and 40% in Levenmouth.

## Employment by Status

- In 2008 81.5% of all male employees in the Kirkcaldy area were employed full-time.
- Just 6,424 of all female employees (50.3%) in the Kirkcaldy area worked full-time.
- Including both full-time and part-time jobs, there were more jobs occupied by women (57.5%) than men (42.5%) in the area.

**Figure 3: Full-time and Part-time Employment in the Kirkcaldy Area, 2008**

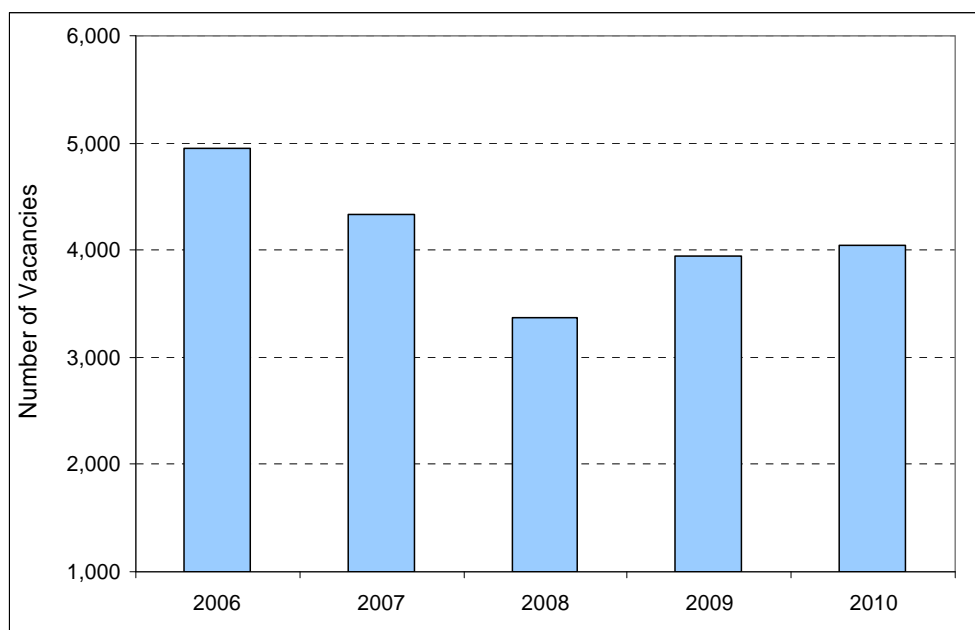


Source: Annual Business Inquiry, Nomis

## Jobcentre Vacancies

- Through the Department for Work and Pensions 4,039 vacancies were advertised at Kirkcaldy jobcentre during 2010.
- This is 98 vacancies higher than in 2009, but has not recovered to the levels seen before the recession.

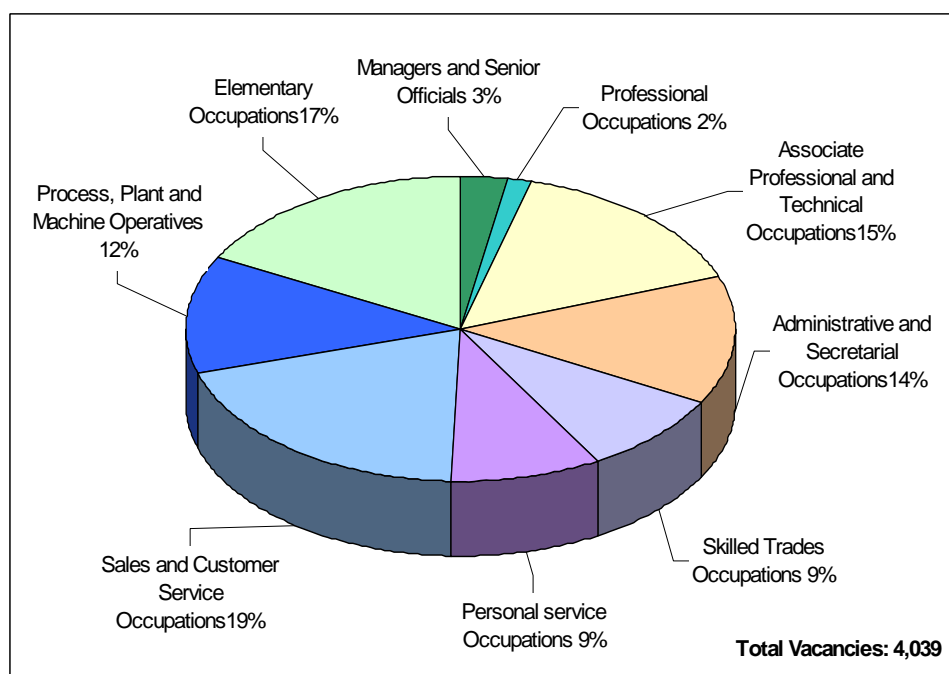
**Figure 4: Vacancies Received in Kirkcaldy Area, 2006 - 2010**



Source: Vacancies Dataset, Nomis

- In 2010, Sales and Customer Service Occupations accounted for almost a fifth (19%) of total Jobcentre vacancies in the Kirkcaldy Area.
- Managers and Senior Officials accounted for 3% of the area total equalling the Fife average.

**Figure 5: Jobcentre Vacancies in the Kirkcaldy Area during 2010 by Occupation**



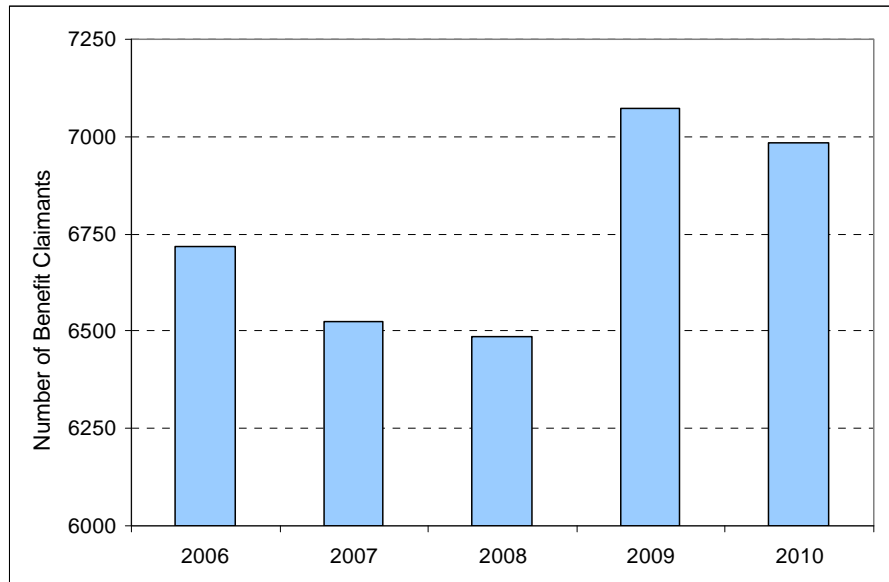
Source: Vacancies Dataset, Nomis



## Benefit Claimants

- During 2010, there were a total of almost 7,000 benefit claimants in the area. This is about 90 less than in 2009 but is 500 more than the pre-recession average for 2008.

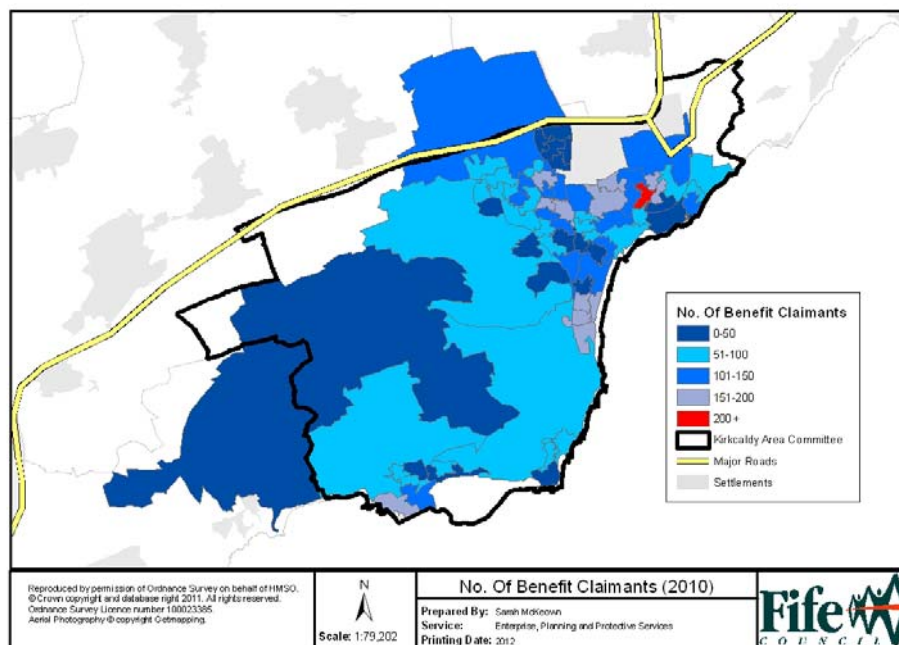
**Figure 6: Average Number of Benefit Claimants in the Kirkcaldy Area 2006 - 2010**



Source: Claimant Count Dataset, Nomis

The distribution of benefit claimants in the Kirkcaldy area is illustrated in the map below.

**Map 1: Location of Benefit Claimants in the Kirkcaldy Area, 2010**



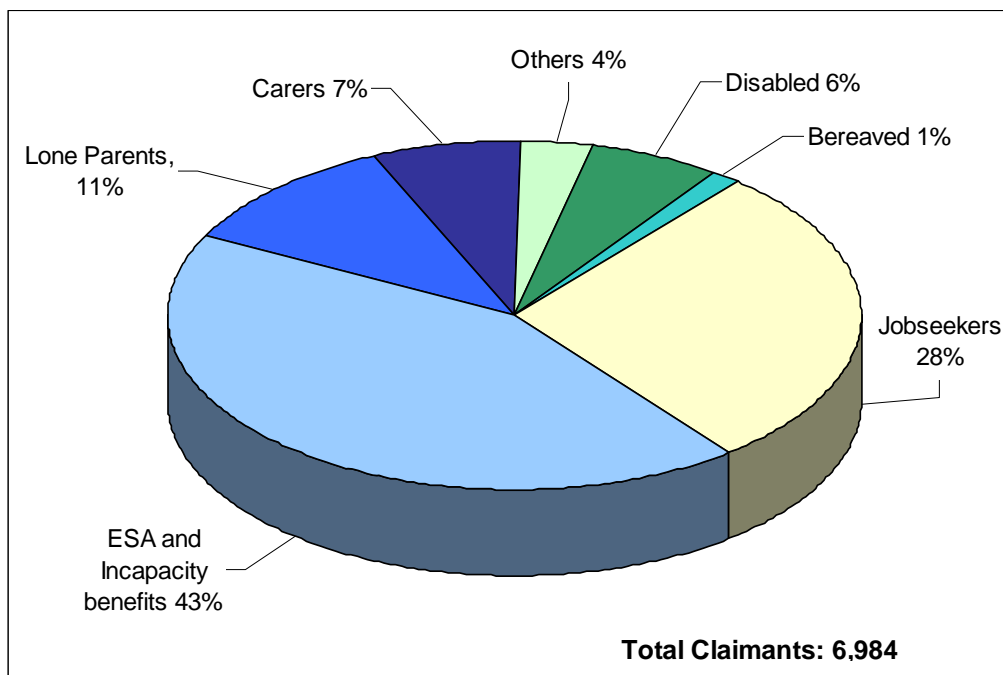
Source: Claimant Count Dataset, Nomis

- Based on the assumption that low income is a factor of deprivation, and that benefit claimants have a relatively low income, then the map indicates where there are severe pockets of income deprivation.

## Claimants by Benefit Type

- Employment Support Allowance (ESA) & Incapacity Benefit claimants accounted for 43.1% of total claimants during 2010.

**Figure 7: Type of Benefit Claimants in the Kirkcaldy Area in 2010**

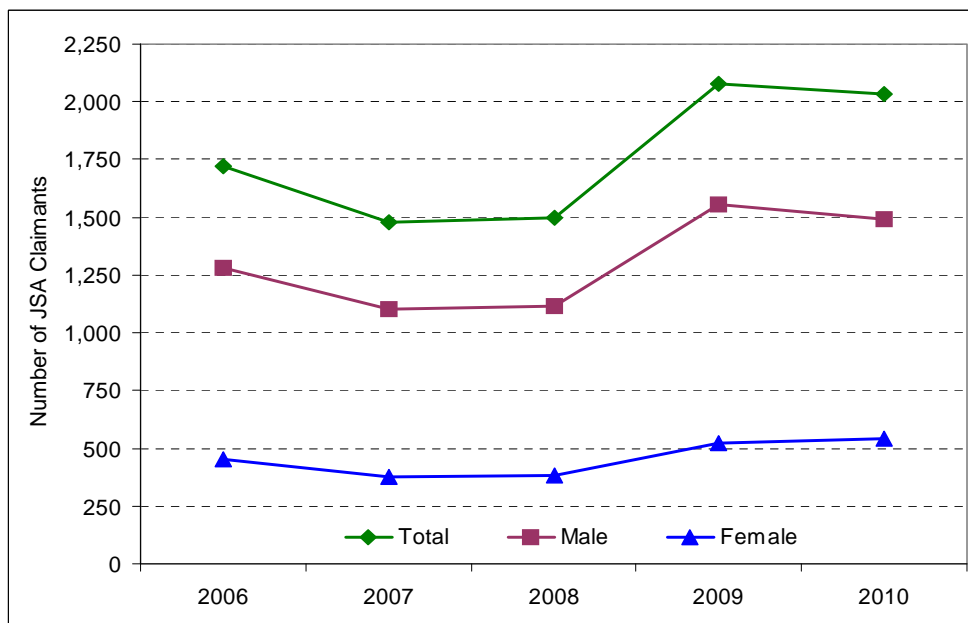


Source: Department for Work and Pensions, Nomis

## Jobseekers Allowance

- The number of people claiming Jobseekers Allowance (JSA) rose sharply during the recession of late 2008 and early 2009. The number of JSA claimants rose at a lower rate during 2010 reaching an average of around 2,000.

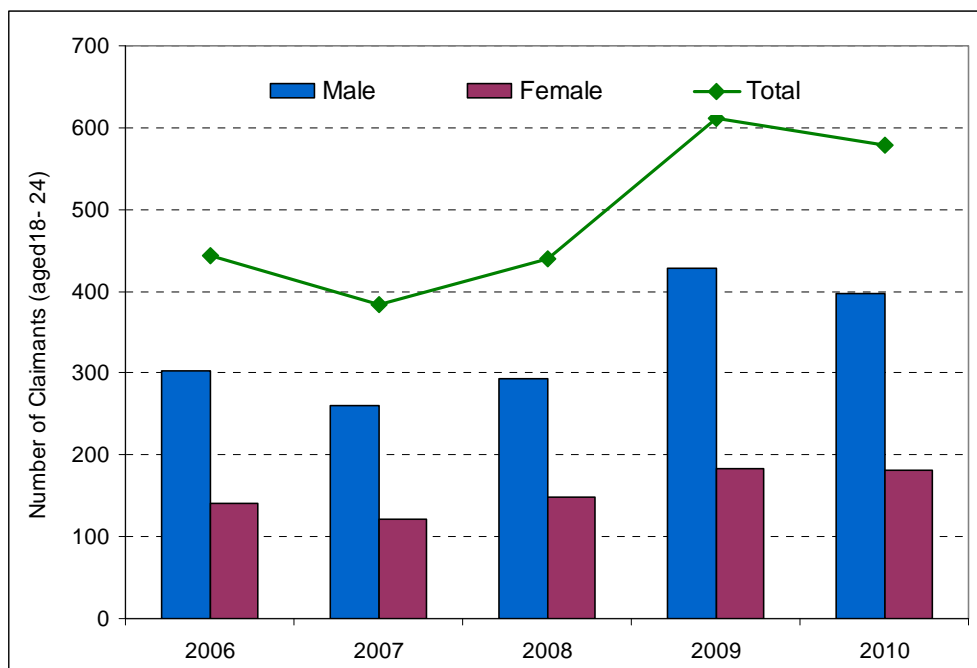
**Figure 8: Number of JSA Claimants in the Kirkcaldy Area, 2006 - 2010**



Source: Claimant Count Dataset, Nomis

- The total number of JSA Claimants aged 24 and under rose by 31.5% since 2008.
- There are almost three times as many males claiming JSA than there are female claimants.

**Figure 9: JSA Claimants Aged 24 and Under in the Kirkcaldy Area, 2006 - 2010**



Source: Claimant Count Dataset, Nomis

## SKILLS

### Educational Attainment

- Educational attainment refers to the national qualifications attainment by secondary school pupils from their 4<sup>th</sup> year (S4) onwards. In terms of S4 educational attainment all four Local Authority schools in the Kirkcaldy area out-performed the Fife and Scottish average during 2009/10.
- The Scottish Qualifications Credit Framework (SCQF) contains 12 levels ranging from Access at SCQF level 1, up to Doctorate at level 12. SCQF Level 3 refers to the national qualifications taken over two years of study (in S3 and S4) with exams at the end of S4.

**Table 2: Proportion of S4 Pupils Attaining SCQF Level 3 or Above**

	<b>Total S4 Pupils in 2009/10</b>	<b>S4 year group achieving five or more awards at SCQF Level 3 or above (%)</b>
Balwearie HS	277	93
Kirkcaldy HS	222	98
St Andrews RC HS	142	94
Viewforth HS	62	97
Fife		92
Scotland		92

Source: Scottish Schools online

### School Leaver Destinations

- The destination of S4-S6 school leavers from publicly funded schools in the Kirkcaldy area, represented by the proportions going into full-time higher or further education, training, employment, or unemployed is illustrated in the table below.
- Over 700 pupils in the Kirkcaldy Area left school during 2009/10, with the post-school destinations outlined below.

**Table 3: Destination of School Leavers during 2009/10**

	<b>Balwearie</b>	<b>Kirkcaldy</b>	<b>St Andrews</b>	<b>Viewforth</b>	<b>Total</b>	<b>Fife</b>	<b>Scotland</b>
Total Pupils	1,693	1,135	760	379	3,967		
Leavers in 2009/10	308	223	124	57	712		
<b>School Leaver Destination (%)</b>							
Higher Education	43	25	27	23	30	33	36
Further Education	35	41	39	39	38	37	27
Training	2	5	5	7	5	4	5
Employment	11	12	12	11	12	12	19
Unemployment	9	15	14	22	15	13	12

Source: Scottish Schools Online

- The Kirkcaldy area has a lower share of pupils entering higher education post-school compared with the Fife and Scottish averages.
- Kirkcaldy leavers are more likely to enter further education or training than school leavers in other areas of Fife and Scotland.

- The proportion of Kirkcaldy school leavers moving straight into employment is equal to the Fife average, whilst the risk of unemployment is higher than average.

## EARNINGS

- Earnings data is not available at an area committee level. However, a study undertaken by Herriot-Watt University in 2004 estimated that the average gross weekly household income in Kirkcaldy in 2004 was £421, which was 7.5% lower than the £455 Fife average.
- A below average income in an area may reflect more workless households, and relatively fewer households holding down well paid jobs.

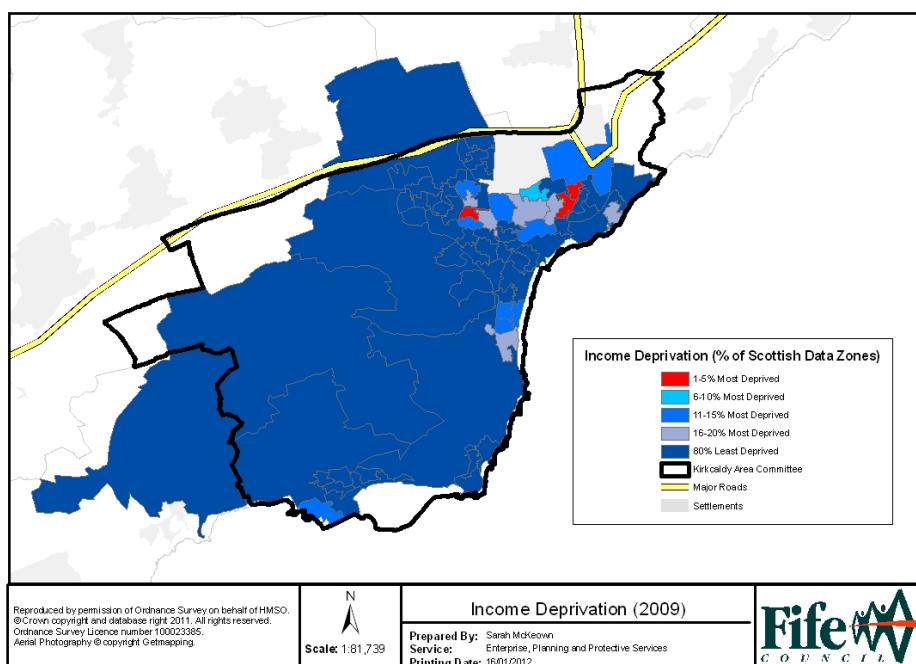
## Scottish Index of Multiple Deprivation (SIMD)

The Scottish Index of Multiple Deprivation (SIMD) is the Scottish Government's official tool for identifying small area concentrations of multiple deprivation across Scotland. Datazones are a population-based geography with an average of 750 people living in each datazone.

- There are 6,505 datazones across the whole of Scotland and 453 of these datazones are in Fife. The Kirkcaldy area has a total of 74 datazones, which is 16.3% of the Fife total.
- In the latest (2009) SIMD report, 31 datazones of the 74 datazones in the Kirkcaldy Area were classified as being in the top half of Scotland, with 13 of them classed within the 20% least deprived.
- 19 of the Kirkcaldy datazones were ranked in the most deprived 20% of Scottish datazones. Furthermore a total of 3 datazones in the area were ranked in the most deprived 5% of Scottish datazones.
- Since the SIMD report in 2004, 50 datazones within the area have improved their overall rank whilst 24 have slipped down the ranking table.



**Map 2: Deprivation in the Kirkcaldy Area during 2009**



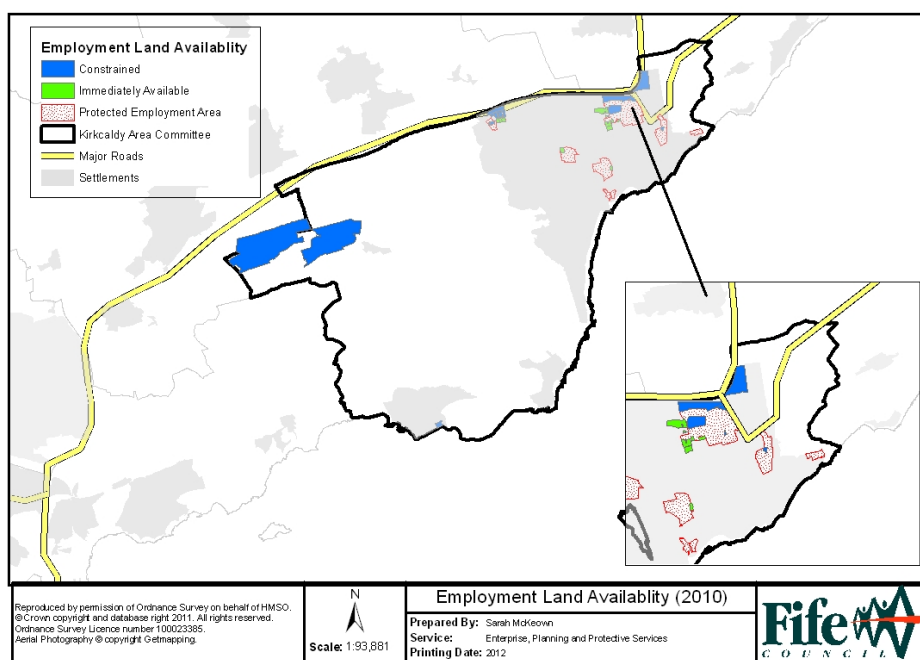
Source: Scottish Index of Multiple Deprivation, 2009

## LAND AND PREMISES

### Employment Land Availability

- There are 26 employment land sites in total comprising 350.7 ha.
- The majority of employment land is available at the John Smith Business Park and Mossmorran, which is in the Kirkcaldy and Cowdenbeath area committee boundary.
- Most of the land is classified as constrained, which means some investment and site preparation need to be undertaken before making the land suitable for employment purposes.
- Eight sites (275.8 ha) are 'constrained' sites, and one site (15.2ha) is 'immediately available'.

### Map 3: Employment Land Availability in the Kirkcaldy Area during 2010



Source: Employment Land Audit 2010

**Table 4: Employment Land Take Up in Kirkcaldy Area 2009-2010**

Year	Take Up (ha)	Where
2009	1.22 ha	Mitchelston Industrial Estate
2010	0.95 ha	Dunnikier Business Park and Randolph Court

Source: Employment Land Audit 2009/2010

## Businesses

The largest private sector employer in the Kirkcaldy area is MGt. The customer contact centre, which has its HQ at the John Smith Business Park has been based in Kirkcaldy since 1997. Approximately 1,000 people are employed by MGt.

Manufacturing also remains a significant employer in the Kirkcaldy area. As shown in the following table seven of the largest ten employers in the area are manufacturing businesses.

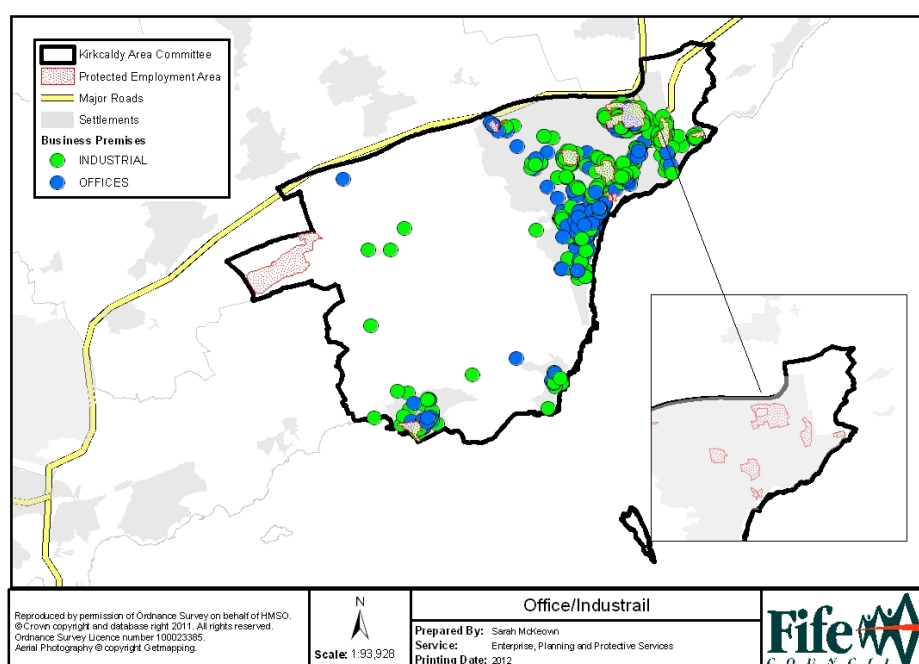
**Table 5: Largest Employers in the Kirkcaldy Area as at September 2011**

Organisation / Company	Busines Type	Location
Adam Smith College	Education	Kirkcaldy
Asda	Retail	Kirkcaldy
ESA MascIntosh Ltd	School Furniture	Kirkcaldy
Forbo-Flooring	Floor coverings	Kirkcaldy
Key-Tech (Scotland) Ltd	Electronic manufacturer	Kirkcaldy
Kingdom Bakers	Food	Kirkcaldy
MGt	Contact management Centre	Kirkcaldy
QAS Copak Ltd	Assembly and Packing Services	Kirkcaldy
Ramage Distribution	Logistics	Kirkcaldy
R Hutchison Ltd	Food	Kirkcaldy
New Wave Laundries	Supplier of Linen, towel products	Kirkcaldy
Sainsburys	Retail	Kirkcaldy
Tesco	Retail	Kirkcaldy

Source: Enterprise, Planning and Protective Services

- In total there are 422 office and 568 industrial premises in the area, of which 760 (or 77%) were occupied as at 1 April 2010.
- The majority of industrial and office premises are located within settlement areas.
- There are 9 protected employment land areas as defined by the Mid Fife Local Plan.

**Map 4: Location of Business Premises in the Kirkcaldy Area during 2010**



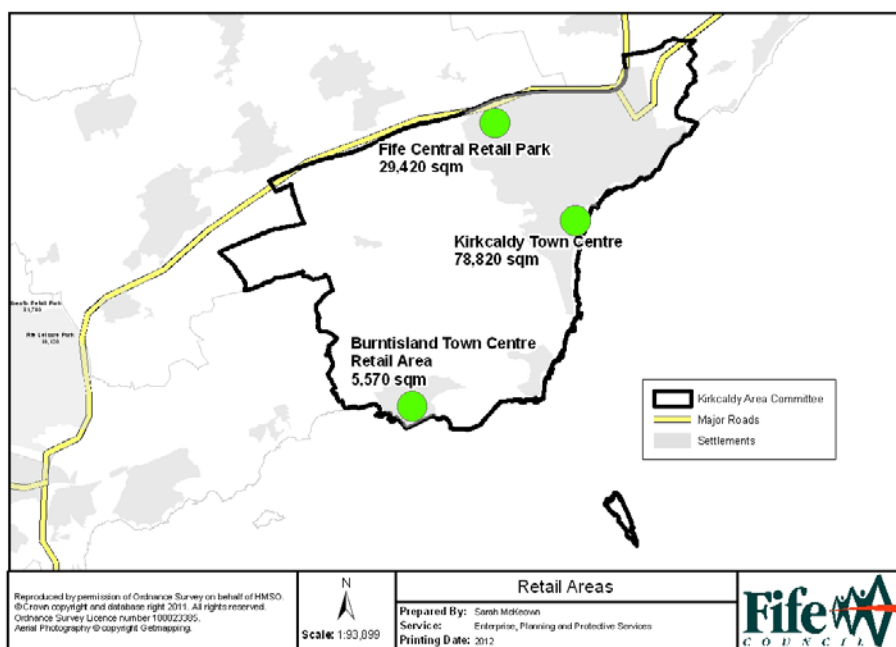
Source: Assessors data 2010, Kirkcaldy and Mid Fife Local Plan

## Retail

One way of gauging the economic prosperity of an area is the volume and types of retailers located there, as investors tend to locate in areas where demand for their goods will be strong. Factors affecting a retailer's decision to invest in an area include the age structure and the socio-economic profile of an area.

- The three largest retail areas in the Kirkcaldy area are - Kirkcaldy Town Centre, Fife Central Retail Park and Burntisland High Street., with a combined retail floorspace of 113,810 sq.m.
- Kirkcaldy is the largest town centre in Fife with 78,820 sq.m of floorspace followed by Dunfermline town centre with 72,270 sq.m.

**Map 5: Main Retail Areas and Floorspace in the Kirkcaldy Area during 2010**



Source: Goad, Experian (April 2010)

**Table 6: Kirkcaldy Town Centre Retail Floorspace and Vacancy Rates during 2010**

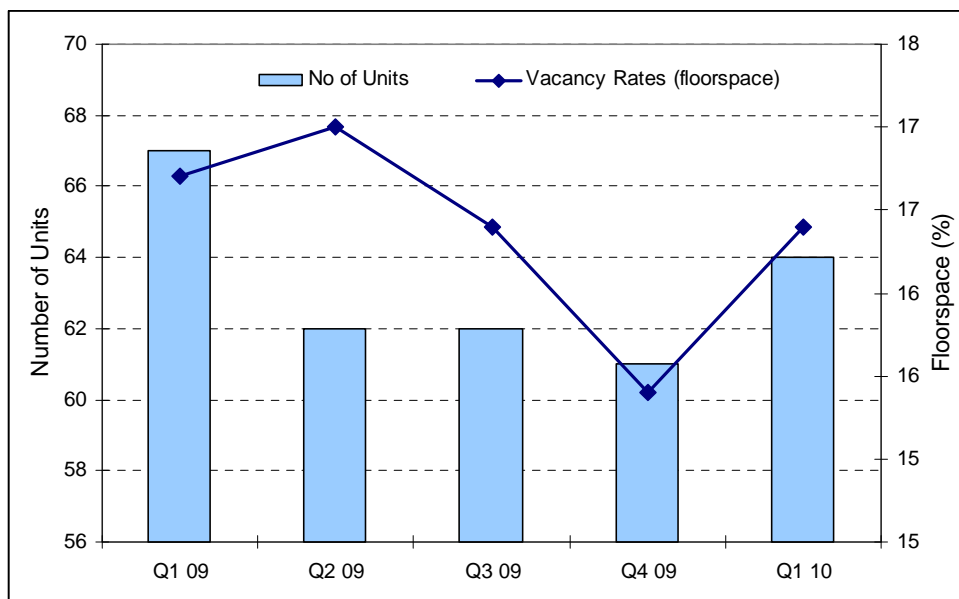
Retail type	Floorspace	Floorspace
	(Sq m)	(%)
Comparison	42,620	54.1
Services	7,680	9.7
Convenience	3,170	4.0
Food and Drink	6,650	8.4
Supermarkets	5,800	7.4
Vacant	12,900	16.4
Total	78,820	100.0

Source: Goad, Experian (April 2010)

- Comparison goods account for the largest share of floorspace in Kirkcaldy town centre at 54%.

- Services and Convenience combined account for around 13.7% of all retail floorspace.

**Figure 10: Retail Vacancy Rates in Kirkcaldy Town Centre Q1 '09 – Q1 '10**

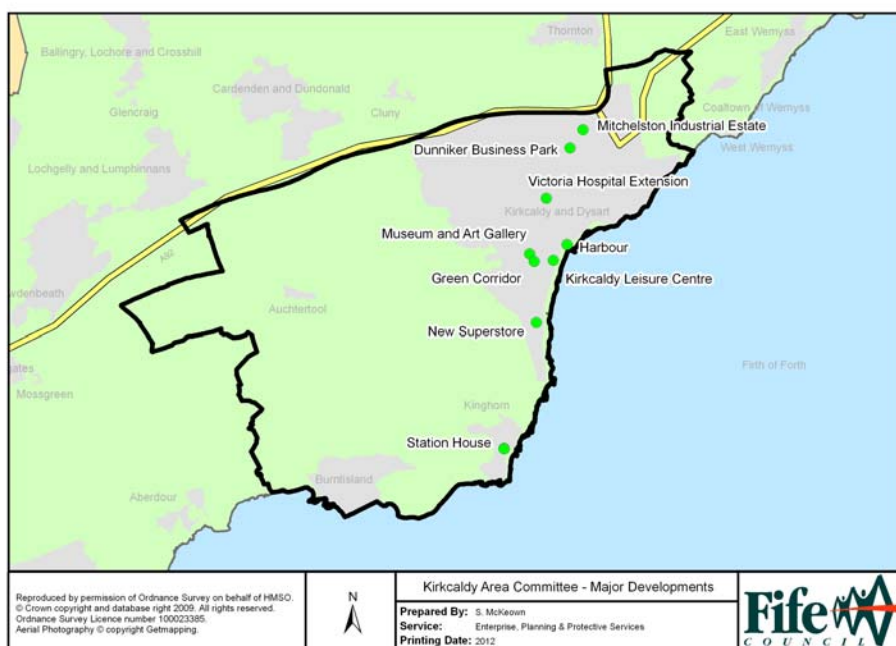


Source: Goad, Experian

- The vacancy rate in Kirkcaldy town centre in Quarter 1 2010 was 16.4% (64 units). It has remained between 15.4% - 16.7% between Quarter 1 2009 and Quarter 1 2010.
- This is the highest vacancy rate of the town centres with Dunfermline at 13.3%, Glenrothes 14.2% and St Andrews 4.7%.

## Major Investments in the Kirkcaldy Area

**Map 6: Geographic Location of Major Business Investment and Key Developments**



Source: Enterprise, Planning and Protective Services



- £1.3 million restoration and conversion of Station House in Burntisland by Historic Scotland to a Business Centre was completed in autumn 2011. Plans for a second phase are well advanced which will see the restoration and conversion of the original platform building to create 4 business units for rent.
- Planning permission in principle was granted for the development of a new £25 million Morrisons superstore in Kirkcaldy on the former B&Q warehouse at Inverteil. This development is expected to create 330 jobs and could be delivered as early as 2012.
- Work has started on the new £15.3 million Kirkcaldy leisure centre on the Tolbooth Street car park. The new centre will offer a 25m by 6m swimming pool with a viewing area for over 90 people, in addition to a 16.6m by 8m training pool with movable wetside change area, and an adjoining health suite. New dryside facilities will include a 4 badminton court sports hall, a purpose built aerobics room, play centre, gym with 60 stations and café.
- Kirkcaldy's Victoria Hospital opened in December 2011. This £170 million development will see the closure of maternity services at Forth Park and a move of A&E services to the new wing.
- Work has started on the £2.4 million refurbishment of the Kirkcaldy Museum and Art Gallery, which will include a new café overlooking the memorial gardens.
- Kirkcaldy harbour reopened in summer 2011 to commercial ships for the first time in 20 years. The project was a partnership between Forth Ports and Miller Carr's Flour Hutchisons with the support of a freight facilities grant from Transport Scotland. The shift from truck to sea will remove over 250,000 lorry miles each year from Scotland's roads and around 4,000 truck loads for the centre of Kirkcaldy town.
- The newly build industrial/commercial units at Dunnikier Business Park and Mitchelston Industrial estate have been sold. The purchasers of the 1,070 sq ft units include McGill Motor Sport, A&C Audio Visual and the developers, Jagdis Properties. Planning permission was granted in September 2011 for a new office unit at Dunnikier Park.
- A green corridor in Kirkcaldy has been created from Kirkcaldy High Street to the town's bus and railway stations. The Scottish Government encourages this reallocation of road space to encourage more sustainable modes of travel such as walking, cycling and public transport, and this is the first main scheme of this kind in Kirkcaldy
- The Beveridge Park in Kirkcaldy has been awarded Green Flag status. Green Flag is a national standard for parks and green spaces in the UK, and the Beveridge Park is the only park in Fife to receive the award.

## TOURISM

### Visitor Numbers and Expenditure

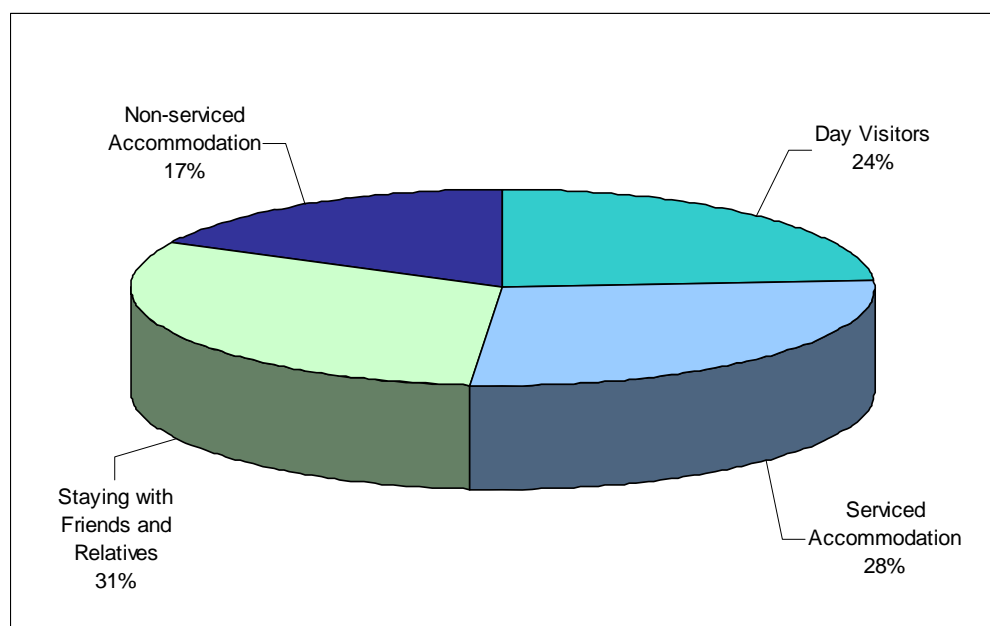
- The Scottish Tourism Economic Activity Monitor (STEAM) is a statistical model which measures the economic impact of tourism at local levels.

- Tourism data for Fife is broken down into four sub-areas - St Andrews, North-East Fife, Kirkcaldy and Dunfermline. Kirkcaldy covers Kirkcaldy and central Fife and includes the postcodes KY1, KY2, KY3, KY6, KY7 and KY8. It is not possible to breakdown the tourism figures for the Kirkcaldy area committee geography.
- In 2010 the Kirkcaldy area recorded 1.72 million tourist days and 704,910 visitors.
- Total tourism expenditure in the Kirkcaldy area in 2010 was £58.83 million. This gives an average daily spend of £34.40 per tourist day.
- Around 1,347 full-time equivalents were employed in tourism-related jobs in 2010 in the Kirkcaldy and central Fife area, with approximately one-third of these in Kirkcaldy.

## The Economic Impact of Tourism

Kirkcaldy contributes £58.83 million annually to tourism in Fife. This represents 21.5% of the Fife total. The revenue generated by tourist categories in Kirkcaldy for 2010 are summarised in Figure 11.

**Figure 11: Revenue by Tourist Categories in 2010**



Source: STEAM 2010

- During 2010 the staying with friends and relatives category provided the highest proportion of economic impact at 31% of total expenditure.
- In terms of seasonality July and August are the peak months across all categories of visitors.

## Accommodation

- Within the Kirkcaldy committee area there are a good mix of visitor accommodation including hotels, B&Bs, camping and caravanning accommodation.

- The Kirkcaldy area has around 30 hotels and B&Bs providing over 500 bedspaces. This is 11% of all visitor bedspace in Fife.
- Camping and caravan accommodation provides an additional 600 units and / or pitches.

## **Main Visitor Attractions**

### **Outdoor Activities**

- Cluny Clays outdoor activity centre includes golf, shooting, clay pigeon shooting, archery and children's play area.
- The Beveridge Park has formal gardens, children's play facilities, sporting facilities and a boating pond. Ravenscraig Park boasts woodland walks connecting to the Fife Coastal Path network, an extensive play area and a two-green bowling facility.
- Raith Rovers Football Club is located at Starks Park, Kirkcaldy.
- Europe's longest running street fair, the Links Market, visits Kirkcaldy on an annual basis for 6 days in the run-up to the Easter holidays.
- Several golf courses including Kirkcaldy Golf Club, Dunnikier Golf Club, Kinghorn Municipal Golf Course, Burntisland House Golf Club and Burntisland Golf Club.
- Coastal walks along the Fife Coastal Path, with the stretch from Burntisland to West Wemyss within the Kirkcaldy committee area.

### **Historic Buildings & Heritage**

- The 16<sup>th</sup> century Merchant's House in Kirkcaldy restored and re-opened in 2005.
- The 17<sup>th</sup> century Harbourmaster's House which overlooks Dysart Harbour.
- Kirkcaldy Museum and Art Gallery houses a collection of fine and decorative arts of local and national importance, and an award winning permanent local history display.
- Ravenscraig Castle, a ruined castle dating back to 1460. Managed by Historic Scotland the small castle is an early example of artillery defence in Scotland.
- St Serf's Tower and Church in Dysart. The church remains date from the early 16th century. The tower which has over 100 steps to reach the top is open to the public on Doors Open Day.

### **Contemporary Visitor Attractions**

- The Adam Smith Theatre, which opened in 1899 as a memorial to Adam Smith, provides a wide and diverse programme of entertainment.
- Kartstart is one of the longest indoor karting circuits in Scotland.
- The Fife Ice Arena is home to the Fife Flyers – the UK's oldest established hockey team. The venue is also used for public skating and a range of visiting events.
- Kirkcaldy Swimming Pool and the Beacon Leisure Centre in Burntisland.

## LONG-TERM REGENERATION POTENTIAL

### Kirkcaldy

- Kirkcaldy 4 All (the Kirkcaldy Business Improvement District) undertakes activities to enhance Kirkcaldy town centre as a place where people want to work, shop and spend their leisure time. Funded by over 450 local businesses (and subsequent levered funding) campaigns and initiatives are mapped out throughout the year, against the four key themes of area promotion, safe and welcoming, clean and attractive, and facilitation.
- Employment at the John Smith Business Park (JSBP) is around 1,000, and further development of the site is ongoing. Recent developments include £6.2 million invested in infrastructure, including a sustainable urban drainage system and mains supplies of gas, electricity and telecoms. The Evans Business Centre, which offers fully serviced and furnished office space, has now opened and is the office of Stagecoach East Scotland. Fife Council is marketing serviced land within JSBP for future development of high quality office accommodation and ancillary uses.
- Six business-led Local Tourist Associations (LTAs) were established across Fife in 2010, to support the tourism industry at a local level. Current activities of the Mid Fife and Kirkcaldy Local Tourist Association include the production and distribution of a local visitor guide to sell the area to visitors. The guide is intended to encourage people to visit the area for longer, and to increase the value of visitor spend in the local area.

## FURTHER INFORMATION

Further information is available from [www.fifedirect.org.uk](http://www.fifedirect.org.uk)

Comments on this publication are welcomed and should be directed to the authors:

Graeme Ferguson ([graeme.ferguson@fife.gov.uk](mailto:graeme.ferguson@fife.gov.uk))

Margaret Galbraith ([margaret.galbraith@fife.gov.uk](mailto:margaret.galbraith@fife.gov.uk))

Sarah McKeown ([sarah.mckeown@fife.gov.uk](mailto:sarah.mckeown@fife.gov.uk))

Date of Publication: December 2011