

Economic Development

Making Fife the best place to start and grow a business

Fife Council

Contact for Enquiries

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In 2013 Fife Council launched a new strategic plan for economic development in the area. The aim of the new strategy was to respond to the global financial crises, tackle unemployment and help local businesses take advantage of growth opportunities. Fife council linked up communication between disjointed departments and simplified processes for local businesses. Through the introduction of the One Door Business Portal the council streamlined and improved customer access and experience, making it easier for businesses to find the information they are looking for and bid for opportunities.

Background

Fife Council was experiencing a range of challenges. The global financial crisis and a weak brand externally had created a business culture in Fife where local businesses was not able to take advantage of growth opportunities. The Council had operated in a way that communication between areas were disjointed, the development process was slow and costly and there several confusing regulatory processes.

Key Activities

The first stage of the transformation was to decide what 'good' looks like. The council agreed on the following strategic priorities and actions:

Fife has a strong, positive image

- The council used a range of communication channels to market the new Fife including LinkedIn, Twitter and Web sites.

One door into Fife Council for the business community

- Bringing together key services in a single directorate- 'Enterprise and Environment'- to help ensure integrated working, including economy, planning and employability and assets, transport the environment.
- The One Door Business portal was developed.

A quick and cost-effective development process

- Introduction of the 'Priority Applications Team' in planning, which deals with all major category applications

Public sector contract opportunities are easy to bid for

- Developed a site that give people procurement advice across the council and for tendering many of its contact requirements.

There is one standard process for all Council licences

- The standardised process for council licences was embedded in the Business Portal.

Greater Industry-Education collaboration

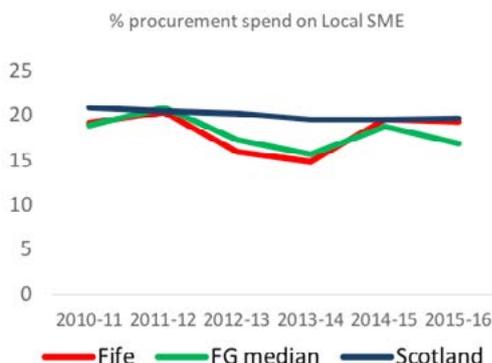
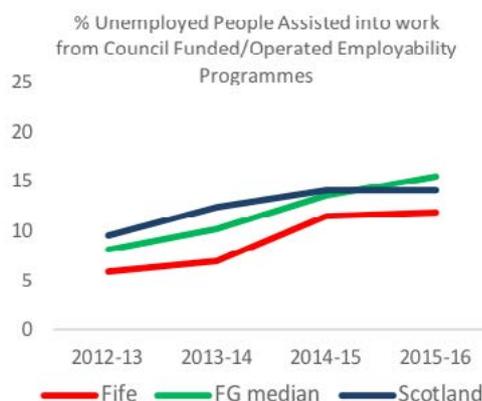
- The Private Sector led ‘Fife Economy Partnership’, which demonstrates the strong commitment in Fife to partnership working.

There is an effective supply of employment land

- Implementing digital service delivery, E-Planning and E-building standards portals

Benefits and Impact

Since the strategic plan was introduced in 2013/14, the council has seen improvements in several measures relating to economic development including the number of unemployed assisted into work and % of procurement spend on local SME’s as well as a number of other benefits, which are set out below.



Other benefits:

- Web pages reduced from 400+ to just over 100 – more efficient but easier for customers to use;
- Web traffic has increased;
- More focused approach to communications with businesses – themed, beginning to join up all channels;
- Ongoing commitment to increase procurement spend with local companies to at least meet the Scottish average;
- More local businesses active with the supplier development programme
- 82% satisfaction level for Development Management customers (April 2017)