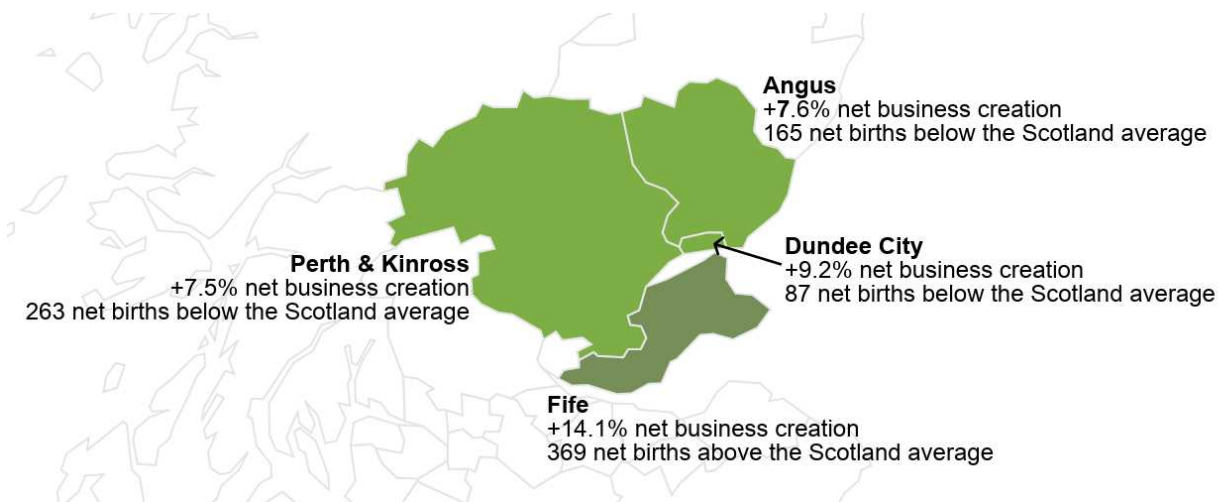


Total new business creation 2010-2017 as a percentage of the business base

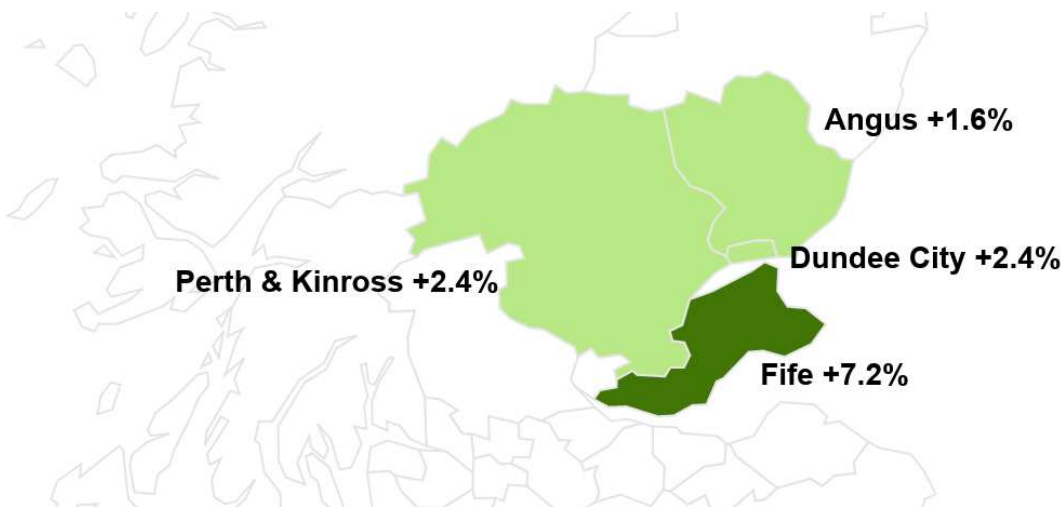
The Tay Cities saw strong growth in its new business creation across each of its local authorities over the longer term. The growth was strongest in Fife. However, despite these increases, relative to its business base, only Fife achieved total growth in new business which may have been expected. Angus, Dundee City and Perth & Kinross all had fewer net births than the overall Scotland average.



New business creation (as a percentage of the business base) 2015-2017

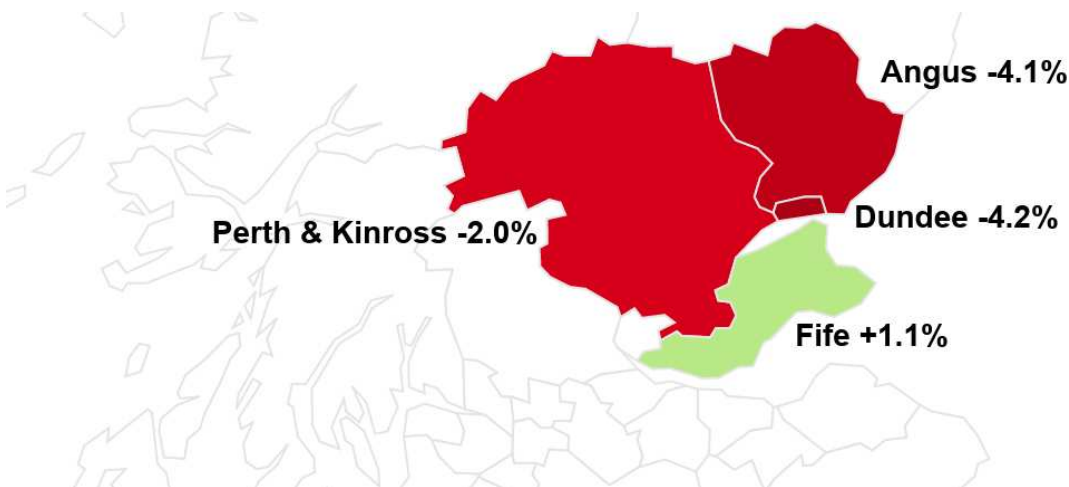
Reflecting the performance seen overall since 2010, Angus, Perth & Kinross and Dundee City only saw marginal increases in new businesses over the last three years.

All four areas including Fife, saw a slowing of their new business creation over the last three years compared to the prior three.



Change in new business creation (as a percentage of the business base) from 2012/14 to 2015/2017

The trends in the region reflect the overall pattern seen. Angus, Dundee and Perth & Kinross all saw substantial percentage declines between 2015/17 compared to 2012/15. Whilst seeing an increase, the increase in Fife was considerably weaker than in the previous period.



Source: Analysis of ONS data by Scottish Enterprise's Economic Research team

New business creation is calculated by subtracting the number of business deaths from the number of business births. The percentage is then calculated by dividing the growth/decline by the business base