

# Fife Harbours Study 2015



**Presentation to Forth Estuary Forum  
Conference – 19<sup>th</sup> November 2015**

# Introduction

- Background to study
  - 2003 Study
  - Access to external funding
  - Recent developments
  - Alignment with emergent national strategies
- Aim of study
  - *To grow Fife's leisure harbour resource, thus securing additional economic benefits locally and enhancing Fife's tourism and leisure portfolio.*
  - Prioritised Action Plan
  - Way to take forward



# Methodology and Scope

- 37 harbours from Kincardine to Newburgh
- Consultation with owners, clubs and users & relevant organisations
- Market and strategic context
- Main focus is on leisure sailing



# Study Findings

- Low demand and market strength in the East area
- Current economic impact - £1.34m per annum
- Rich resource of harbours
  - BUT few deep water
  - Lack of awareness
  - Poor perception
  - Lack of marketing & infrastructure



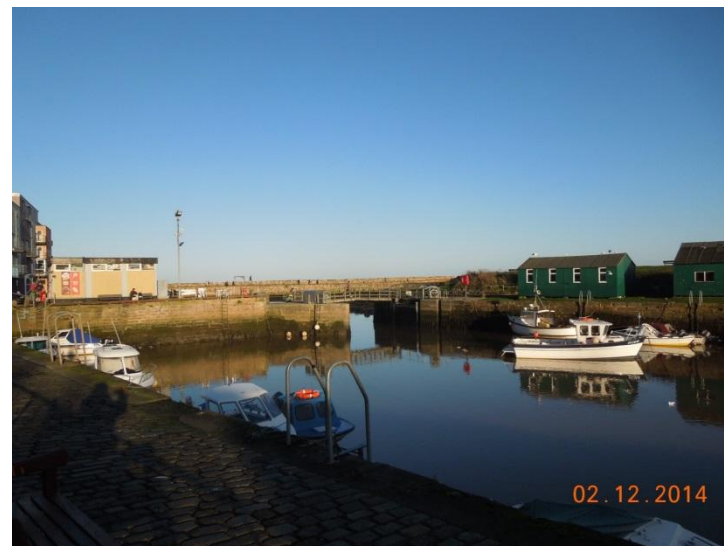
### 3 Harbours with greatest leisure development potential



Anstruther



Tayport



St Andrews

# Recommendations

- Partnership working
- Increasing awareness and improving marketing
- Increasing capacity where possible
- Exploring ways of overcoming tidal harbours
- Improving supporting infrastructure for harbour users
- Capitalising on dry tourism opportunities

# Partnership is the Key

- Fife cannot pursue a waterborne leisure (particularly sailing) strategy alone
- A waterborne tourism group should be established to cover the wider area
- Improving awareness and coordination, joint marketing, encouraging product development, creating destinations
- In-line with the *Marine Tourism Strategy*