



TENDER BRIEF

The East Neuk Community Action Plan

Introduction

The East Neuk Community Action Plan [ENCAP] is intended to be a basis for long term community planning. It seeks to marry the input from today's East Neuk & Landward communities with the experience of professional practitioners to deliver a 50-80 year vision for the area with a view to assuring the long term continued success of the East Neuk of Fife as an exceptional place to live, visit and work. The over-riding objective will be in "Keeping East Neuk Communities Vibrant"

To this end, the proposal is to develop a toolbox or template for a series of settlement-level elements which can then come together to form a Rural Community Action Plan for the East Neuk & Landward. These will set the strategic economic and planning context for developing a sustainable community with a vibrant local economy through:

Revitalising the local economy by creating local jobs through maximising economic opportunities from key sectors eg. in renewables and tourism and agri-food industries

- Developing more business activities in the rural environment
- Addressing the area's housing needs, including affordable housing
- Fostering a strong sense of local identity and social cohesion amongst the communities within the East Neuk
- Achieving a long-term and sustainable balance between competing needs and priorities

The action plan will therefore look beyond land use considerations to encompass economic, social and environmental opportunities and challenges to assist the revitalisation of the East Neuk as a whole and bring benefits to the wider Fife economy.

The Fife Economic Strategy 2009-2020 has as its key themes - More Dynamic Businesses; Extended Employment and Skills Opportunities; A Modern Business Infrastructure; Improved Knowledge and Research Base; Business and Employment Growth in Key Sectors; and Stronger Communities Through Regeneration. The development of a Rural Action Plan for the East Neuk that provides an integrated approach for economic, social, and environmental measures has the ability to make a significant contribution to the outcomes of all the strategic themes, benefitting

both the local economy and the wider Fife economy as a whole.

This paper:

- explains the background to the study;
- provides an outline of expected content;
- sets out the information required from those bidding for the work;
- explains the process for selection and the selection criteria.

Background

In 2010 a group of long-term landowners in the East Neuk approached Fife Council with a view to exploring the benefits of a very long-term approach to planning in the East Neuk and recognition that Fife Council's priorities are often swayed by the very real needs of Fife's urban (and primarily west-Fife) ex-coalmining areas.

A study by Foundation Scotland, commissioned by members of the East Neuk Estates group in 2009, highlighted potentially serious threats to what, on the face of it, appeared to be a successful and wealthy area. In particular, the shifts in the economy away from agriculture and fishing, towards tourism, coupled with the steep rise in house prices was making the area inaccessible to current generations of long term East Neuk & Landward residents. On top of this, commercial premises in the East Neuk villages were increasingly being converted to high-value residential property threatening to turn these villages into dormitory and retirement settlements.

The study identified some of the challenges of the area in terms of demographic change, enterprise and employment opportunities and lack of affordable housing. These and other issues relating to environmental considerations and accessibility also need to be considered as part of a longer term action plan to address the challenges.

Both Fife Council and the East Neuk Estates group recognized that it was key that any plan should be community-derived. A Steering Group was established with representatives of a number of community stakeholders, including the Forum of the East Neuk and Landward Community Councils [*The East Neuk Forum*]. The Steering Group also brings to the project expertise in a number of fields. Details on the members of the Steering Group can be found at www.encap.info.

In December 2012 the Steering Group's application for funding from LEADER was successful.

An application to Fife Council for matched funding was also successful so the group now has up to £19,000 at its disposal to fund the work outlined in this brief. The Steering Group is to use these funds to pay for professional help in developing a toolbox for ENCAP. This *toolbox* will be made available to individual settlements to help them develop their piece of the ENCAP jigsaw.

The content of the study

The research & consultancy should cover three main areas (NB these areas overlap to some extent, this should be borne in mind in developing a methodology for the study). It is important to remember that the purpose of the consultancy is to develop the toolbox for use by a number of settlements, rather than undertake the work on any particular settlement, or indeed develop the entire ENCAP itself.

1. Research of existing information

Fife Council, the Scottish Government and other bodies hold plenty of settlement-level data on the settlements in the East Neuk & Landward area. The toolbox should identify the relevant information and its various sources so that communities can each aggregate the data relevant to their settlement.

2. Primary research & community-led development of options

The toolbox should point to the types of primary research that should be undertaken for each piece of the ENCAP jigsaw. Where possible, examples or template forms should be drawn up so that information gathered in each sub-area of the ENCAP area can be aggregated to provide a picture of the whole on a standard basis.

Along with this hard data gathering, the toolbox should suggest models of community engagement both to ascertain community input and also to draw out expertise residing within the community which might be relevant to the preparation of a community-level ENCAP. This is particularly relevant in the ENCAP area because there is a high level of retirees who carry with them a wealth of experience from their past professional lives.

Consideration should be given to drawing out both immediate community concerns and the longer term issues most relevant to future generations in the East Neuk.

3. Develop the process for assimilating (1) & (2) into a practical Community Action Plan for the settlement

In order to develop practical and relevant community action plans in each of the communities within the ENCAP area, it will be vital to be able to bring together the hard data and the softer data into a single document which can be used to guide development of the community and its resources going forward.

We would expect those undertaking the study to make recommendations on:

- Examples of Community action Plans and other reference documents.
- A process for drawing research and community engagement to a conclusion with a view to the development of a clear and practical written plan for each area.
- the areas of process which would, in particular, benefit from further professional input and suggest the basis of any appointment for this work.

And, any other issues identified by those bidding for this work, likely to make a significant contribution to the success or otherwise of the venture.

We would also expect those undertaking the study to set out how, and to what extent, they will engage with one or more of the ENCAP communities during the preparation of this toolkit.

Community engagement - both direct and especially through existing community groups (Community Councils, Schools, and less formal groups) is key to the development and implementation of this Community Action Plan and the consultant's approach to this will therefore be important in our decision .

Budget and reporting requirements

A budget of £10k (including expenses, VAT etc) is available for this work.

It is proposed that the individual/team winning the contract will report on a regular basis to Toby Anstruther who is the Chair for the time being of the ENCAP Steering Group and be prepared to attend periodic meetings of the Steering Group for ENCAP.

Information required from bidders

Those bidding for this work are asked to submit the following information (incomplete bids are likely to be excluded from consideration):

1. A proposed methodology for completion of the study.
2. An analysis of likely key issues/challenges and how they will be addressed.
3. A timeline for the study indicating the deadline dates for deliverables.
4. A project budget indicating day rates for personnel and the number of days to be spent on different elements of the work.

5. The names of the individuals it is proposed would contribute to the work and a description of their roles.
6. Short biographies for all proposed personnel.
7. A short statement of why you are the best individual/team to undertake this study.
8. The names and contact details for two referees with an explanation of their appropriateness to comment on your suitability for this project (these should be individuals who can comment on your capacity to undertake a piece of work of this scale and complexity, your ability to meet deadlines and to formulate feasible plans).

The criteria for shortlisting bids will be as follows:

1. Demonstrable relevant skills and experience (research, community engagement, land use and community planning). Can the individual/team demonstrate that they have the skills/experience to undertake all aspects of the brief to a high standard?
2. The robustness of the methodology - Has the individual/team added to/developed/challenged the brief in a way that demonstrates an appropriate degree of rigour?
3. Does the individual and team demonstrate knowledge and understanding of the issues and challenges likely to arise in this project?
4. Does the budget proposed represent good value for money?

Selection process and timetable

1. Request for bids sent out week beginning 9th June, 2014
2. Deadline for submissions Thursday 26th June, 2014
3. Bidders informed whether they are invited for interview Tuesday, 1st July, 2104
4. Interviews from Wednesday 9th July, 2014
5. Successful bidder informed no later than Friday, 18th July, 2014
6. Briefing for the project Week beginning tbc
7. Research starts Week beginning tbc
8. Research completed - no later than 31st December, 2014



Annexes

1. Membership and roles of ENCAP Steering Group
2. Map of the East Neuk Community Action Plan Area
3. Copy of the [redacted] successful LEADER application

Members of the ENCAP Steering Group

Martin McGroarty

Email: martin.mcgroarty@fife.gov.uk

Tel: 07718 115 994

Officer of the Development Plan Team at Enterprise, Planning & Protective Services, Fife Council

Stewart Barnett

Email: stewartbarnett@fsmail.net

Tel: 07514 299412

Together with his family, Stewart runs Barnett's bakery, serving customers across the East Neuk. His son, Murray, was crowned Scotland's Young Baker of the Year in 2012 and the firm also won two other awards.

Maia Sheridan

Email: speccoll@st-andrews.ac.uk

Email: ms101@st-andrews.ac.uk

Tel: 01334-462339

Maia works at St Andrews University as the Manuscripts Archivist at the Department of Special Collections at St Andrews Library. Until 2012 and for the preceding 10 years she and her husband, the Rev Donald MacEwan, lived in the manse in St Monans. Maia is the Secretary of the East Neuk Preservation Society.

Angus Hogg

Email: arhogg@talktalk.net

Tel: 07740 844 150

Past Chairman and now Trustee, of Carnegie Dunfermline and Hero Fund Trusts, Director of Eden River Associates Ltd Business Consultants, Trustee Lauder College Educational Trust.

Angus may be represented by another Carnegie representative at some of the Steering Group meetings.

Irene Wallace

Email: irenewallace@btinternet.com

Tel: 01333 340 888

Irene has lived in the East Neuk for 30 years.

She has a Direct Marketing background and in 1989 launched a Direct Marketing business in Edinburgh which specialised in database management, fulfillment, laser printing and distribution. The company clients ranged from Edinburgh Festival, theatres, charities and publishers to local authority and government departments. For some years Irene has been involved in the community in various roles which included chairing the local Community Council. She is involved with Colinsburgh Town Hall Committee, currently Vice Chair and has experience of Local Authority Grant Applications and fundraising from exhibitions to compiling a book for sale.

From 2009 Irene led a group in our village which entered the Beautiful Fife and Beautiful Scotland campaigns. She still takes an active part. This group has assisted the Scottish Wildlife Trust Barnyards Marsh by fund raising and providing an area of boardwalk for dry access to this little reserve. Irene compiled and wrote a book called "Kilconquhar a Hidden Gem which provides information and anecdotes about bygone days and photographs of our lovely village.

Irene took part in Celebrating Fife 2010 and is a member of the Fife Cultural Consortium which embraces culture and cultural activity in its widest sense. Experience of fundraising as well as grant applications.

Dr Larry Rolland PPRIBA PPRIAS FRSE

Email: rolland@newburn.org.uk

Tel: 07788150818

I am an architect born in Leven and have lived in Largo now Newburn all my life apart from a few years in Edinburgh and London.

I am very fond of the East Neuk and its character and architecture with the rich mixture of fishing, farming, architecture and more recently music.

George Watson's College started me off, University of Dundee at DJCA and then I entered my father's practice in Leven shortly before he died and the practice flourished and spread with offices in Edinburgh, Manchester, London, Glasgow, Kyle of Lochalsh with its flagship head office in Rossend Castle in Burntisland, which we restored. Work undertaken spread from housing to conservation, public buildings very often with a flavour of new uses for old buildings and restoration. These include much housing work in the Royal Burghs of Fife, the creation of the Queen's Hall Concert hall in Edinburgh, Duff House Gallery, the re-adaptation Bank of Scotland Headquarters on the Mound, the British Golf Museum in St Andrews and the new visitor's Club House etc.

At the same time I developed a great interest in the politics of the profession and became President of the Royal Incorporation in Edinburgh and then President of the RIBA in London.

My wife is a musician and teacher of piano and our great interests in life centre on music, architecture and travel though we always return to the East Neuk.

Toby Anstruther (Chair)

Email: toby@anstruther.com

Tel: 07973558625

Toby sits on the Steering Group as a representative of the East Neuk Estates group of local landholders. While he was brought up in London and the South East, his roots within the East Neuk are deep and he now lives just outside Pittenweem. His has spent 25 years running a property business and his experience in both urban and rural property and place-making reflect an interest in the way physical property and landscape are entwined with the use of those spaces and the effect this has over time on communities.

He is a founder and past Chair of the Fife Food Network: *Food from Fife*.

The East Neuk Community Action Plan arose out of discussions between the East Neuk Estates group and Fife Council.

Helen Rorrison

Email: Helen@fifevoluntaryaction.org.uk

Tel: 01334 654080

Helen will be taking part as a representative the Fife Rural Partnership, where she is Head of Community Development. Helen also sits on the Fife LEADER LAG.

Steve Blaney

Email: steveblaney@hotmail.co.uk

Tel: 01333 330564

Steve is a representative of East Neuk Community Council Joint Forum, his background is in tourism (Kingdom Promotions, board of Kilconquhar Castle, publisher of Business & Tourism directories and past Tourist Officer for Fife). He has been involved in marketing and tourism in Fife for more than 35 years.



Reproduced by permission of Ordnance Survey on behalf of HMSO.
 © Crown copyright and database right 2009. All rights reserved.
 Ordnance Survey Licence number 100023385.
 Aerial Photography © copyright Getmapping.

N

 Scale: 1:110,828

East Neuk Community Councils

Prepared By: <Double click here to Insert username>

Service: <Double click here to Insert service>

Printing Date: <Double click here to Insert date>



3LEADER GRANT APPLICATION FORM

- Please read the form and guidance notes completely before completion
- BLOCK CAPITALS should be used throughout
- **No project should start or commit expenditure before receiving approval of grant**
- Please note that some of the information you provide (up to 3.4) will also be used to allow the Scottish Government's Rural Payments & Inspections Directorate (SGRPID) to allocate your project a unique Business Reference Number (BRN). This process will also allocate you a Location Code based on the address you provide at 2.3 below. To allow this, you must provide a map showing this address (a Google map using the postcode is fine).
- The BRN is required under EC legislation and allows SGRPID to report LEADER expenditure to the EC. Question 1.6 - **If your project involves an area of land >0.01 Hectare** (100 square metres), please contact your LAG coordinator **before** completing this form.

FOR LAG OFFICE USE ONLY

Project Reference Number		Date received	
---------------------------------	--	----------------------	--

Project Approved Yes/No		Comments	
--------------------------------	--	-----------------	--

FOR SGRPID AREA OFFICE USE ONLY

Lead Area Office	BRN No. allocated	Location Code No. allocated /	Separate Business test applied Y/N/NA:
Date received:	Admin. officer	P & T officer (if applicable)	BRN action completed on:

SECTION 1: PROJECT SUMMARY

1.1 Organisation name	the East Neuk Community Action Plan [ENCAP]		
1.2 Project title	East Neuk Community Action Plan [ENCAP] (Phase 1)		
1.3 Total cost of project	Eligible costs	% rate of grant requested	Grant requested

1.4 Project Start date	1/1/2014
1.5 Project Finish date	30/11/2014

1.6 Is this a land management project? Yes/No	No
If Yes, how many hectares will the project cover?	n/a

SECTION 2: CONTACT DETAILS

2.1 Main contact name	Toby Anstruther
Contact number	01333 311 202
Alternative contact number	01333 720 200
2.2 Position	Chair, Steering Group & Director of the ENCAP (an SCIO)
2.3 Address	Balcaskie Estate Office Easter Kellie Farm Arncroach Anstruther
Postcode	KY10 2RF
2.4 Fax number	01333 720 200
2.5 Email address	toby@balcaskie.com
2.6 Website address	http://www.eastneukestates.co.uk/initiatives/east-neuk-community-action-plan-36-163.aspx http://www.encap.org [under construction]

SECTION 3: ORGANISATION DETAILS

3.1 Organisation name	East Neuk Community Action Plan group
3.2 Organisation Status	Please indicate (x)
Company limited by guarantee	
Constituted Group	
Public Body	
Other (please specify)	x
SCIO	x
3.3 On what date was your organisation formed?	

3.4 Does the Organisation named at 1.1 already, or intend to, claim EC funding for this or any other Project? Delete as appropriate: Yes—No If Yes, please provide details below.			
Name of Other Project	Nature of Project	Source of Funding	Amount of funding granted or applied for
n/a	n/a	n/a	n/a

N.B. THE DETAIL ABOVE THIS LINE WILL BE FORWARDED TO SGRPID TO ALLOW THEM TO ISSUE A BRN AND LOCATION CODE. IF YOUR ORGANISATION ALREADY HAS A BRN AND LOCATION CODE, PLEASE PROVIDE NUMBERS BELOW.

BRN NUMBER		LOCATION CODE	
-------------------	--	----------------------	--

3.5 If you are a registered charity, please quote number	Set-up in process (solicitor instructed & funded)
---	--

3.6 If you are registered for VAT please quote number	n/a
--	-----

3.7 Do you have an equal opportunities policy or statement (for project officers etc)? Yes/No. If Yes, please provide a copy	Yes
Does your organisation take account of equality issues around age, disability, gender, race, religion or belief? Yes/No	Yes

3.8 Does your organisation involve young people or does it bring adults into contact with young people? Yes/No	Yes
If yes, does your organisation have a child protection policy? Yes/No	Yes

3.9 What are the main activities of your organisation? (please answer in no more than 100 words)

To organise the research, consultation and development of a Community Action Plan for the East Neuk of Fife. This plan will set out the broad aim of developing and keeping a vitality to the communities of the East Neuk and will consider themes such as housing, employment, communication (road and broadband etc), education, land-use as well as softer themes such as Community Identity and aspiration.

The initial step is to develop a formal brief & design for the development of the plan so that external advice can be sought to help us in the development of this plan and direct us towards the most effective means of full consultation with our communities.

SECTION 4: PROJECT DETAILS

4.1 Project Title the **East Neuk Community Action Plan [ENCAP]**

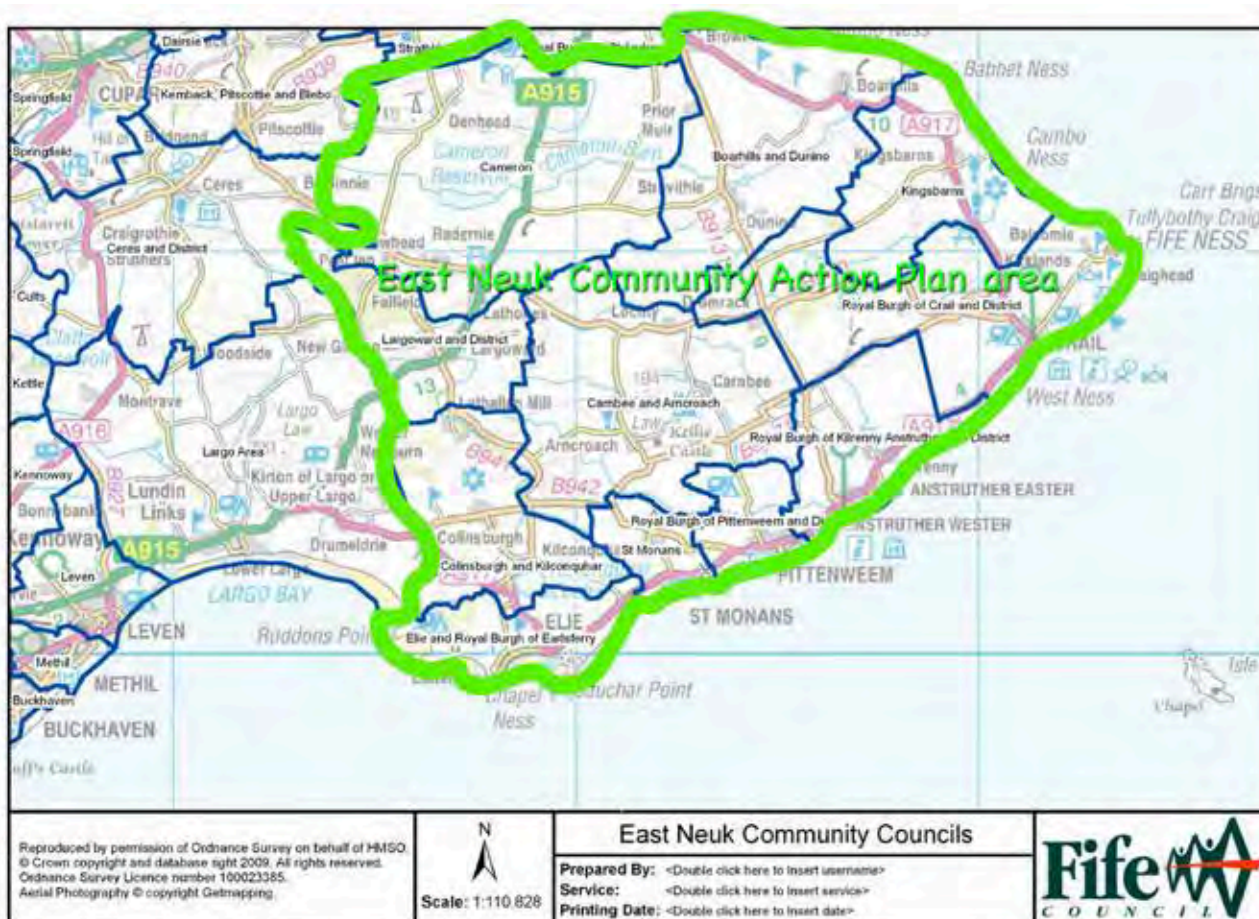
4.2 Project location. Please state where your project would be based

The East Neuk of Fife, Scotland.

4.3 Please define the geographical area that will benefit from your project (including size of area (km²), towns, villages and post codes)

The geographic area covered by the project will be Community Council areas: Cameron, Boarhills & Dunino, Kingsbarns, Royal Burgh of Crail & District, Carnbee & Arncroach, Largoward & District, Colinsburgh & Kilconquhar, Elie & the Royal Burgh of Earlsferry, St Monans, Royal Burgh of Pittenweem & District and, Royal Burgh of Kilrenny, Anstruther & District.

The area covered is approximately 214 km² (83 sq.miles).



4.4 Project summary. Please summarise your project as concisely as possible, including any background information (in no more than 750 words in total)

Background:

In 2009 a group of estate owners (the East Neuk Estates) started a dialogue with Fife Council regarding the future of the East Neuk. The idea for the development of a long-term (50-yr) plan, to be created through consultation amongst our communities, arose out of those discussions.

Project aims:

Keeping the East Neuk vibrant is the aim of the ENCAP project. This application is for funding to develop the brief that will then be the basis for the East Neuk Community Action Plan. It is key that the brief is a thorough and well-informed piece of work to ensure the quality of the EN Community Action Plan that will follow. The process of developing the brief will also aim to raise awareness with communities, community groups and strategic stakeholders, and to pave the way for the longer term aim of developing the ENCAP itself.

Project activities:

LEADER funding will be used to secure external professional help to develop the brief. The creation of the Brief will involve a resource audit of existing data sources and precedent Community Action Plans, initial consultation on the form and extent of the ENCAP and the organisation of the subsequent project so that it can be properly commissioned and carried out by the Communities and Professionals alike. We envisage that this will include initial consultation, follow up meetings and discussions with all 11 Community Councils, meetings with a range of other community organisations, consultation and discussion with the East Neuk Estates group and strategic stakeholders including Fife Council and Fife Rural Partnership.

4.5 Please describe any potential barriers to community access and participation in your project

The ENCAP area is relatively large and, being largely rural, some communities are relatively remote. In similar vein, some members of the community may not be computer-literate (or computer-accessible), for example some of the many retirees living in the East Neuk. There is also a relatively high degree of outward commuting by East Neuk & Landward residents. This group of residents can find it difficult to attend local meetings and community-engagement events in person. Access and participation by all members of the many communities is very important.

4.6 Please explain how the project proposes to address these barriers and how you intend to involve the local community in your project

We are addressing these barriers by considering the existing formal and informal networks (Community Councils, Parochial distributions and other community group networks) through which we can access the very broad nature of our communities. We will also conduct consultation and community-engagement through diverse mediums: in-person, on-line, etc. Meetings will be organised in venues that are accessible by all abilities and the cost of transport can be covered if necessary.

The ENCAP Steering Group includes members of Fife Council (with their experience in access & participation), representatives of the Community Councils, Church groups, and several other key stakeholder groups. We have drawn up a long list (159 groups) of stakeholder groups with a view to maximising our participation with our communities.

We are cognoscente of Fife Council's guidance on Consultation: The Community Consultation Handbook.

4.7 Does your project require planning permission or any other form of regulatory compliance or consent? Yes/No

Please detail

Type	Steps Taken	Date

4.8 Please tell us of any designated natural heritage sites (Special Areas of Conservation - SAC's, Special Protection Areas - SPA's, Sites of Special Scientific Interest - SSSI's etc) which will benefit from your project

See attached plans.

Special Protection Areas: Cameron Reservoir (included), Eden Estuary (adjoining), Largo Bay (adjoining)

Special Areas of Conservation: None

SSSIs: Cameron Reservoir, Kenley Burn/Kippo, various parts of the Fife Coastal Path, Kittock's Den, Kilconquhar Loch, Bankhead Moss, wetland north of Cassingdonald farm.

Conservation Areas: various, including East Neuk coastal villages, Kilconquhar, Kilrenny and others (see plan attached)

Scheduled Ancient Monuments: Crail Airfield, St Monans kirk, buildings at Cambo and various others (see plan attached)

Architectural Areas of Regional Importance: various (see plan) including East Neuk coastal villages

The desired outcome of the ENCAP is likely to demonstrate the value to the ENCAP area of these important sites & buildings by demonstrating their immediate value to tourism (the ENCAP area's principal economic activity) and culture and helping to develop and maintain an enhanced sense of pride in our area. The setting out of the wider context in which these sites sit will help resolve any local tensions over land use decisions.

4.9 What work have you undertaken in preparation for this application? Please attach copies	
Type	Please indicate all that apply (x)
Community Consultation	X (see below)
Feasibility study	X (Scoping Paper)
Business plan	X (Scoping Paper)
Research of need/demand	
Other (please detail)	X (see below)
Please describe in no more than 100 words	
<p>Background research through existing data: census data, other local, national and UK-wide publicly-available statistics and limited primary research (eg. Community Profile, undertaken by the Scottish Community Foundation / Foundation Scotland, 2010).</p> <p>Scoping Paper: In collaboration with Fife Council, we have written a Scoping Paper for the project, outlining its aims and objectives. This has been reviewed and accepted by the Elected Members of Fife Council as a worthwhile project.</p> <p>Expression of Interest: Our LEADER Expression of Interest was accepted.</p>	

4.10 Explain briefly how this project integrates with, or is complementary to other programmes, strategies and activities which are operating in the area, e.g. Community plans, Rural Development Plans etc (please answer in no more than 200 words)

ENCAP is being drawn up in close consultation with Fife Council with a view to the eventual Community Action Plan forming part of Fife Council's evolving plans (SESPlan and, primarily, TAYPlan) covering the area. The local Community Councils are represented on the Steering Group and the Brief [for which this LEADER application is seeking funding] will specify integration of the CAP with applicable local programmes, strategies and activities which operate in the ENCAP-covered area.

4.11 Does the project create new jobs? Yes/No Yes (eventual ENCAP outcome)

If yes, in what sector are the jobs being created

Sector	Please indicate (x)	Number of jobs
Tourism	X	
Craft	X	
Retail	X	
Renewable energy production	X	
Voluntary	X	
Other (please detail)	X	
		Numbers are unknown, however the outcome will certainly be measured on the basis of long term vibrancy & balancing of the economy. The preparation of the brief [the work covered by <i>this</i> LEADER application will generate work, but it is a relatively short-term piece of project work that is essential as the basis for the more substantial ENCAP preparation itself.]

SECTION 5: PARTNERSHIP DETAILS

5.1 Is this a cooperation project? Yes/No

If yes is it -

Inter-territorial? Yes/No

Transnational? Yes/No

5.2 Are any other groups or organisations involved in managing or delivering this project? If yes, please give details

Name	Address	Brief description of how they will be involved

5.3 Do you have a partnership agreement? Please give details

SECTION 6: TENDERING AND RECRUITMENT ARRANGEMENTS

6.1 Please confirm that all contracts of work (including recruitment) will follow standard compliant processes. Contact the Project Officer to confirm details
We confirm that all contracts of work (incl. recruitment) will follow standard compliant processes. Representation on our Steering Group of Fife Council and Fife Rural Partnership will make available to us best practice and current requirements in this regard, which will then be followed. Specifically consultancy work of value >£1,000 will be advertised and openly tendered, in accordance with LEADER procurement requirements.

SECTION 7: PROJECT TARGETS, OUTCOMES & OUTPUTS

7.1 Who is expected to benefit from your project?		
Group	Please indicate (x)	How many (applicable population * (...) * 10% benefitted by project)
Male age under 25	X	[3143*50% (m/f split)*10% = 157]
Male age 25 and over	X	[9936*50%*10% = 496]
Female age under 25	X	[3143*50%*10% = 157]
Female age 25 and over	X	[9936*50%*10% = 496]
Under employed	X	[13079*63.2%(economically active 2001)*63.7%(working NOT full-time) * 10%= 527]
Unemployed	X	[13079*63.2%(economically active 2001)*3.2%(unemployed) * 10%= 26]
People on low income	X	[13079*8.6% (% SMID income-deprived) * 10% = 112]
People with disabilities [NB "permanently sick" = 4.7% (2001 census)]	X	[13079*18.8% (2001 census data on long-term illness) * 10% = 245]
Micro businesses	X	[13079 * 63.2% (economically active 2001) * 55% (Scotland % of employment from SMEs) / 3 (average jobs/SME) * 10% = 151]
Social enterprises	X	
Ethnic minorities	X	13079 * 0.7% (non-white 2001) * 10% = 9
Migrant workers	X	Statistical numbers not available. Estimate 150

7.2 Project Outputs		
Select all that apply to your project:	Please indicate (x)	How many
No. of new/innovative methods introduced which improve quality of life		
No. of new/innovative methods of adding value to local products		
No. of new products developed	X	1
No. of jobs created (gross)		
No. of jobs safeguarded		
No. of training courses delivered		
No. of individuals trained, gaining new skills or re-skilled		
No. of joint projects within the UK		
No. of transnational projects		
No. of community led projects	X	1
No. of jobs created in tourist sector		
No. of jobs created in craft sector		
No. of jobs created in retail sector		
No. of jobs created in renewable energy production sector		
No. of jobs created in voluntary sector		
7.3 Project Outcomes		
Select all that apply to your project:	Please indicate (x)	Comments
Revitalising communities	X	This is at the core of ENCAP
Rural community capacity	X	This is at the core of ENCAP
New markets and products	X	Will be the outcome of enhanced vibrancy in the East Neuk
Progressive rural economy	X	This is at the core of ENCAP
Conservation of the rural environment	X	This is at the core of ENCAP

SECTION 8 – PROJECT MANAGEMENT AND MONITORING

8.1 Please list key milestones for the project	
Key milestone	Date to be achieved by
Tendering the project work for the Brief	December 2013
Work to be undertaken by successful tenderer. Brief to be completed	March 2014
Preparation of subsequent LEADER application for ENCAP itself	June 2014

8.2 Please list all those responsible for day to day management of the project		
Name	Volunteer/Employee	Previous experience
Toby Anstruther	V	<p>These are the members of the ENCAP Steering Group.</p> <p>See bio's on Steering Group members for outline of previous experience (attached)</p>
Larry Rolland	V	
Martin McGroarty (Fife Council)	V	
Irene Wallace	V	
Maia Sheridan	V	
Stewart Barnett	V	
Helen Rorrison (Fife Rural Partnership)	V	
Jim Robertson (EN Forum)	V	
Angus Hogg (Carnegie Trust)	V	

8.3 What monitoring system will you put in place to ensure your project is progressing?
<p>...</p> <p>Bi-monthly meetings of the Steering Group will review progress against specified targets and milestones.</p>

8.4 What risks do you see to a successful outcome?

Potential risks in the development of the ENCAP design and brief include:
lack of involvement or commitment by the communities
lack of involvement or commitment by Fife Council and other strategic partners
delay or non delivery of the development of the ENCAP brief

8.5 Please give details of how these risks will be addressed

The selection of the consultant to undertake the Brief is key. We will be undertaking a rigorous selection process and – through this application – are seeking sufficient funds to attract well-qualified and experienced consultants to undertake this work. Funds invested in this will greatly reduce the cost of the subsequent ENCAP and enhance its quality and effectiveness. Regular and careful monitoring by the Steering Group will help avoid issues or catch them early.

We will select a consultant that has experience of community engagement, strategic stakeholder involvement and has a track record of delivery of projects within tight timescales. By thoroughly involving community councils, community groups and the wider communities at an early stage we anticipate that this will reduce the risk of lack of commitment to the development and subsequent delivery of the ENCAP

8.6 Please detail below estimated quarterly expenditure for your project

Year 1	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Estimated expenditure				
% LEADER award				
Date of claim				
Year 2	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Estimated expenditure	£0	£0	£0	£0
% LEADER award	n/a	n/a	n/a	n/a
Date of claim				

The final 25% of LEADER award can only be claimed after completion once all invoices have been paid.

SECTION 9- ADDITIONALITY

Which of the following forms of additionality will be produced by the award of grant?	Please indicate all that apply (X)	Where appropriate, please give an explanation
LEADER funding will:		
Allow the project to proceed	X	The ENCAP is a long-term investment in the East Neuk & Landward area. Private investment in the preparation of this project on the scale needed to underpin its quality is a big ask. We believe we can deliver 3 rd -party contributions required to match the LEADER funding, but seeking 100% would jeopardise the whole project. This would be a great shame.
Accelerate the implementation of the project		
Increase the scale of the project		
Improve the quality of the project	X	Developing the design and brief for the ENCAP with the full input of our communities and stakeholders is, we believe, a key foundation to the success of the subsequent East Neuk Action Plan itself.
Secure other financial contributions to the project		
Release resources to allow other projects to proceed		
Other (please detail)		

SECTION 10- INNOVATION

10.1 Innovation is a key LEADER theme, please tell us how you consider your project to fit this theme. (Please answer in no more than 100 words)
<p>The development of ENCAP represents a rare example of successful community planning at this scale, with local communities and strategic stakeholders working together, along with with strong cooperation with the existing Council. The time horizons [50+ years] are extremely rare in public sector planning.</p> <p>As [hopefully] a publicly-funded project all methods and lessons that can be drawn from the project would be available to others seeking to learn from the example.</p>

SECTION 11 - SUSTAINABILITY AND CONTINUITY

11.1 Please describe how your project contributes towards ECONOMIC GROWTH

ENCAP will map out a plan for a sustainable and vibrant East Neuk & Landward community well into the future. It will set out the basis for a balancing of needs and opportunities within the communities, including specifically economic development. Close and active consultation with our communities and an Asset Based Community Development approach underlying ENCAP will enable our communities to build on their strengths in tourism, agri-food and many other sectors appropriate to the demographics and geography of the East Neuk & Landward areas of Fife.

11.2 Please describe how your project contributes towards SOCIAL COHESION

ENCAP will map out a plan for a sustainable and vibrant East Neuk & Landward community well into the future. It will be based on enabling the communities to think through and plan for their own long term future, and that of the land and assets of the area. It will set out the basis for a balancing of needs and opportunities within the communities. Social cohesion will be addressed specifically in the CAP. Anticipated outcomes include the development of a mentoring programme in the East Neuk (matching the experience of the retirees with the aspirations & hard work of the young), community assets (such as village halls), enhanced sense of identity for the area, etc..

11.3 Please describe how your project contributes towards PROTECTION OF THE ENVIRONMENT

ENCAP will map out a plan for a sustainable and vibrant East Neuk & Landward community well into the future. It will set out the basis for a balancing of needs and opportunities within the communities. There is already a recognition that the protection of the environment is key to the future success of the area's key industry: tourism. One of the key outcomes of ENCAP is hoped to be a sustainable balance between the needs of employment, social cohesion and the environment and the demonstration of how these three issues can often have shared interests, not opposing needs.

11.4 Please provide details of how the project will continue after LEADER funding has ceased (e.g. exit strategy, business plan, ongoing management and funding arrangements)

This LEADER application is for the Design and preparation of the Brief for the development of ENCAP. Funding under this application will be sufficient (with other identified funding) to develop the brief in its entirety.
It is anticipated that future LEADER application will form part of the funding strategy for the subsequent development of ENCAP itself.

SECTION 12 – PROJECT COSTS

12.1 Please detail the eligible costs of your project, together with likely dates				
Eligible project costs	Date	Cash costs £	In kind costs £	Total Costs £
Community consultation including meetings and follow up discussions with 11 Community Councils, and around 100 community organisations [REDACTED]	February – April 2013	[REDACTED]		[REDACTED]
Meetings and consultations with key stakeholders and organisations [REDACTED]	Feb – April 2013	[REDACTED]		[REDACTED]
Reporting meetings with ENCAP Steering Group 4 over the course of the project [REDACTED]	Feb – April 2013	[REDACTED]		[REDACTED]
Preparation of final report & brief [REDACTED]	April – May 2013	[REDACTED]		[REDACTED]
Budget for venue hire, promotional materials, transport for community representatives	Feb - April	[REDACTED]	[REDACTED]	[REDACTED]
Administration and accounting for LEADER & project funding [REDACTED]	January – November	[REDACTED]	[REDACTED]	[REDACTED]
Total		[REDACTED]	[REDACTED]	[REDACTED]

12.2 Please give details of your match funders			
Name	Date	Amount £	Public/Private/In kind
Fife Council (LCP Budget) (application date)	3/12/2013	[REDACTED]	Public
In-kind funding from members of the Steering Group and others involved	1/1/2014 ->	[REDACTED]	In kind
Total		[REDACTED]	

12.3 Please detail any ineligible costs the project may involve				
Ineligible project costs	Date	Cash costs £	In kind costs £	Total Costs £
None anticipated.				
Total				

Total project cost £	[REDACTED]
-----------------------------	------------

12.4 Is your project likely to generate any income? If yes, please give details of anticipated amounts, dates and sources

Source	Date	Amount £
n/a	n/a	n/a

SECTION 13 – PREVIOUS FUNDING

13.1 Has your organisation received any previous LEADER or European funding from any source over the last three years? If so please give details

Source	Date	Amount £
n/a	n/a	n/a

13.2 Has your organisation received any funding which was awarded as de minimis during the last three years? If so please give details (see guidance note)

Source	Date	Amount £
n/a	n/a	n/a

13.3 Has your organisation recently applied for any European funding from another source such as Rural Development Contracts? If so please give details

Source	Date	Amount £
n/a	n/a	n/a

SECTION 14 – PUBLICITY

14.1 It is a condition of grant that any assistance received by a project from the European Union clearly acknowledges its support. Please indicate below which of the following will be applicable to your project

Type	Please indicate all that apply (X)
Prominent Site Signage during works	
Permanent plaque on premises	
Acknowledgement in all press and media releases	X
Acknowledgement in all project documentation	X
Website	X
Other (please specify)	

It is a condition of EU funding that all beneficiaries and their awards be published annually by Scottish Government.

Section 15 – SIGNATURE

I declare that the information contained in this application is correct to the best of my knowledge, that I have read the guidance notes and that I understand and accept the terms and conditions noted within them.

The data you have provided in the application and claim forms are subject to the provisions of the Freedom of Information (Scotland) Act 2002, the Data Protection Act 1998 and the Environmental Information (Scotland) Regulations 2004. It is Scottish Ministers policy to share relevant data that it holds on LEADER with other organisations for legitimate purposes and when required to do so and to share relevant data under FOISA and EIR when it is in the public interest.

15.1 Would the person named as main contact for this application please sign below		
Signature:	Print:	Date:

15.2 To be completed by the Chairperson or equivalent of your group or organisation (if different from above)		
Signature:	Print:	Date:

Attachments checklist. Have you enclosed		Please Indicate (x)
1	Constitution or Articles and Memorandum	(in progress with solicitors)
2	Committee Members or Directors List	X
3	Permissions – Planning etc	n/a
4	Policies – Child, Risk, Equal Opportunities etc	X
5	Confirmation of Other Funding if Available	X
6	Bank Statement	n/a

7	Research	X
8	Business Plan	n/a
9	Insurance	n/a

**For assistance completing this form please contact the Programme Manager on
Tel: 08451 555555 441006 or by e:mail at barbara.solway@fife.gov.uk**

**Please return the completed form to:
LEADER in Fife LAG
Performance & Organisational Support
Funding & Monitoring Team
Fife Council
Fife House
North Street
GLENROTHES, Fife
KY7 5LT**

Subject: Local Community Planning Budget application/ENCAP
Date: Friday, 6 December 2013 15:24:03 Greenwich Mean Time
From: Fiona Mitchell
To: Toby Anstruther
CC: Frances Arbuckle, Eileen Reid

Dear Toby,

Following on from this weeks Ward meeting with the local Councillors I am happy to report that ENCAPS application to the Local Community Planning Budget for [REDACTED] has been successful. This is in support of ENCAPS efforts to commission a Rural Community Action Plan for the East Neuk. Before we can arrange transfer of the monies we will need your bank account details and a copy of your constitution which I know you are working on. Looking forward to hearing from you in the near future.

Kind Regards

Fiona

Fiona Mitchell
Locality Support Team Leader N.E.F.
County Buildings
St.Catherine Street
Cupar KY15 4TA
tel. 03451 555 555 ext. 460561



Find out more about the financial challenges ahead
and have your say on proposals for the future.

Visit www.fifedirect.org.uk/bigchange

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed and should not be disclosed to any other party.

If you have received this email in error please notify your system manager and the sender of this message.

This email message has been swept for the presence of computer viruses but no guarantee is given that this e-mail message and any attachments are free from viruses.

Fife Council reserves the right to monitor the content of all incoming and outgoing email.

Fife Council

Toby Anstruther (Chair)

Email: toby@anstruther.com

Tel: 07973558625

Toby sits on the Steering Group as a representative of the East Neuk Estates group of local landholders. While he was brought up in London and the South East, his roots within the East Neuk are deep and he now lives just outside Pittenweem.

His has spent 25 years running a property business and his experience in both urban and rural property and place-making reflect an interest in the way physical property and landscape are entwined with the use of those spaces and the effect this has over time on communities.

The East Neuk Community Action Plan arose out of discussions between the East Neuk Estates group and Fife Council.

Martin McGroarty

Email: martin.mcgroarty@fife.gov.uk

Tel: 07718 115 994

Officer of the Development Plan Team at Enterprise, Planning & Protective Services, Fife Council

Stewart Barnett

Email: stewartbarnett@fsmail.net

Tel: 07514 299412

Together with his family, Stewart runs Barnett's bakery, serving customers across the East Neuk. His son, Murray, was crowned Scotland's Young Baker of the Year in 2012 and the firm also won two other awards.

Maia Sheridan

Email: speccoll@st-andrews.ac.uk

Email: ms101@st-andrews.ac.uk

Tel: 01334-462339

Maia works at St Andrews University as the Manuscripts Archivist at the Department of Special Collections at St Andrews Library. Until 2012 and for the preceding 10 years she and her husband, the Rev Donald MacEwan, lived in the manse in St Monans. Maia is the Secretary of the East Neuk Preservation Society.

Angus Hogg

Email: arhogg@talktalk.net

Tel: 07740 844 150

Past Chairman and now Trustee, of Carnegie Dunfermline and Hero Fund Trusts, Director of Eden River Associates Ltd Business Consultants, Trustee Lauder College Educational Trust.

Angus may be represented by another Carnegie representative at some of the Steering Group meetings.

Irene Wallace

Email: irenewallace@btinternet.com

Tel: 01333 340 888

Irene has lived in the East Neuk for 30 years.

She has a Direct Marketing background and in 1989 launched a Direct Marketing business in Edinburgh which specialised in database management, fulfillment, laser printing and distribution. The company clients ranged from Edinburgh Festival, theatres, charities and publishers to local authority and government departments.

For some years Irene has been involved in the community in various roles which included chairing the local Community Council. She is involved with Colinsburgh Town Hall Committee, currently Vice Chair and has experience of Local Authority Grant Applications and fundraising from exhibitions to compiling a book for sale. From 2009 Irene led a group in our village which entered the Beautiful Fife and Beautiful Scotland campaigns. She still takes an active part. This group has assisted the Scottish Wildlife Trust Barnyards Marsh by fund raising and providing an area of boardwalk for dry access to this little reserve. Irene compiled and wrote a book called "Kilconquhar a Hidden Gem which provides information and anecdotes about bygone days and photographs of our lovely village.

Irene took part in Celebrating Fife 2010 and is a member of the Fife Cultural Consortium which embraces culture and cultural activity in its widest sense. Experience of fundraising as well as grant applications.

Dr Larry Rolland PPRIBA PPRIAS FRSE

Email: rolland@newburn.org.uk

Tel: 01333 360 383

I am an architect born in Leven and have lived in Largo now Newburn all my life apart from a few years in Edinburgh and London.

I am very fond of the East Neuk and its character and architecture with the rich mixture of fishing, farming, architecture and more recently music.

George Watson's College started me off, University of Dundee at DJCA and then I entered my father's practice in Leven shortly before he died and the practice flourished and spread with offices in Edinburgh, Manchester, London, Glasgow, Kyle of Lochalsh with its flagship head office in Rossend Castle in Burntisland, which we restored. Work undertaken spread from housing to conservation, public buildings very often with a flavour of new uses for old buildings and restoration. These include much housing work in the Royal Burghs of Fife, the creation of the Queen's Hall Concert hall in Edinburgh, Duff House Gallery, the re-adaptation Bank of Scotland Headquarters on the Mound, the British Golf Museum in St Andrews and the new visitor's Club House etc.

At the same time I developed a great interest in the politics of the profession and became President of the Royal Incorporation in Edinburgh and then President of the RIBA in London.

My wife is a musician and teacher of piano and our great interests in life centre on music, architecture and travel though we always return to the East Neuk.

Helen Rorrison

Email: Helen@fifevoluntaryaction.org.uk

Tel: 01334 654080

Helen will be taking part as a representative the Fife Rural Partnership.

Steve Blaney (representative from EN Forum)

Email: steveblaney@hotmail.co.uk

Tel: 01333 330564

Steve is a representative of East Neuk Community Council Joint Forum, his background is in tourism (Kingdom Promotions, board of Kilconquhar Castle, publisher of Business & Tourism directories and past Tourist Officer for Fife). He has been involved in marketing and tourism in Fife for more than 35 years.

Jim Robertson (alternate representative from EN Forum)

Email: j.robertson687@btinternet.com

Tel: 01333-330920

Jim took a degree in Botany at St Andrews University, followed by a career as an ecologist in the Soil Survey Department of the then Macaulay Institute for Soil Research (to become the Macaulay Land Use Research Institute, then the James Hutton Research Institute). During this time, he served on a subcommittee of the Scottish Office Rural Land Use Information Systems project, co-authored the monograph on Land Use Capability for Agriculture and published a Key to the Common Plant Communities of Scotland.

On leaving the Macaulay, he established Habitat Surveys, a land use consultancy advising on Agriculture, Forestry, Conservation and Recreation. In his spare time (sic), he chairs the Elie and Royal Burgh of Earlsferry Community Council and the East Neuk and Landward Joint Community Council Forum.

LEADER IN FIFE

Expression of Interest – Project Details

Name of Lead Organisation and any other partners:

The East Neuk Estates Group

Contact Name: Mr Toby Anstruther

Address: Balcaskie,
.....
.....

Tel. No:

E-mail: TAnstruther@ske.org
.....

Date Submitted:

Project Title: East Neuk Rural Community Action Plan

Project Description:

Background: A group of landowners in the rural East Neuk of Fife covering the Estates of Balcarres, Balcaskie, Cambo, Elie, Gilston, Lahill, Kilconquhar and Strathtyrum have formed The East Neuk Estates Group, (see map). This group has expressed a willingness and desire to work together with Fife Council, the local community and other public and private sector organisations to play its part in assuring the long term continued success of the East Neuk of Fife as an exceptional place to live, visit and work. The overriding objective will be in **“Keeping East Neuk Communities Vibrant”**. To this end, a brief to develop a Rural Community Action Plan for the East Neuk, has been produced looking to encompass strategic economic and planning context for developing a sustainable community with a vibrant local economy through:

- Revitalising the local economy by creating local jobs through maximising economic opportunities from key sectors e.g. in renewables and tourism and agri-food industries
- Developing more business activities in the rural environment
- Addressing the area’s housing needs, including affordable housing
- Fostering a strong sense of local identity and social cohesion amongst the communities within the East Neuk

- Achieving a long-term and sustainable balance between competing needs and priorities

Currently the group are working in collaboration with the above organisations and require assistance to allow the brief to be taken further, and produce a comprehensive Action Plan. The purpose of the action plan is to produce a strategic vision and framework to ensure that the East Neuk continues to be a sustainable community with a vibrant local economy. The framework will be developed as an action plan which will present a long term vision and agreed strategic priorities that the public and private sector and local communities wish to pursue. The action plan itself will provide detailed information on the actions and timescales necessary to progress each of the strategic priorities.

The development of the action plan will be based upon several thematic areas. It is envisaged that the thematic areas will be identified through engagement with the local communities, and priority elements will be identified.

Thematic areas for strategic vision and development will include:

- Rural economy and enterprise
- Renewable energy and Environmental protection
- Sustainable housing in rural communities

The Action Plan requires fundamental tasks to be undertaken:

- Primary and Secondary Research
- Public Consultation
- Identification of funding sources

It is envisaged that the timescale for the initial research required will be a period of twenty two weeks, with the detailed action plan, including consultation occurring over a maximum period up to September 2013.

It is envisaged that a “community asset” register will be established for the area, on completion of the primary and secondary research, (approximately 22weeks).

Community Council consultation will be undertaken.

Community Consultation will be undertaken.

Ongoing projects which may benefit from additional input will be identified and undertaken.

Potential projects will be identified and resourcing sought.

Mentoring Scheme will be implemented, with mentors being part of the community asset register.

It is envisaged that the research, development, consultation and compilation of the Action Plan will require a full time worker from start date to completion by September 2013.

LEADER Grant Requested: [REDACTED]

For further information or advice please contact Barbara on 08451 555555 441006 (e-mail: barbara.solway@fife.gov.uk)

Community Profile

East Neuk of Fife

Scottish Community Foundation
April 2010

East Neuk Community Profile - April 2010

Contents

Acknowledgements	3
Executive Summary	4
Introduction	12
Demographic change	23
Deprivation Levels	37
Economic Activity, Enterprise and Employment	42
Housing and Household Structure	56
The Future of the Community	66
 Bibliography	 68
 Appendices:	
1: Local grant funding sources available	69
2: Community and voluntary sector groups by category of activity	78
3: Scottish Community Foundation grant awards in the East Neuk area	82
4: Map of the area covered by the Community Profile	84

ACKNOWLEDGEMENTS

The Scottish Community Foundation gratefully acknowledges the assistance of a number of individuals, and organisations, during the course of this research who gave freely of their time to provide local knowledge of the profile area. We express our thanks to the following individuals and organisations.

Kate and Toby Anstruther, Balcaskie Estate
Edward Baxter, Gilston Estate
Peter Erskine, Cambo Estate
Sheena Kenny, Fife Council
Janet Lodge, Carnbee and Arncroach Community Council
Donald McEwan, Minister, Largo, St Monans and Abercrombie
parishes
Fiona Mitchell, Locality Manager, Fife Council
Barbara Solway, LEADER in Fife

Anstruther Improvements Association
CVS Fife
East Neuk Emergency Fund
Fife Council
Pittenweem Arts Festival
VONEF

Whilst all the data used in the research was drawn from a variety of government sources and other publications, the author accepts complete responsibility for any errors or omissions in the analysis of the data.

Sian Langdon
For, and on behalf of, the Scottish Community Foundation
April 2010

EXECUTIVE SUMMARY

In 2009, the Scottish Community Foundation was commissioned by the East Neuk Community Awards Fund to undertake a community profile of the East Neuk area. The community profile was intended to highlight the particular needs within the area at the current time and the potential needs of the community in the future. It was anticipated that the examination of the needs within the area would help to establish a purpose for the East Neuk Community Awards Fund and help to inform the grant-making strategy arising out of the establishment of the Fund.

The methodology used in the compilation of the community profile included a mixture of desk-based research coupled with some one to one interviews with key stakeholders within the community. The research undertaken involved a review of the key features and activities taking place in the main settlements and villages within the area alongside some detailed statistical analysis of the locality. Key aspects of the local area were examined including demographic change over time; deprivation levels; economic activity, enterprise and employment; and, housing and household structure. Finally, future scenarios for the local community were examined in the light of the emerging trends and the risks that these posed to the future viability of the area.

The profile covers the area that lies to the west of the A915 running between St Andrews to the north and Lundin Links to the south. St Andrews itself was specifically excluded from the profile area. The area covered comprises of 22 datazones lying within the parliamentary constituency of North East Fife. Each datazone, as defined in the Scottish Index of Multiple Deprivation, comprises a settlement of between around 500 - 1,000 people. The profile area incorporates a variety of villages and towns, both rural and coastal in nature. The principal townships and settlements include Anstruther, Pittenweem, Crail, Elie and Earlsferry, St. Monans, Carnbee and Arncroach, Lundin Links and Upper and Lower Largo.

The East Neuk area offers a wide variety of attractions to visitors and residents alike. Each settlement has its own distinctive identity and heritage which residents are rightly proud of. Predominantly made up of fishing and farming communities, industries which are increasingly under threat, the mainstay of the local economy is now tourism and the service sector. High levels of community activity are in evidence and it has been reported that levels of social capital are high in the area.

Alongside changes to the local economy in recent years, the population of the local area has also changed with an increase in the numbers of elderly people residing in the area and a diminution in the numbers of children and young families moving into, or remaining, in the area. Such changes can have an impact on the future viability of rural communities in

East Neuk Community Profile - April 2010

Scotland. The principle findings arising out of the research undertaken to produce the profile of the East Neuk are highlighted below.

DEMOGRAPHIC CHANGE

Demographic change can impact significantly on rural areas where there are higher than average numbers of older people and fewer young people aged 20-30 in residence. This can put pressure on local services and create a threat to the future sustainability of the area e.g. a reduction in the number of people attending schools in the area can result in the closure of local schools, particularly primary schools, and the amalgamation of local education facilities. Increasing numbers of older people in an area, on the other hand, can have an impact on the availability and accessibility of local services that are geared towards the needs of older citizens within a community.

In the East Neuk, there has been a general decrease in the size of the overall population of the area between 2001 and 2008. This is in marked contrast to the general trends of increasing population rates in Fife and Scotland. An examination of the population in the East Neuk between 2001 and 2008 by age highlights the following findings:

For young people aged 0-15

- The population of children aged 4 and under is on the decline in the East Neuk, with the number of children in this age group declining by 22.2% between 2001 and 2008. This bucks the national population trend towards an increase in the numbers of children aged 0-4. The number of registered births in the East Neuk has also fallen since 2001. Taken together, this appears to indicate that fewer families with young children are settling in, or remaining, in the area.
- The population of 5-9 year olds in the East Neuk area declined by 19.4% between 2001 and 2008. This mirrors the general trend towards a decline in this section of the population across Scotland and Fife. However, the rate of decline is more marked in the East Neuk. Coupled with the changes in the 0-4 year age group this has led to a decline in the number of pupils attending primary schools in the East Neuk, which is a matter of some concern as it could lead to school closures and a diminution of the number of primary school classes locally.
- The 10-15 year age group in the East Neuk has also experienced decline since 2001 in line with the general trend of decline in this section of the population across Fife and Scotland, although the rate of decline is more marked in the East Neuk at 11.9%. Secondary school rolls

East Neuk Community Profile - April 2010

in the East Neuk also experienced a decline of 12.6% between 2003 and 2008.

- The overall proportion of the total population living in the East Neuk that can be categorised as children aged 0-15 has fallen by 2.7% whilst the number of children in this age category has fallen by 17.1%. The latter figure represents a decline of more than three times the rate of population decline in this section of the community in comparison to Scotland and Fife.
- The general reduction in the number of young people aged 0-15 in the East Neuk and the decrease in the number of births in the area could be attributed to fewer families moving into, or remaining in, the area. This could be due to a lack of affordable housing in the area which means that younger people of childbearing age and families are less likely to be able to afford to live in the area.

For young people aged 16-19

- Between 2001 and 2008, the general trend across Scotland and Fife was towards an increasing population of 16-19 year olds. In the East Neuk, this trend is reversed and the population of 16-19 year olds has decreased by 4.2%. This could be linked to a lack of locally available employment or training opportunities although the School Leavers Destination figures for young people indicate that the vast majority of young people in the area go onto Further or Higher Education, with a fifth of all school leavers going directly into employment. Of course, many of those entering Further or Higher Education may move away from the area to study.

For adults aged 20 - 59

- The numbers of adults aged 20-29 living in the East Neuk rose by 6.1% between 2001 and 2008 with the number of young adult in the 20-24 year age group increasing by almost a quarter over the same time period. The population of 25-29 year olds in the area, however, has decreased by 9% over the same time period, reversing the general trend experienced across Fife and Scotland towards an increase in this age group. This could indicate that there are fewer appealing employment opportunities for people in this age group and that they decide to move away to secure employment.
- The rate of decline in the population of 30-39 year olds in the East Neuk has been significant at 29.1% between 2001 and 2008 and is almost double the rate of decline experienced across Fife and Scotland. The decline has been most significant in the numbers of people aged 30-34 living in the East Neuk with a decline in the population of 40.6%. The number of people in the East Neuk aged 35-

East Neuk Community Profile - April 2010

39 has also declined by almost 20% over the same time period. This could be indicative of a lack of work opportunities in the area and/or a lack of access to affordable housing. The 30-39 year age group could reasonably be expected to have dependent children and so a reduction in this age group could have negative consequences for the future sustainability of the community.

- The 40-49 year old age group in the East Neuk has increased since 2001 by 5.6% which could indicate that more people within this age group are moving into the area. It is also possible that people who had previously moved away from the area to pursue a career path return to the area to establish either a primary or secondary residence.
- The population of 50-59 year olds in the East Neuk has decreased by 4.9% since 2001 in contrast to a general increase in this section of the population across Fife and Scotland. It could be that people within this age group are moving out of the area as a result of increased caring responsibilities elsewhere or because the rise in house prices in the East Neuk has tempted them to sell up and move away.

For adults aged 60 and over

- Since 2001, there has been an overall increase in the 60-69 year age group in the East Neuk of some 22.7% - almost double the rate for Scotland as a whole and slightly higher than the growth rate for Fife. This age group covers the peak age for retirement and it may be that people have brought homes in the area in preparation for retirement and move into, or return to, the area at this time.
- The population of the over 70's in the East Neuk has grown by 6.6% since 2001 with 17.1% of the total population in the area now falling into the 70+ age bracket.

An increasingly elderly population can place a strain on local health care services, the local housing structure and the local economy. It is likely that a community with an increasingly elderly population will have more residents requiring longer-term medical care, which could impact on local healthcare budgets. Additionally, older people are more likely to experience reduced mobility which could impact on their ability to access services and amenities. Therefore there may be a need to ensure that older people have access to affordable transport solutions to ensure that they can remain fully included within their communities and to prevent social isolation. The number of households available for younger families may be reduced as more households contain single, elderly residents and there could

East Neuk Community Profile - April 2010

be a need for more care homes and sheltered housing facilities. The local economy could also be affected as a result of fewer people of working age residing in the community, and consequently fewer children and young families, which could be deleterious to local levels of economic activity and lead to a stagnating economy.

The overall trend in the area towards fewer young people and families in the area and increasing numbers of elderly people will have an impact on the social fabric of the East Neuk communities as well as the local economy, housing needs within the community and, education services and amenities

DEPRIVATION LEVELS

The Scottish Index for Multiple Deprivation provides a rating for deprivation for small areas called data zones throughout Scotland. There are 6505 such data zones throughout Scotland, each encompassing between approx. 500 and 1000 people. The Index analyses data indicating deprivation levels across 9 domains - Income, Employment, Health, Education, Skills and Training, Geographic Access, Crime, Housing, Public Transport and Drive Times. For each domain heading, e.g. Health, the Index assesses a basket of indicators to arrive at a general score for that heading for each datazone. The index then places each data zone in rank order from 1 (most deprived) to 6505 (least deprived) for each domain, as well as giving a composite ranking for overall deprivation. It is important to note, therefore, that the Index ranking is a measure only of *relative* deprivation in Scotland. It should also be noted that the Index has received some criticism for masking the true degree of deprivation/need experienced in rural communities.

An analysis of the Scottish Index of Multiple Deprivation data held for each of the 22 datazones contained within the profile area shows that the area does not experience significant levels of deprivation in relation to all SIMD deprivation rankings with the exception of geographic access.

In terms of geographic access the East Neuk area does suffer from significant levels of deprivation with Peat Inn and Dunino and Largoward Landward ranking amongst the top 5% of the most deprived areas in Scotland in this regard. Only Pittenweem West and East and Anstruther West are ranked amongst the top 15% of the **least** deprived areas in Scotland in relation to geographic access. Not surprisingly, the rankings for geographic access are mirrored in the rankings for access to public transport and the length of time that it takes local residents to drive to key services such as healthcare, retail, financial, educational and leisure facilities.

In the light of the deprivation rankings for geographic access, public transport and drive times, the provision of well integrated and affordable transport becomes critical for the

East Neuk Community Profile - April 2010

future viability of the area, both in terms of the local economy and in relation to the maintenance of the social fabric within the community.

ECONOMIC ACTIVITY, ENTERPRISE AND EMPLOYMENT

Economic activity

In 2001, 63.9% of the local population was classed as economically active. This was slightly lower than the comparable figures for Fife and Scotland and may be attributable to the larger numbers of retired people living in the area. Rates of part-time employment in the East Neuk, particularly amongst women, were slightly higher than those for other areas of Fife and Scotland with comparably fewer people working on a full-time basis. Rates of self-employment in the East Neuk were significantly higher than in Fife and Scotland and this could be indicative of higher levels of entrepreneurial activity in the area.

In terms of the type of employment that people in the East Neuk are engaged in, the largest proportion of the population is employed in the fields of retail, education and the hotel and catering trades. This is not really surprising given the proximity to a range of educational establishments and the area's attractiveness as a tourist destination. There are substantially more people working in the agricultural and fishing industries than in other areas of Fife and Scotland which is to be expected given the industrial heritage of the area. Employment within these sectors is reportedly on the decline, and affects more men than women, which could lead to a mismatch between the skills base of some sections of the community and locally available job opportunities. As a result of this there may be a need to consider support to assist local people to re-train for employment in another field.

Looking at the nature of the employment undertaken by people in the East Neuk, it is clear that people from the area are more likely to be employed in professional occupations and at senior levels than in other areas of Fife and Scotland. This could account for the greater proportion of people in the area who work long hours alongside the higher levels of self-employment within the area. People from the area, particularly men, are more likely to have a skilled trade than in other areas of Fife and Scotland and are thus ideally placed to run their own businesses. More women than men are engaged in work within personal service occupations such as employment within hotels and health and social work. Marginally more women than men from the area are engaged in elementary occupations which have a tendency to be lower paid than other occupations. They can often involve work in a part-time capacity, no doubt leading to the higher than average part-time employment patterns seen amongst women in the East Neuk.

Most people in the East Neuk travel to work in a car although 12.35% of the economically active population travel to work on

East Neuk Community Profile - April 2010

foot, which indicates that their workplaces are fairly close at hand. 10% of the population work or study at home which provides further evidence of self employment and entrepreneurial activity in the East Neuk area. The average commute to work experienced by residents of the East Neuk covers a distance of around 13 miles which is significantly higher than the commuting distance experienced in other areas of Fife and Scotland. This indicates that residents of the East Neuk may be commuting outwith the local area in order to reach their work base, possibly to St. Andrews, Cupar and Leven. Given the high proportion of second homes in the area, it is also likely that some people from the area may commute much further afield returning to the area at the weekends.

Economic inactivity

According to the Office for National Statistics, economically inactive people are not in work and have not actively sought work in the recent past. In 2001, 36.1% of the population aged 16-74 in the East Neuk was economically inactive. This was slightly higher than the comparable figures for Fife and Scotland. Almost a fifth of the economically inactive people in the East Neuk were retired, which is to be expected given the elevated, and rising, numbers of older people within the community.

Unemployment

People are classified as unemployed if they are jobless and want a job, have actively looked for work in the last four weeks, and are currently available for work (Office for National Statistics). In the East Neuk of Fife, overall rates of employment deprivation are lower than in the rest of Fife and have been declining over time. On the whole, the 2001 unemployment rates in the East Neuk were lower at 3.29% of all people aged 16-74. This is lower than the equivalent rates for unemployment in Fife and Scotland. That is not to say that unemployment is not an issue for certain age groups in the East Neuk. Of those that are unemployed, the 45-64 year age group appears to experience more unemployment in comparison to other unemployed people in the area. Nearly a third of unemployed people in the East Neuk were aged 50 and over in 2001 which indicates that they have been overlooked for re-training, or do not wish to be re-trained in order to find suitable employment opportunities. Of these people, it is most likely that they will have been unemployed on a long term basis, as borne out by the statistics for the area. On the whole, people in the East Neuk of Fife are willing to work but need the opportunities, skills and motivation to work that are needed to create an inclusive, robust and sustainable society.

Enterprise and employment

No data could be sourced for the area in order to show the number of new business start-ups in the East Neuk area. However, the LEADER in Fife Local Development Strategy 2001-

East Neuk Community Profile - April 2010

2010 notes that 14% of new business start ups were in East Fife and that there were clusters of start up activity throughout the East Neuk. (LEADER in Fife, 2007).

In the East Neuk, the decline in traditional industries has resulted in the need for the local economy to diversify. This could provide opportunities for new business start-ups in the area but it will be critical to ensure that support is available to facilitate the process. The 'State of Fife' report (2008) notes that some 28% of all business start-ups in Fife were established by young people (Fife Partnership, The State of Fife, 2008). Given that 35% of the total number of unemployed people in the East Neuk is aged 16-29 it could be that targeted business development support and the promotion of entrepreneurial activity amongst this age group would help to retain and attract more young people to the area, depending on the availability of affordable housing and business space. Land releases for commercial and employment purposes have been identified in Anstruther, St Monans and Crail whilst brownfield development sites have been identified in St Monans and Pittenweem (Fife Council, St Andrews and East Fife Local Plan, 2007).

New opportunities to attract younger residents to the area could also arise from the development of the knowledge economy in Fife and the commercialisation of the higher education sector. Coupled with the development of St. Andrews as a high-quality tourist destination and strategic transport developments, this could have knock-on effects for residents and the economy of the East Neuk, particularly if more businesses opt to locate in Fife.

HOUSING AND HOUSEHOLD STRUCTURE

The range and quality of housing in an area along with the cost of accommodation plays a critical part in the decisions people make to move into, or stay in, a particular area. In the East Neuk concerns have been expressed about the lack of affordable housing in the area and it has been suggested that this may be a barrier to younger people who wish to settle in the area. The profile sought to look into this issue and noted the following findings.

- In 2001 the largest proportion of households in the East Neuk were inhabited by married couples with dependent children. However given that the population of children and young people aged 0-15 has fallen significantly since 2001; it is likely that the proportion of households occupied by married couples with dependent children will also have dropped over this period.
- In 2001 the proportion of married couple households in the East Neuk where all residents were pensioners was significantly higher than the equivalent figures for

East Neuk Community Profile - April 2010

Fife or Scotland. As the population of the over-60 age group in the East Neuk has steadily increased since 2001, it is highly likely that the proportion of households occupied by married pensioner couples will also have increased. This, coupled with the decline in the number of 35-39 year olds in the area, could mean that there are fewer properties available for families with dependent children in the East Neuk.

- In 2001 the percentage of single occupancy households inhabited by pensioners totalled 18.9%. Given that the numbers of those of pensionable age in the East Neuk has risen since then and that more people of pensionable age are now likely to be alone due to the loss of their partner, it is likely that the number of properties in the East Neuk inhabited by single pensioners will also have risen over time. This again means that fewer houses are likely to be available for new families to move into the area and could mean that the market for progression on the housing ladder in the local area might be inhibited.
- The number of household spaces in the East Neuk totalled 5,985 in 2001 and of these around 87% were occupied all year round with circa 4% of properties lying vacant . Around 9% of all properties were in use as a second residence or holiday accommodation which is almost 10 times higher than the equivalent figures for Fife. Whilst reflecting the popularity of the area as a holiday destination, this situation is highly likely to impact on the local housing supply and make it more difficult for families with young children to settle in the area.
- On the whole, property in the East Neuk is characterised by older, larger properties with 56% of all properties in the area being detached or semi-detached in 2001. More recent figures for 2008 indicated that just over 50% of all properties in the area fell into these categories. Larger properties are more likely to cost more and so the cost of these properties may not lie within easy reach of most people. The average gross weekly household income in the area equated to £505 in 2004.
- In 2001, 37.3% of all households in the East Neuk were owned outright with owner occupation being the tenure of choice for most households. The numbers of homes owned outright could be indicative of the number of older people in the area and the fact that they are more likely to have paid off their home loans and mortgages.
- In 2001, around 10.2% of households in the East Neuk were renting their homes from a private landlord or

East Neuk Community Profile - April 2010

letting agency whilst 13.3% of all households were rented from Fife Council. The latter figure is much lower than the equivalent figure for Fife and Scotland.

- The Fife Structure Plan notes that affordable housing is a significant issue in Fife as a consequence of rising house prices which have priced many buyers, including first-time buyers out of the market (Fife Structure Plan, 2009). Even at the lower end of the housing market, house prices have been rising steadily since 2000. In the East Neuk the average cost of a house at the lower end of the property market has risen by around 187% with the average cost of a house within the lower quartile range of house prices rising to £156,419 in 2008 from £54,492 in 2000.
- Comparing average house prices at the lower quartile range in 2004 against average gross annual household income in the same year shows that purchasers in the East Neuk would have needed 4.2 times their average annual income in order to get a foothold on the property ladder. However, for the rest of Fife and Scotland, house purchase would be a more affordable option as they would only need 2.5 or 2.7 times their average annual income to purchase a home using a loan or mortgage.
- House prices in the median price range in the East Neuk rose by around 191% between 2000 and 2008 from £72,813 in 2000 to £212,221 in 2008. Using the year 2004 as a comparator showed that, for a purchaser to be able to afford a median priced house price in the East Neuk they would need 5.4 times their average annual income to purchase a property using a mortgage or loan. Furthermore, at the market standard of affordability - commonly assessed as 3.5 times annual income - a median priced house in the East Neuk would be unaffordable for all residents in Fife.
- Average, or mean, house prices in the East Neuk rose by around 176% between 2001 and 2008 with the average cost of a house in 2001 equating to £81,962 as opposed to £226,305 in 2008. Comparing 2004 figures for London, Fife and Scotland showed that people in the East Neuk would need 6.1 times their average annual income to purchase a property at the mean price. Residents of London would need 4.8 times their average annual income. Therefore, it is comparatively easier to get a foot on the property ladder in London than it is in the East Neuk. One should bear in mind though that one cannot directly compare like with like in terms of the property markets in London and the East Neuk as the make-up of the properties in each area differs. The East Neuk has larger properties whilst London will feature more flatted developments.

East Neuk Community Profile - April 2010

- For properties in the upper quartile price range, the East Neuk has seen prices rise by around 195% between 2000 and 2008 from £99,723 in 2000 to £294,091 in 2008. This compares against upper quartile house prices for Fife and Scotland of £187,995 and £200,000 respectively. In terms of affordability, the ratio of household income to house price in 2004 was 7.5 in the East Neuk - way beyond the reach of most residents at more than double the standard affordability ration of 3.5.

The East Neuk is now designated as a 'pressure' area for housing. There is a clear need to develop more affordable housing options for new and returning residents to the area. In an ideal world, new developments would feature smaller housing units in order to accommodate the need for more affordable housing in the area. The need for more affordable housing is recognised in the Structure Plan for Fife with plans for the provision of an additional 500 houses in the East Neuk, to be phased into the area between 2006 and 2026. New housing developments are anticipated at Crail Airfield, Cellardyke Holiday Camp and Primary School, Crail Tennis Club and Pinkerton Farm amongst others (Finalised Draft Local Structure Plan for St Andrews and East Fife, 2007). Planning restrictions will apply for any new developments, including developments for business use, and these restrictions are intended to preserve the distinctive architecture of the East Neuk communities and prevent coalescence of the coastal towns in particular (Structure Plan, 2006 and Finalised Draft Structure Plan for St Andrews and East Fife, 2007).

THE FUTURE OF THE COMMUNITY

In order to continue to grow and develop, and to prevent stagnation, the East Neuk will need to adapt to local and national circumstances and opportunities. The East Neuk area has many strengths on which to build in order to cope with any future challenges that it may face. For example it is an attractive community in which to live, work and visit as a popular tourist destination. The area is characterised by a vibrant and lively community and voluntary sector - not least in the fields of arts and local heritage amenities. This is usually indicative of higher levels of social capital (the 'glue' that holds communities together). It has an aspirational and well-educated population of young people, albeit a population that is in decline. However, it has a buoyant and growing population of 20-29 year olds - a trend which is usually reversed in rural areas.

Such strengths can be built on in order to offset the changes facing the local economy and population structure in the area. More young people and young families could be encouraged to remain in, move into or come back to the East Neuk if there was a greater range of affordable housing options in the area.

East Neuk Community Profile - April 2010

More work could be done to encourage entrepreneurial activity, particularly amongst younger people and those who have been affected by the decline in traditional industries seen across the area. Those at risk of or in unemployment could be helped to re-train so that their skill set matches the profile of the jobs available locally. Those living within the community with a variety of business and life skills experience could make a valuable contribution to the development of younger and less experienced members of the community through the provision of mentoring support where required. Finally, the collective strength of the existing voluntary and community sector organisations in the area could be harnessed to forge networks, alliances and partnerships that join up thinking and working in order to effect positive and long-lasting changes to the structural and social fabric of the area.

The provision of local funding specifically for groups and organisations operating in the East Neuk area could thus be used to assist the communities of the East Neuk of Fife to contribute to, and benefit from, a sustainable and thriving future for the region.