

# East Lothian Partnership

## **East Lothian by Numbers**

A Statistical Profile of East Lothian

### **3. Economy and Income**

December 2016

# Economy & Income

## Table of Contents

<b>Introduction &amp; Summary .....</b>	<b>1</b>
<b>Income .....</b>	<b>2</b>
<b>Occupations .....</b>	<b>3</b>
<b>Economic Activity and Inactivity .....</b>	<b>4</b>
<b>Income Deprivation .....</b>	<b>5</b>
<b>Employment Deprivation .....</b>	<b>7</b>
<b>Out of Work Benefits .....</b>	<b>9</b>
<b>Job Density .....</b>	<b>13</b>
<b>Qualifications .....</b>	<b>14</b>
<b>Hourly and Monthly Earnings.....</b>	<b>16</b>
<b>Personal Finance &amp; Citizens Advice .....</b>	<b>17</b>
<b>Business Size and Growth .....</b>	<b>18</b>
<b>Business Sectors .....</b>	<b>20</b>
<b>Gross Value Added .....</b>	<b>21</b>
<b>Tourism .....</b>	<b>22</b>
<b>Sources .....</b>	<b>26</b>

## Economy & Income

Although East Lothian is generally considered to be an area of high employment and general affluence there is considerable variation in economic activity, unemployment and the financial position of households between and within East Lothian's wards.

Generally East Lothian is an area that is more affluent than the Scottish average. However, as a low wage economy it sees many people commuting out of the area for employment.

This section concentrates on income and employment figures across East Lothian and in comparison with the rest of Scotland as well as people's perceptions of their own financial position.



### Summary:

- Gross weekly earnings for people that live in East Lothian are higher than the Scottish average; however, earnings for those that work in East Lothian are lower than average.
- 75.4% of people in East Lothian aged 16-64 are in employment. 12,600 people in East Lothian are economically inactive. 68.3% of the economically inactive population in East Lothian do not want a job, compared with 76% in Scotland.
- 10 of East Lothian's 132 datazones fall within the 20% most income deprived areas in Scotland. These are located in the Fa'side, Preston/Seton/Gosford and Musselburgh East & Carbery wards.
- 6 of the 132 datazones in East Lothian fall within the 20% most employment deprived areas in Scotland. These are located in the Fa'side and Preston/Seton/Gosford wards.
- 11% of people in East Lothian claim out-of-work benefits compared to 13.9% of people in Scotland as a whole.
- The percentage of people claiming Job Seekers Allowance in East Lothian has decreased from 3.5% in March 2012 to 1.2% in March 2016.
- The number of JSA claimants has decreased in East Lothian and Scotland for the fourth consecutive year, with the number of youth claimants now at a similar level to that of the all adult age group.
- East Lothian had a job density of 0.56 in 2014 which was a 10 year high. However this is still below the Scottish figure of 0.80.
- The majority of visitors to East Lothian are from a higher socio-economic status.

**Income**

Figure 3.1 shows the gross weekly pay by area of residence. Overall East Lothian residents who are in full time employment earn 5.9% more than Scottish full time workers. This is due to the high figure for female full time workers who earn 18% more than female Scottish workers.

Figure 3.1: Gross weekly pay by East Lothian as a residence (NOMIS 2016).

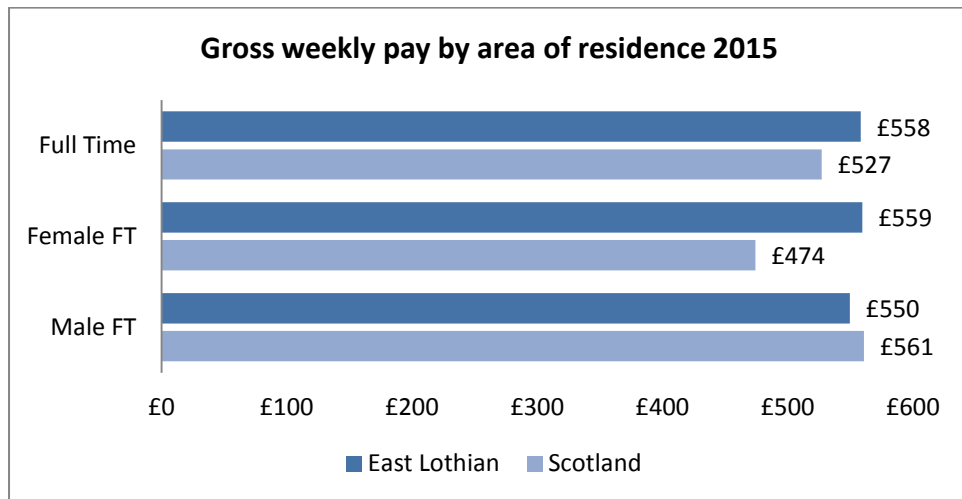


Figure 3.2 shows the gross weekly pay by workplace. Gross weekly earnings for people working in East Lothian are lower than the Scottish average, which is likely to relate to the number of residents that commute to higher-paid jobs in Edinburgh.

Figure 3.3 shows the gross annual pay from 2011 to 2015 for people that reside in East Lothian as well as people who work in East Lothian. People who work in East Lothian have consistently had lower wages than those who stay in East Lothian but may work elsewhere. People who work in East Lothian earn 7% less than the East Lothian residents' figure which includes people who work outside East Lothian.

Figure 3.2: Gross weekly pay by East Lothian as a workplace (NOMIS 2016).

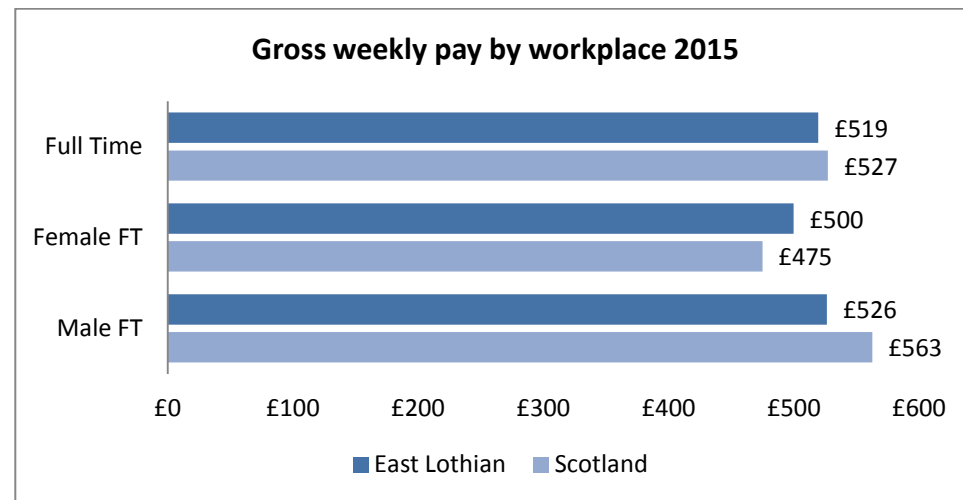
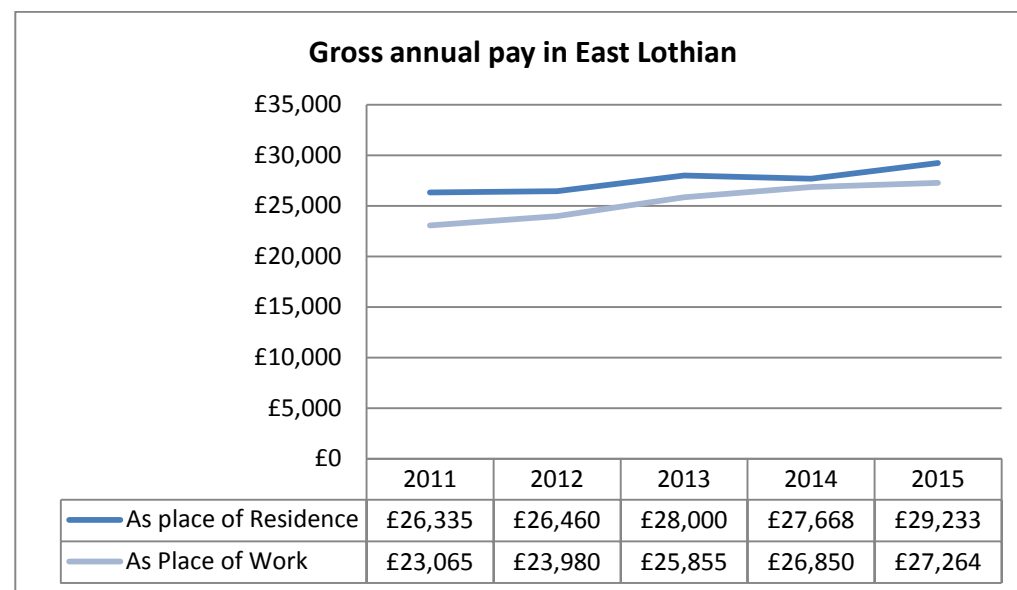


Figure 3.3: Gross Annual Pay in East Lothian by place of residence and place of work (NOMIS 2016).



**Occupations**

Figure 3.4 summarises the occupations of East Lothian residents. When compared to Scotland as a whole a higher proportion of people in East Lothian are employed in professional and managerial occupations, skilled trades and service occupations; a smaller proportion are employed in process plant and machine operatives, and elementary occupations.

Figure 3.4: Employment by occupation in East Lothian 2015 (NOMIS 2016).

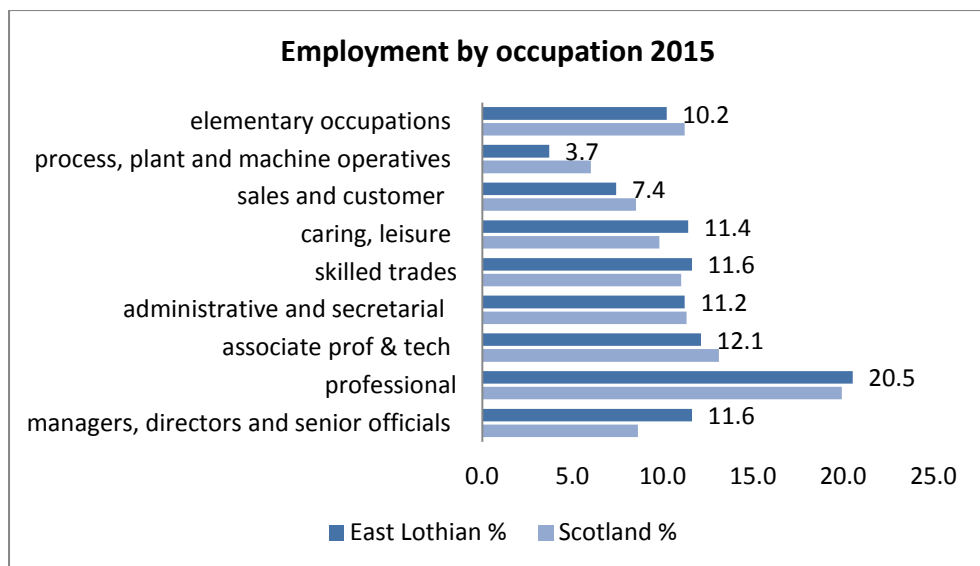
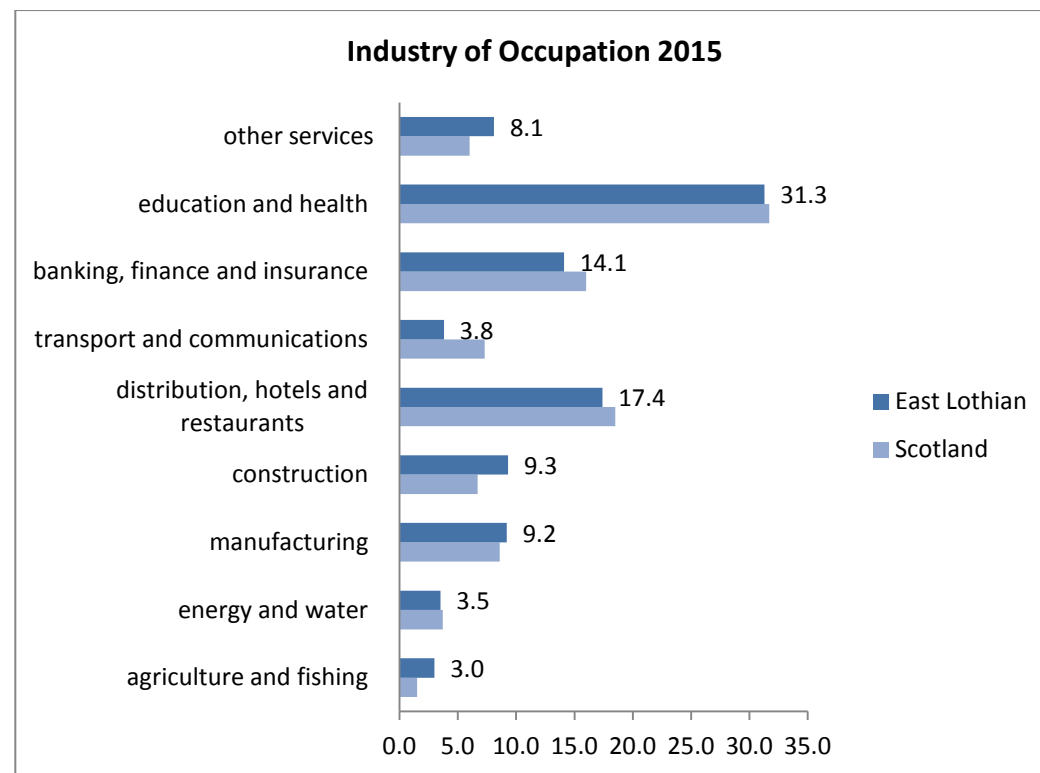


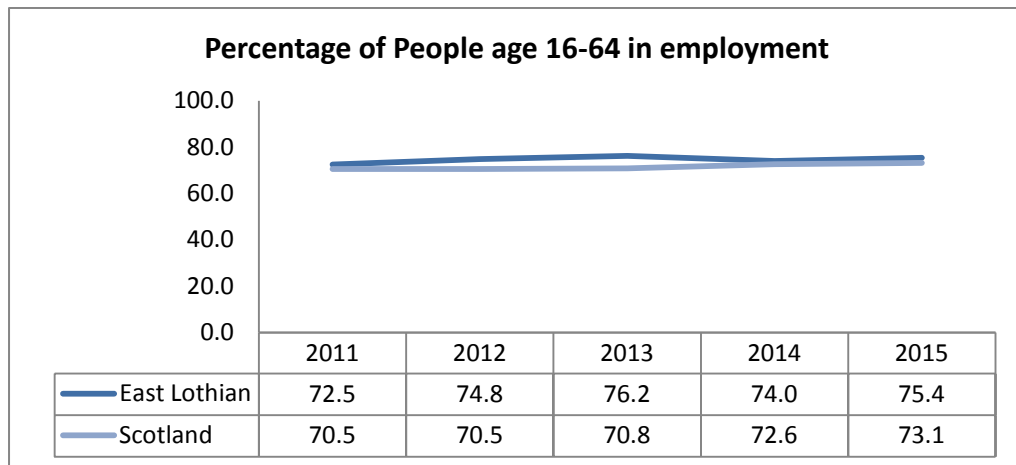
Figure 3.5 displays the industries that East Lothian residents are employed in compared with the Scottish average. The categories are similarly distributed throughout East Lothian and Scotland. Significantly more people were employed in the transport communications in Scotland than in East Lothian. Education and health is by far the largest industry in both geographies.

Figure 3.5: Industry of occupation, East Lothian and Scotland 2015 (NOMIS 2016).



**Economic Activity and Inactivity**

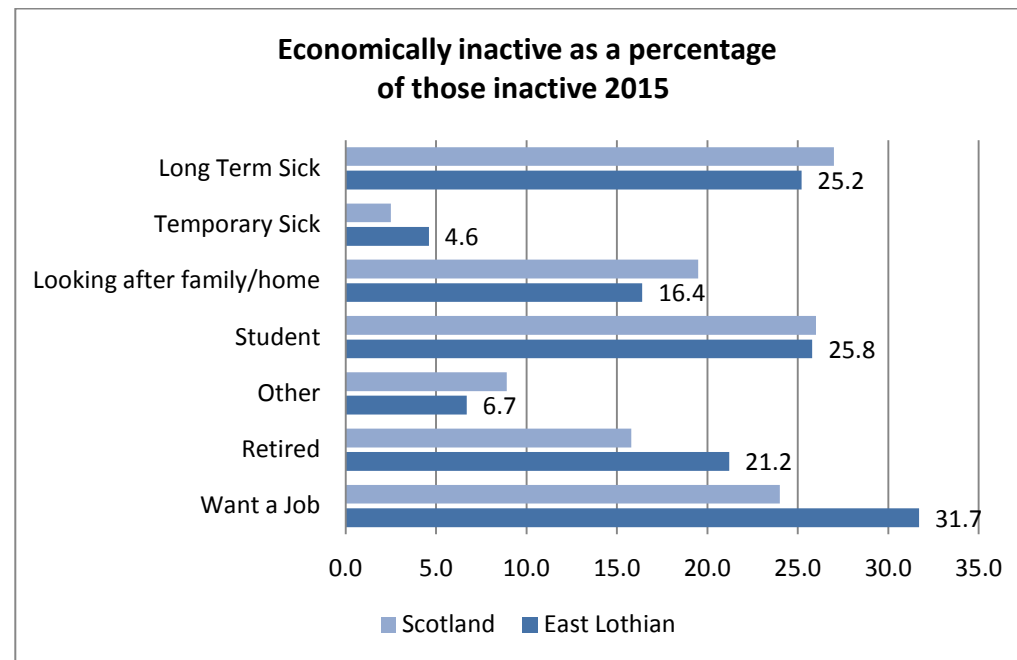
Figure 3.6: Percentage of people age 16-64 that are in employment in East Lothian and (NOMIS 2016).



East Lothian has been higher than the Scottish average over the last 5 years, with the greatest differences being in 2012 and 2013.

Figure 3.7 breaks down the economically active population into categories showing the reason why they are inactive. Approximately 12,600 people aged 16-64 in East Lothian are economically inactive. 68.3% of the economically inactive population in East Lothian do not want a job, compared with 76% in Scotland. The main reasons why people may be economically inactive and not seeking work in East Lothian are because they are long-term sick, are a student or are retired.

Figure 3.7: Reasons for being economically inactive as a percentage of all those inactive (NOMIS 2016).



**Economic Activity and Inactivity**

**Economically active:** People who are either in employment or unemployed and seeking work.

**Economically inactive:** People who are neither in employment nor unemployed. This group includes, for example, all those who were looking after a home or retired.

**Wanting a job:** People not in employment that want a job but are not classed as unemployed because they have either not sought work in the last four weeks or are not available to start work.

**Not wanting a job:** People who are neither in employment nor unemployed and who do not want a job.

Figure 3.6 shows the employment trend in East Lothian compared with Scotland. 75.4% of people aged 16-64 living in East Lothian are in employment. The proportion of the working age population in employment in

### Income Deprivation

The Scottish Index of Multiple Deprivation income domain identifies areas where there are concentrations of individuals and families living on low incomes. This is based on the following factors: Income Support and Income-based Employment Support Allowance claimants (16-59); Job Seekers Allowance and Guaranteed Pension Credit Claimants (all ages); Universal Credit claimants with no employment marker; number of children in JSA, IS or ESA households; number of adults and children dependent on adults in receipt of Tax Credits.

The level of income deprivation in East Lothian is below that in Scotland as a whole. In the SIMD 2016 income domain, 9.8% of the population of East Lothian were income deprived. This compares to 12.3% across Scotland as a whole.

Figure 3.8 shows datazones in East Lothian that fall within the most 10%, 15% and 20% most income deprived datazones in Scotland.

There are 3 East Lothian datazones in the 10% most income deprived in Scotland, compared to only 1 in 2012.

5 datazones are in the 15% most deprived (3 in 2012)

10 datazones are in the in the 20% most deprived (6 in 2012)

The most income deprived datazone is located in Tranent (High street/Northfield/Lindores Drive). The two other areas which are in the worst 10%, are also in Fa;side, these are Coalgate Road/Robertson Drive and Elphinston Village.

Figure 3.8: East Lothian Most Income Deprived Datazones in Scotland (SIMD2016)

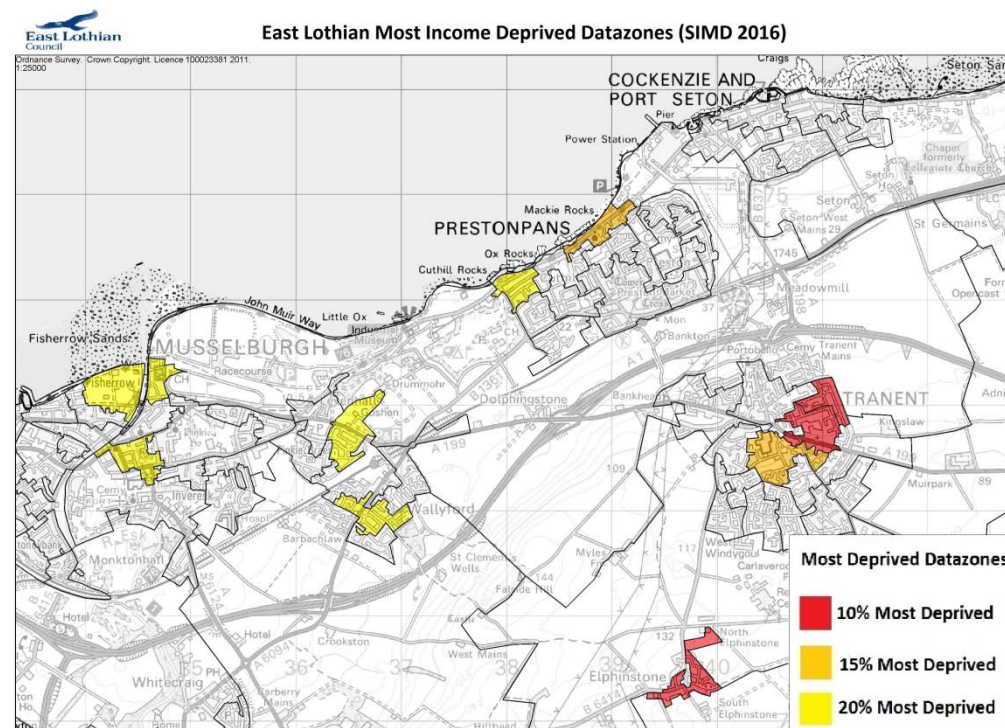
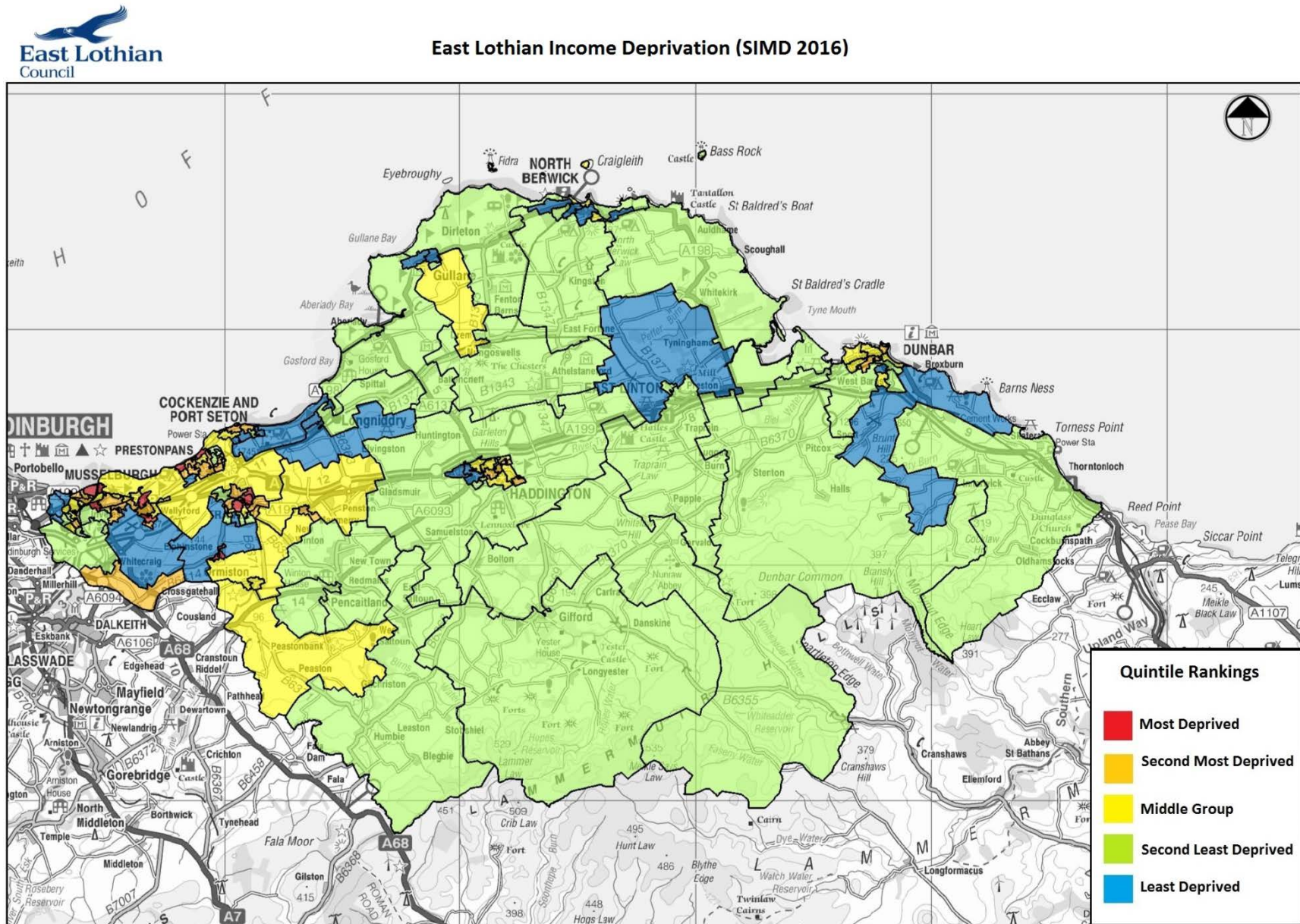


Figure 3.9 shows the Income Deprivation in East Lothian by the SIMD 2016 Scottish quintile rankings. Many of the datazones falling into the most deprived quintiles are found in the west of the area.

Figure 3.9: East Lothian Income Deprivation by Scottish quintile ranking (SIMD 2016)



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### Employment Deprivation

The level of employment deprivation in East Lothian is below that in Scotland as a whole. In the SIMD 2016 employment domain 8.5% of the population of East Lothian were employment deprived. This compares to 10.8% across Scotland as a whole. The gap between levels of employment deprivation between East Lothian and the rest of Scotland has narrowed since 2004.

The SIMD employment domain is based on the following factors: Unemployment claimant averaged over 12 months; working age Incapacity Benefit or Employment Support Allowance recipients; working age Severe Disablement Allowance recipients.

Figure 3.10 shows the datazones in East Lothian that fall within the 10%, 15% and 20% most employment deprived datazones in Scotland.

East Lothian has no datazones in the 10% most employment deprived datazones in Scotland (compared to 3 in 2012); only 1 datazone within the 15% most deprived (4 in 2012); and, 6 datazones which fall within the 20% most employment deprived in Scotland (7 in 2012).

The most employment deprived datazone in East Lothian in SIMD 2016 is Tranent High St/ Northfield/ Lindores Dr with a ranking of 833. Previously, the Cuthill area of Prestonpans featured amongst the 10% most employment deprived areas in Scotland. It has now fallen outside of the 20% most employment deprived.

The data shows a significant improvement in the rate of employment deprivation in East Lothian.

The number and rate of people classed as employment deprived has fallen from 6,070 (10.3%) in SIMD 12 to 5,330 (8.4%) in SIMD 2016.

In 2012 there were 7 datazones with an employment deprived rate 20% or higher (three datazones had a rate of 27%) and a further 24

with a rate between 15% - 19%. The 2016 data shows only 1 datazone with an employment deprived rate over 20% (21%) and only 14 with a rate between 15% - 19%.

Figure 3.10: Datazones in East Lothian that fall within the 10%, 15% and 20% most employment deprived in Scotland (SIMD2016)

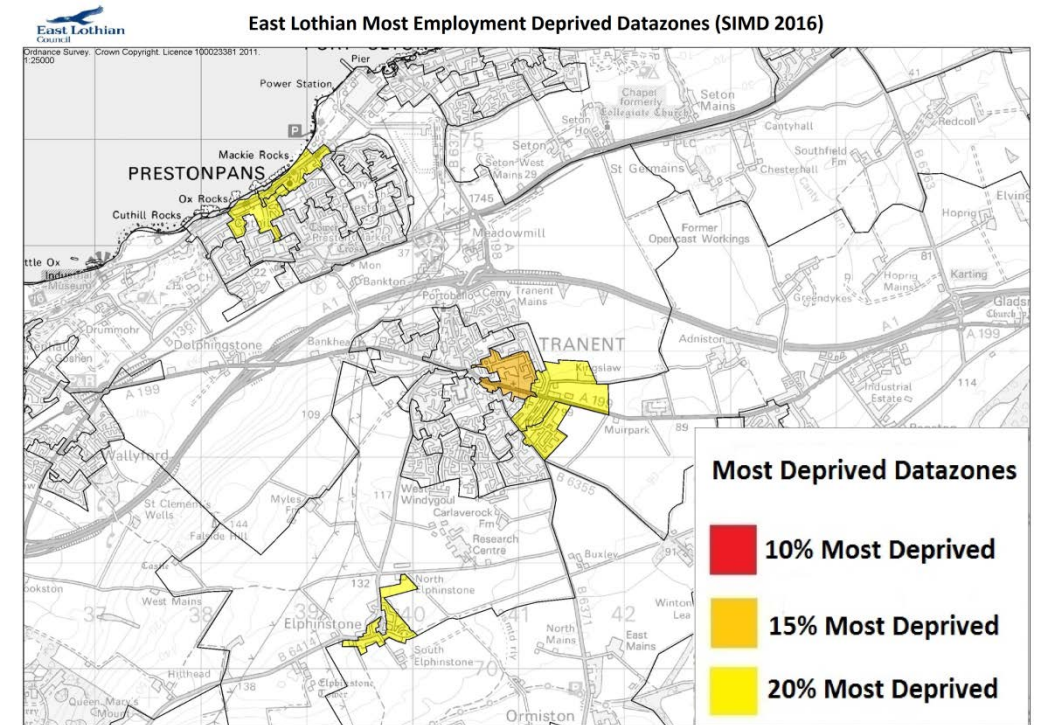
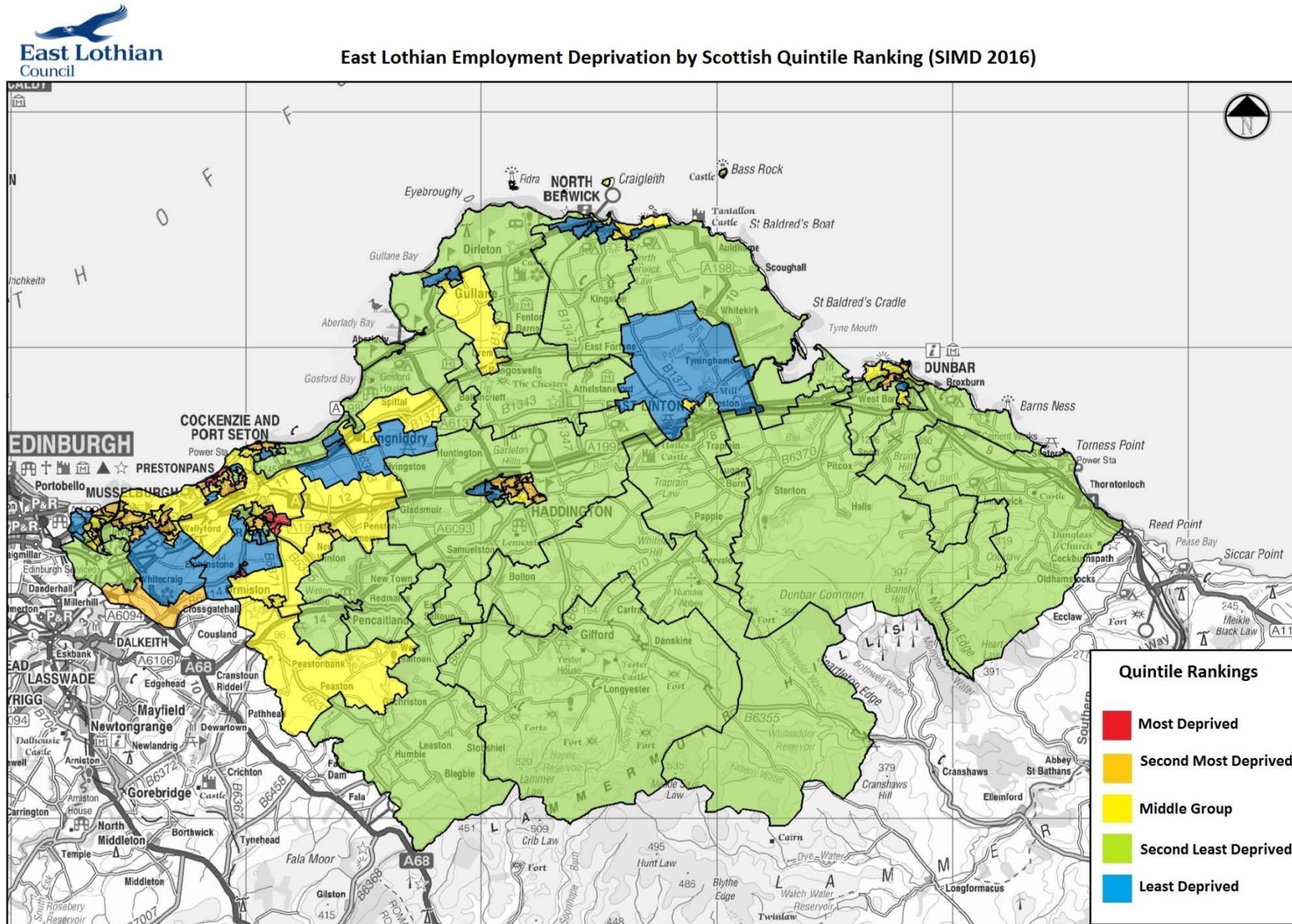


Figure 3.11: shows the Income Deprivation in East Lothian by the SIMD 2016 Scottish quintile rankings. A similar pattern to the income deprivation data emerges, with many of the datazones falling into the most deprived quintiles are found in the west of the area,

Figure 3.11: East Lothian Employment Deprivation by Scottish quintile ranking (SIMD2016)



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### Out of Work Benefits

Figure 3.12: Percentage of people aged 16-64 claiming JSA (NOMIS 2016).

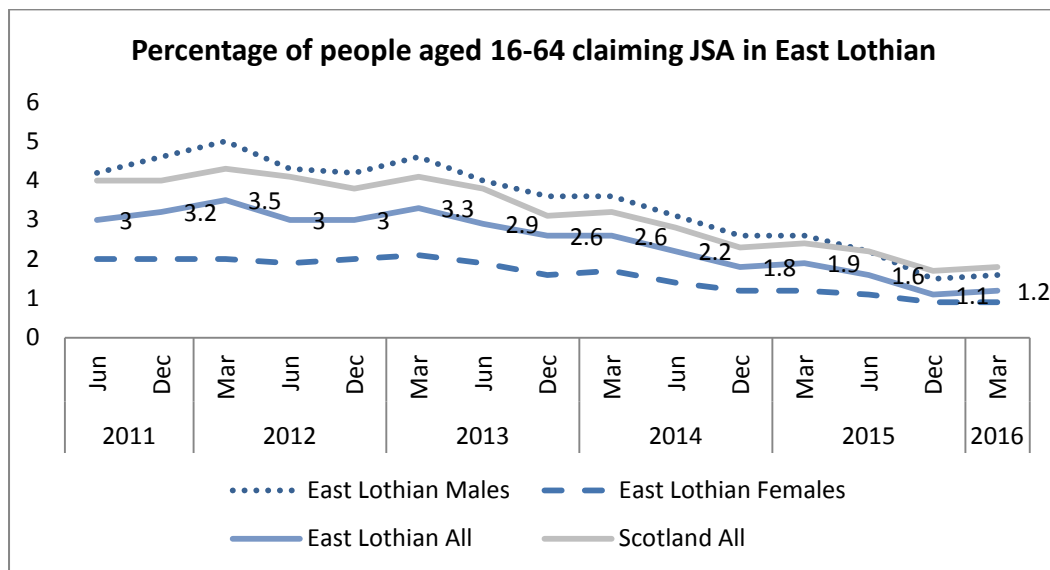
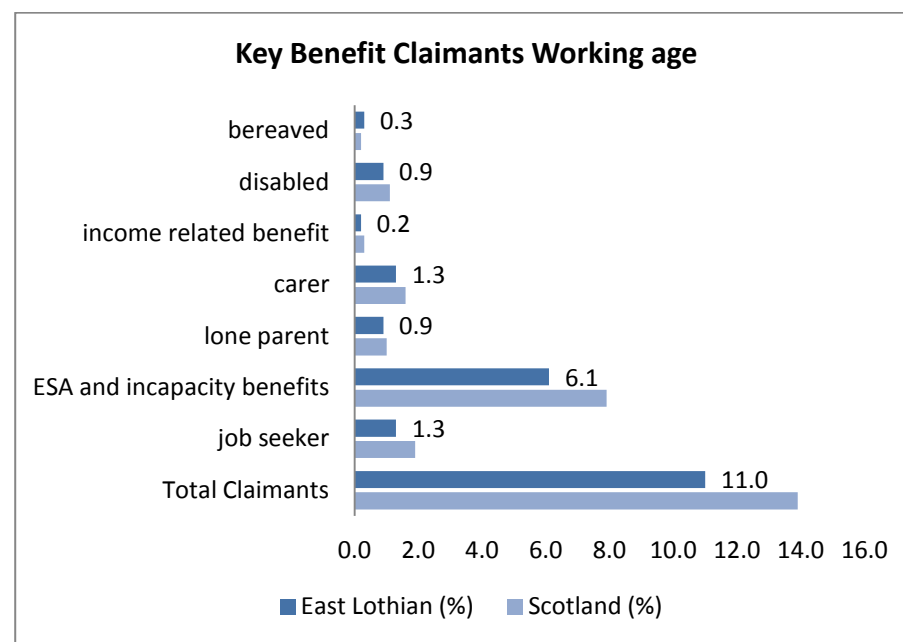


Figure 3.12 shows that the percentage of people claiming Job Seekers Allowance in East Lothian has decreased from 3.5% in March 2012 to 1.2% in March 2016. Over the same period the number of people claiming Job Seekers' Allowance in Scotland decreased from 4% to 1.8%. Far more men than women claim Job Seekers Allowance, however all categories have shown a reduction over the last 5 years.

Figure 3.13 displays the proportion of the working age population that receive key out of work benefits.

The benefits with the largest amount of claimants is Employment Support Allowance. The total proportion of people claiming key out of work benefits in East Lothian is 11%, which is lower than the Scottish figure of 13.9%.

Figure 3.13: Key benefit claimants for working age client group August 2015 (NOMIS 2016).



#### Job Seekers Allowance (JSA):

**People claiming JSA must declare that they are out of work, capable of, available for and actively seeking work during the week in which the claim is made.**

Figure 3.14: JSA claimants aged 16-64 by duration, Mar 2016 (NOMIS 2016).

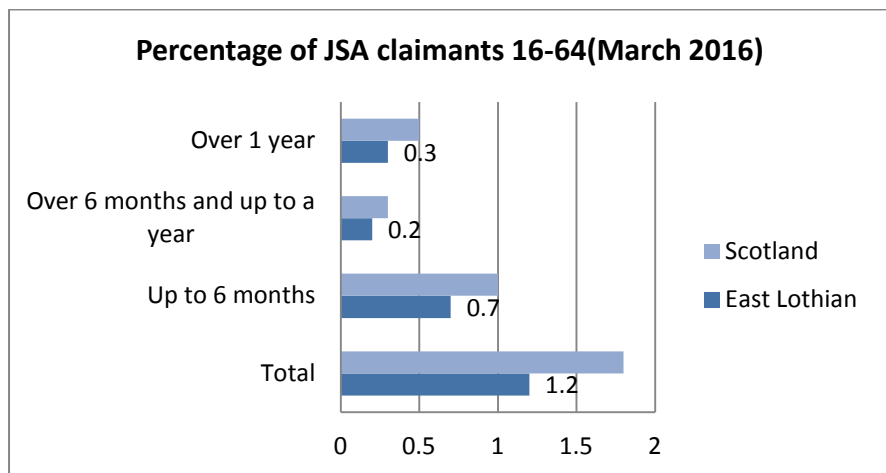
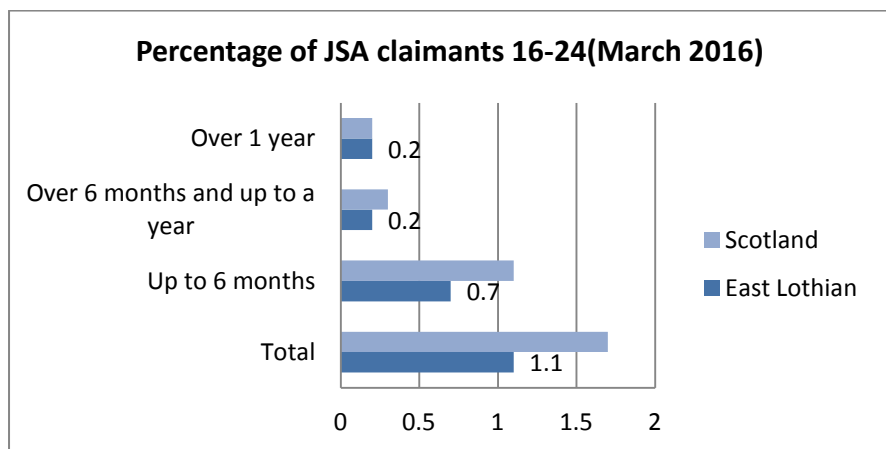


Figure 3.15: JSA claimants aged 16-24 by duration, March 2016 (NOMIS 2016).



Figures 3.14 to 3.17 show the proportion of certain age groups that claim Job Seekers Allowance (JSA). The graphs also show the length of time that each age group has claimed the benefit. JSA is claimed by a smaller proportion of East Lothian’s population than that of Scotland as a whole. Claimants in East Lothian also tend to claim JSA for less time than the rest of Scotland.

Figure 3.16: JSA claimants aged 25-49 by duration, March 2016 (NOMIS 2016).

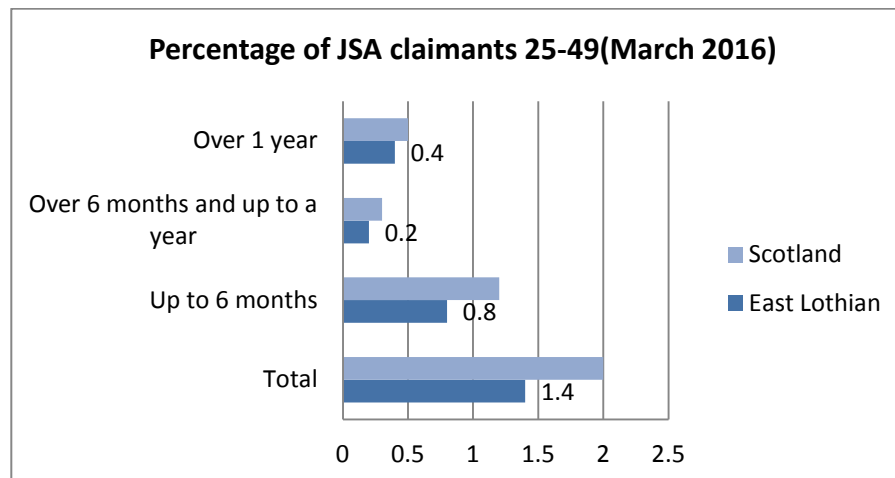
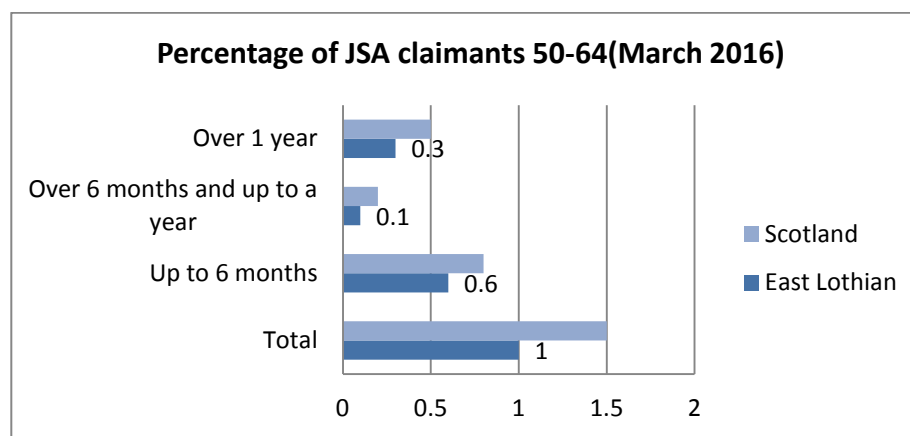


Figure 3.17: JSA claimants aged 50-64 by duration, March 2016 (NOMIS 2016).



However, the proportion of 16-24 year olds claiming JSA in East Lothian is slightly higher than the Scottish average. Figure 3.18 displays the areas of East Lothian in which more than 3% of the population claiming JSA in 2014.

Figure 3.18: East Lothian datazones in which 3% or more of the population claim JSA, June 2014 (East Lothian Council 2015).

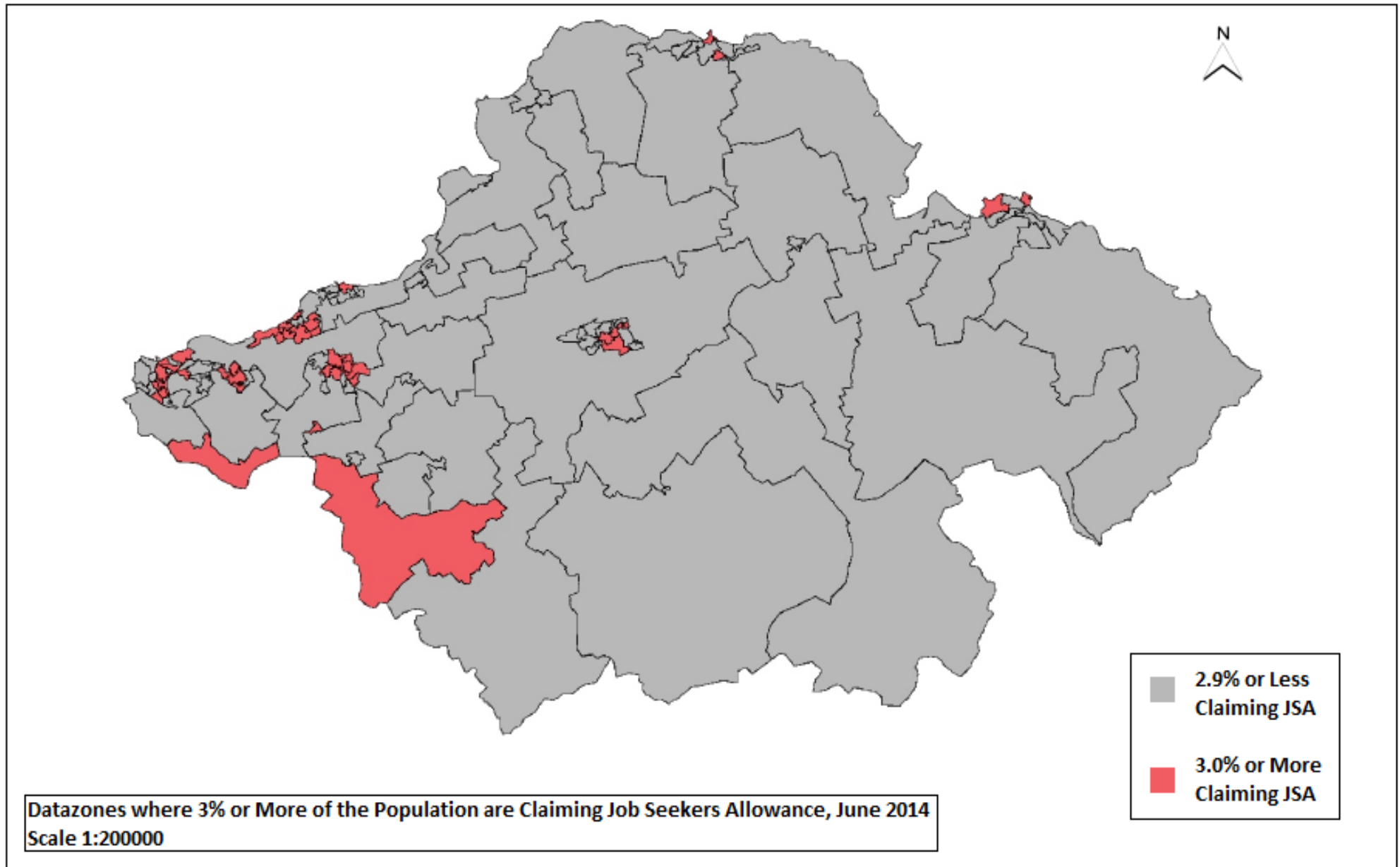
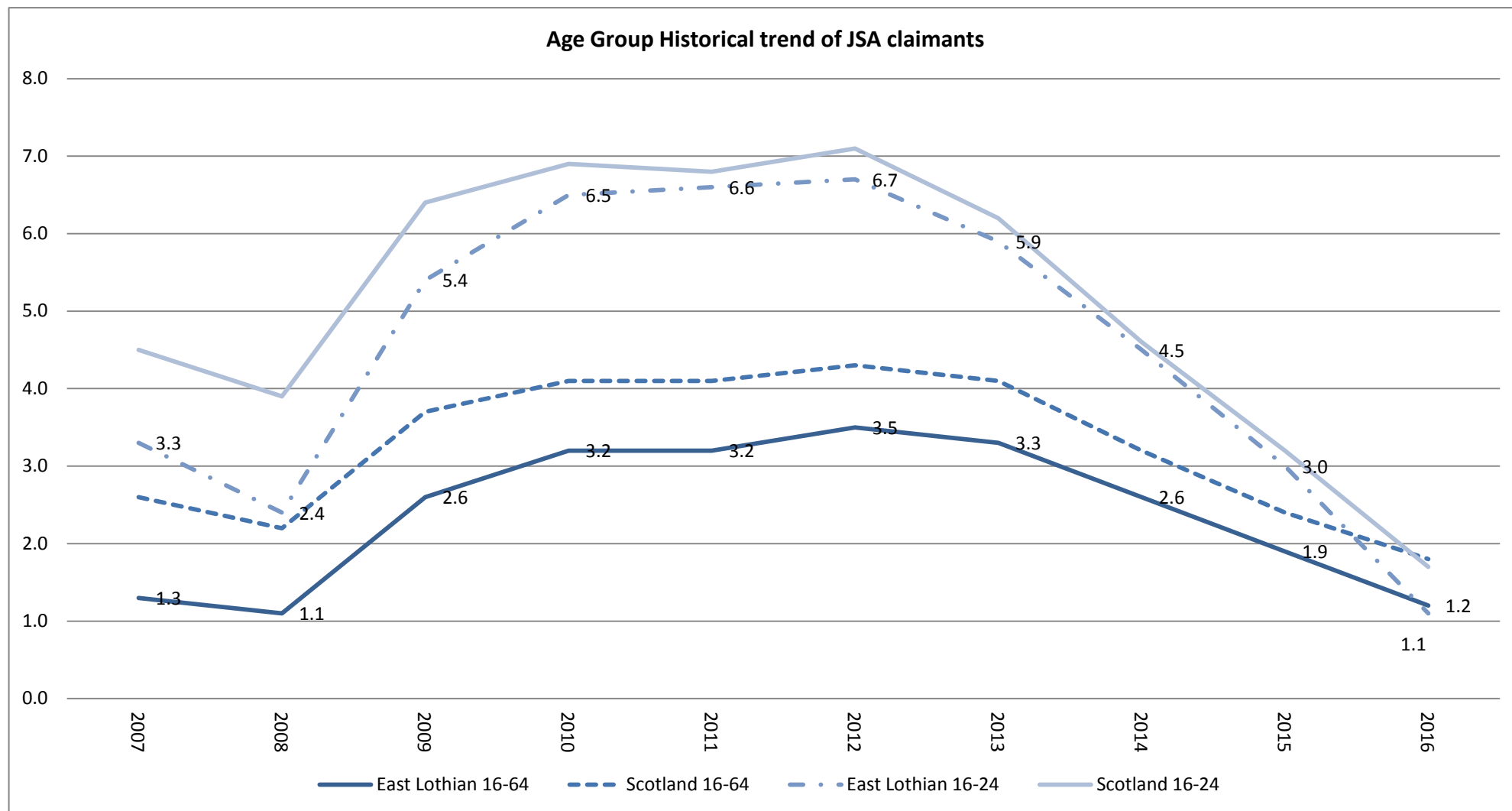


Figure 3.19: Historical trends of people claiming Job Seekers' Allowance in East Lothian and Scotland from March 1992 to March 2016 (NOMIS 2016).

Figure 3.19 shows the rate of people of the population age group claiming Job Seekers' Allowance, broken down by youth (16-24 year olds) and all adults (16-64 year olds) in East Lothian and Scotland. The figures in all categories increased sharply in 2009, with the East Lothian youth figure reaching a 10 year high of 6.7 in 2012 compared to 7.1 in Scotland. The figures have decreased over the last four years, with the youth claimants now at a similar level to that of the all adult age group.

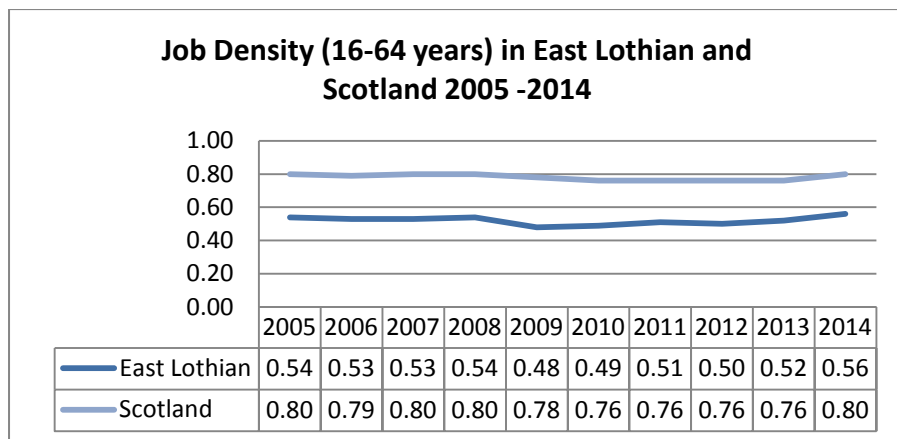


**Jobs Density**

Figure 3.20 shows the job density trend from 2005-2014.

East Lothian’s jobs density per population is much lower than the Scottish figure, highlighting the number of East Lothian workers who commute out of the area, particularly to Edinburgh. In 2014 East Lothian had a job density of 0.56 per population, which is a 10 year high.

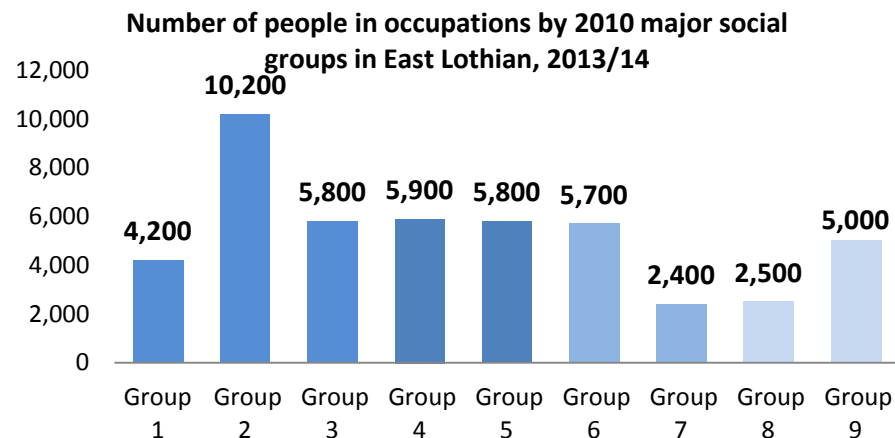
Figure 3.20: Jobs density in East Lothian and Scotland 2005-2014 (NOMIS 2016).



**Jobs density is defined as the number of jobs in an area divided by the resident population aged 16-64 in that area. A job density of 1.0 would mean that there is one job for every resident aged 16-64.**

East Lothian has a higher percentage of managerial and professional workers than the Scotland average. Figure 3.21 shows the number of employees in East Lothian by the SOC occupational groups. 20,200 people (or 42.5%) in the workforce in 2013/14 were employed in groups 1-3 made up of managerial, professional and associate occupations. 11,700 (24.6%) are in employed in groups 4-5; 8,100 (17.1%) in groups 6-7; and 7,500 (15.8%) in groups 8-9.

Figure 3.21: Number of people in occupations by SOC SOCIAL GROUPS in East Lothian (NOMIS 2016).



**2010 Standard Occupational Classification (SOC) groups:**

1. Managers, directors, and senior officials.
2. Professional occupations.
3. Associate professional and technical.
4. Administrative and secretarial.
5. Skilled trades.
6. Caring, leisure and other service.
7. Sales and customer service.
8. Process plant and machine operatives
9. Elementary occupations.

**Qualifications**

The 2011 Census measured how many people were employed in Standard Occupational Classification (SOC) groups by their highest level of qualification. East Lothian followed a fairly similar pattern to Scotland as a whole.

Figures 3.22 to 3.26 show the proportion of people of each SOC group that have varying levels of qualifications as set out below. The five levels measured are: lower than level 1; level 1; level 2; level 3; and level 4 or higher. Each of these levels corresponds to a group of qualifications on the Scottish Credit and Qualifications Framework – also set out below.

**The range of qualifications by SCQF levels:**

**Pre-Level 1 Qualifications:**

- SCQF 1: e.g. Access 1 or National 1.
- SCQF 2: e.g. Access 2 or National 2.
- SCQF 3: Access 3, National 3.

**Level 1 Qualifications:**

- SCQF 4: e.g. National 4 or Scottish Vocational Qualification 1.
- SCQF 5: e.g. National 5 or SVQ 2.

**Level 2 Qualifications:**

- SCQF 6: e.g. Higher or SVQ 3

**Level 3 Qualifications:**

- SCQF 7: e.g. Advanced Higher or SVQ 3.
- SCQF 8: e.g. Higher National Certificate or SVQ 4.

**Level 4 Qualifications:**

- SCQF 9: e.g. Ordinary Degree or SVQ 4.
- SCQF 10: e.g. Honours Degree.
- SCQF 11: e.g. Masters Degree or SVQ 5.

Figure 3.22: Percentage of workforce whose highest qualifications were at level 4 or above in 2011 (Census 2011).

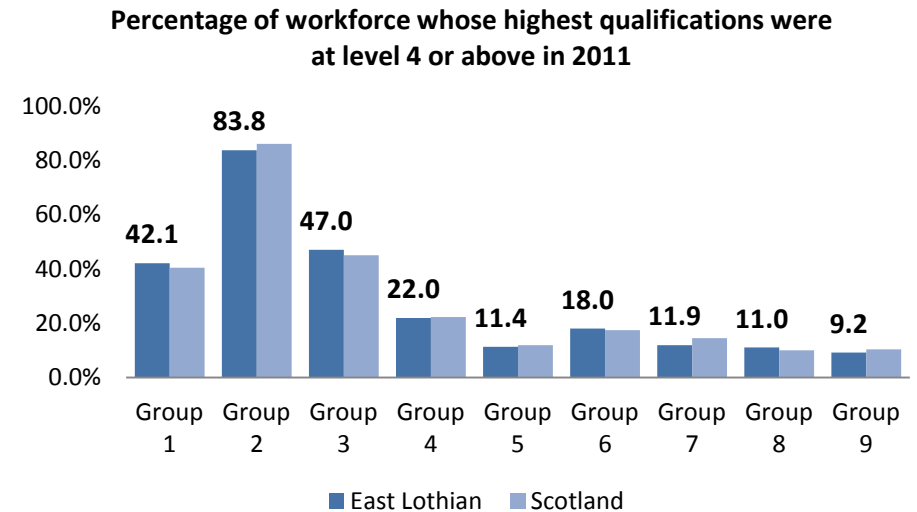


Figure 3.23: Percentage of workforce whose highest qualifications were at level 3 in 2011 (Census 2011).

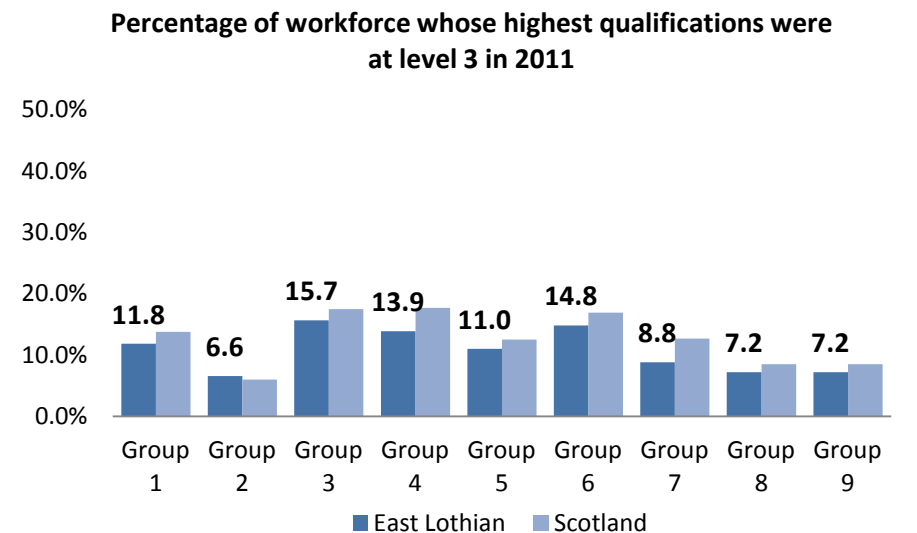




Figure 3.24: Percentage of workforce whose highest qualifications were at level 2 in 2011 (Census 2011).

Figure 3.26: Percentage of workforce whose highest qualifications were lower than level 1 in 2011 (Census 2011).

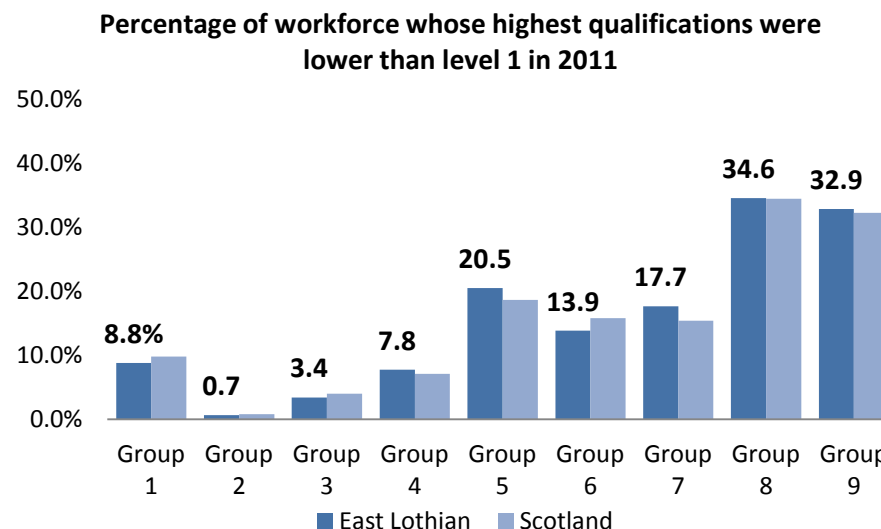
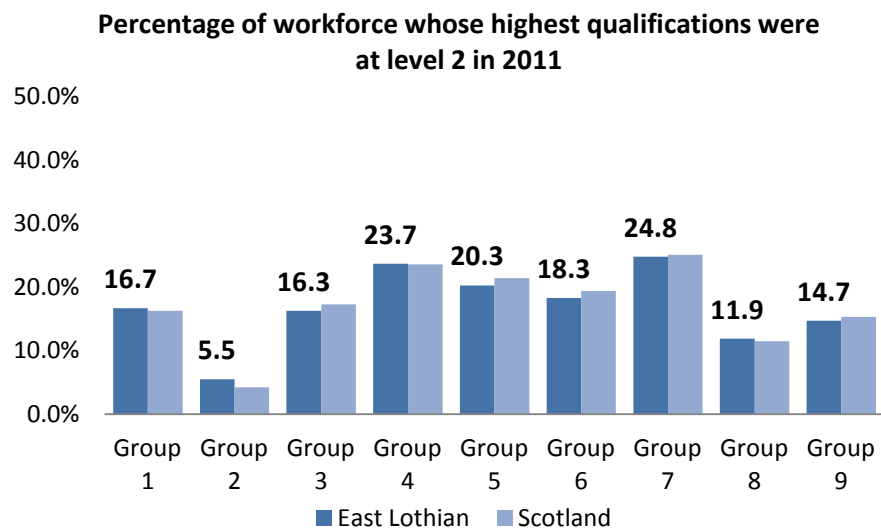
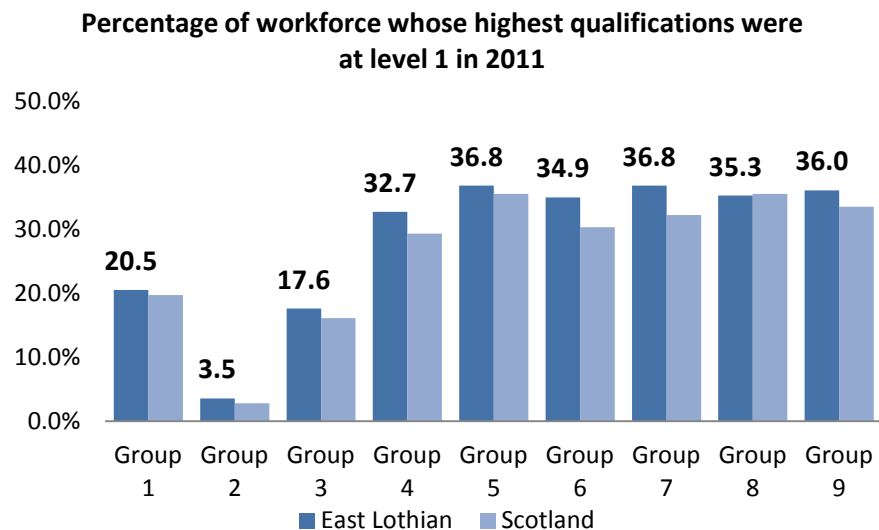


Figure 3.25: Percentage of workforce whose highest qualifications were at level 1 in 2011 (Census 2011).

Figures 3.22 to 3.26 show that 83.8% of those in Group 2 (professional occupations) are qualified to undergraduate degree level and above, compared with 42.1% in Group 1 (managers, directors and senior officials). In Scotland as a whole 40.4% and 86.1% were qualified to level 4 and above for Groups 1 and 2 respectively.

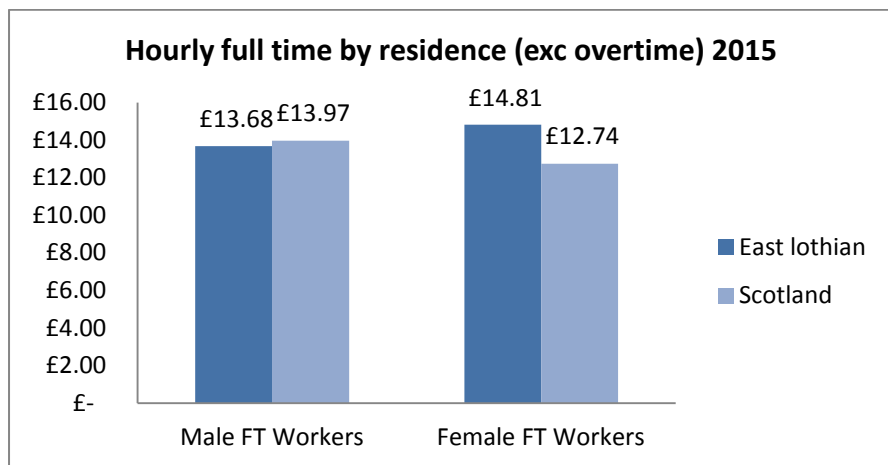
More people in Groups 8 and 9 are have a qualification lower than level 1 (or no qualification) than in any other group. The proportion of people qualified to levels 1, 2 and 3 are spread fairly evenly across each of the nine SOC groups – with the exception of Group 2, which has disproportionately higher numbers of people qualified at level 4 or higher.



### Hourly & Monthly Earnings

Full time male workers living in East Lothian earn an average of £1.13 per hour less than females. However, full time male workers in Scotland as a whole earn on average £1.23 per hour more than females. Figure 3.27 shows the hourly pay rates by sex for workers living in East Lothian.

Figure 3.27: Hourly pay by East Lothian as a residence (excluding overtime) by sex in East Lothian, Scotland in 2015 (NOMIS 2016).

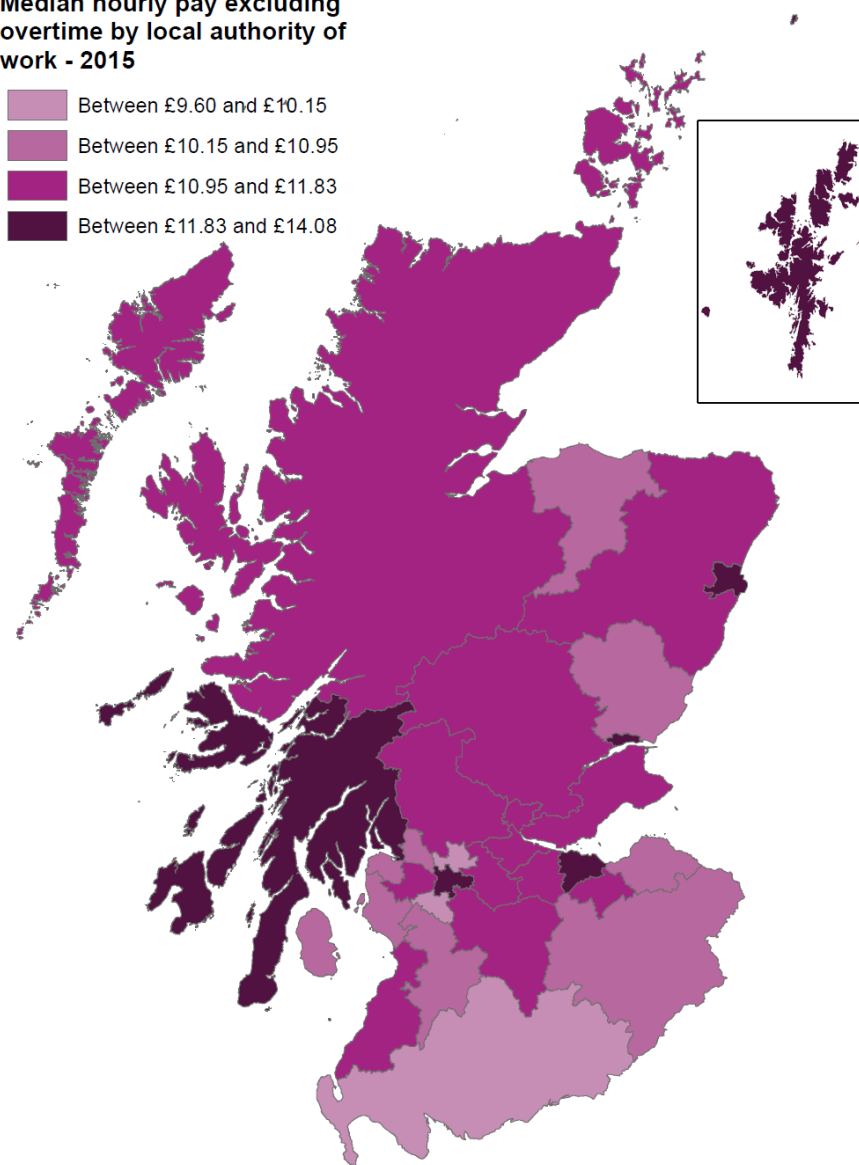


The Scottish parliament’s financial scrutiny unit briefing *Earnings in Scotland 2015* detailed that the average hourly earnings (excluding overtime) for East Lothian as a place of work was £10.91. This is down 3.8% on the previous year. East Lothian was 1.4% lower than the Scottish average and was the fifth lowest local authority for average hourly earnings. Figure 3.28 shows the average hourly earnings across Scotland by local authorities as a place of work.

Figure 3.28: Hourly pay (exc. over time) by local authority as a place of work (SPICe 2016).

### Median hourly pay excluding overtime by local authority of work - 2015

- Between £9.60 and £10.15
- Between £10.15 and £10.95
- Between £10.95 and £11.83
- Between £11.83 and £14.08



**Personal Finance & Citizens' Advice**

East Lothian Council's 'Student Evaluation of Experience Survey' (SEES) 2015/16 found that 57% of pupils in P6 had a bank account, which was an increase of 2.5% from the previous year. Table 3.1 shows this figure from 2012/13 to 2015/16.

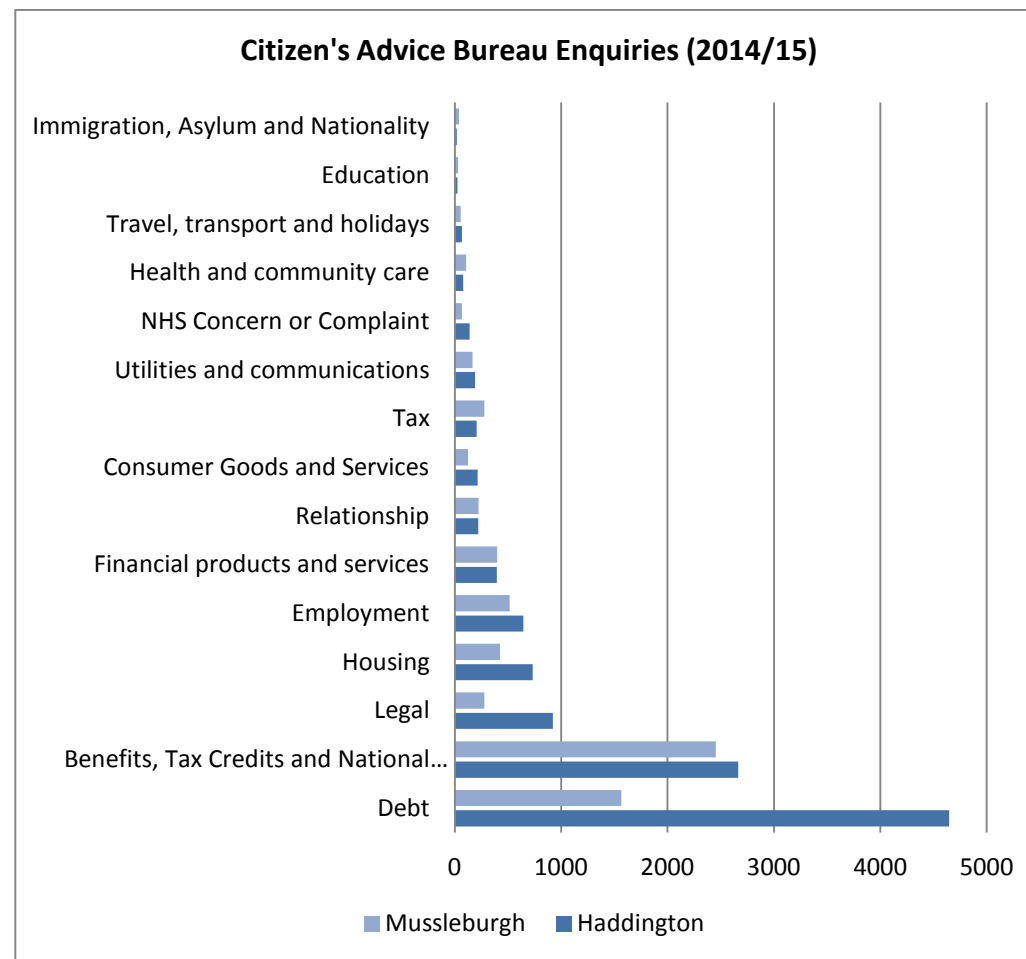
**Table 3.1: Percentage of P6 and S2 pupils that have a bank account (SEE SURVEY 2016).**

% of Pupils Who Have A Bank Account	P6	S2	Comb
2012/13	61.5	69.0	65.3
2013/14	56.5	68.7	62.6
2014/15	54.5	65.6	60.1
2015/16	57.0	66.2	60.9

Citizens' Advice Scotland (CAS) has two branches in East Lothian located in Musselburgh and Haddington. In 2014/15 there were 11,165 enquiries to the Haddington office and 6,722 enquiries to the Musselburgh office, giving a total of 17,887 enquiries.

Figure 3.29 Shows that the most common enquiries at the Haddington office were in relation to debt (42%) and benefits, tax credits and national insurance (24%). However in Musselburgh, benefits (36%) was the highest, followed by debt (24%). Legal also differed, accounting for 8% of Haddington enquiries, and 4% of Musselburgh enquiries.

**Figure 3.29: Total enquiries to Musselburgh and Haddington Citizen's Advice Bureau branches in 2014/15 (Citizen's Advice Bureau 2016).**



**Business Size & Growth**

Figure 3.30 shows that the vast majority of businesses in East Lothian and Scotland employ less than 10 people.

Figure 3.30: Business size by number of employees as a proportion of registered enterprises 2015 (Nomis 2016).

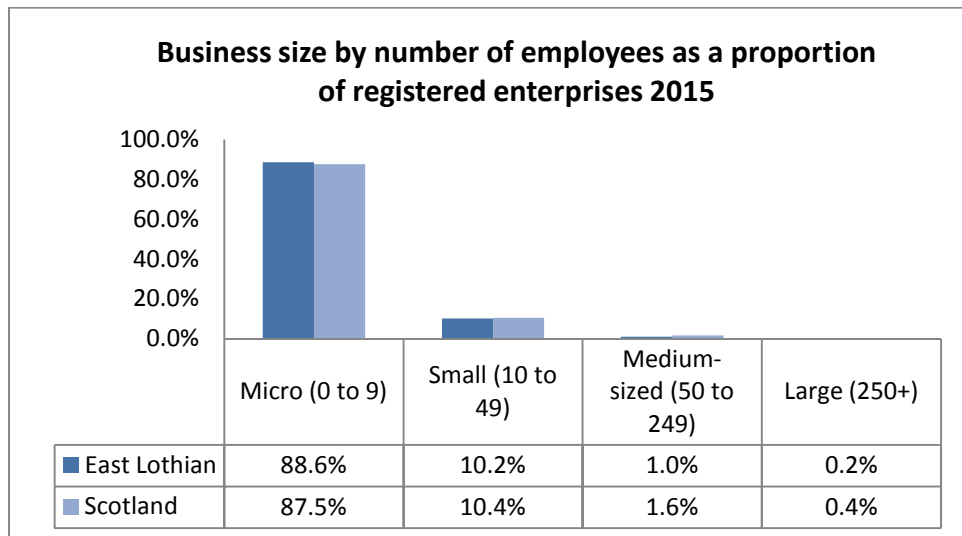


Figure 3.31 shows that a higher proportion of people are employed in businesses that employ 0-49 employees in East Lothian than in Scotland as a whole. Fewer people in East Lothian are employed by larger employers despite the fact that a higher proportion of employers in East Lothian employ more than 250 people.

The largest employer in East Lothian is East Lothian Council with around 4,000 staff employed directly and through partner agencies. A number of other companies based within and out with East Lothian also employ a significant number of people. Belhaven Brewery, Charles River Laboratories, Lafarge, and Torness Power Station are just some of the companies based in East Lothian that employ a significant number of people.

Figure 3.31: Number of people employed, by size of business as a proportion of the total number of people employed, East Lothian and Scotland, March 2015 (Scottish Government 2016).

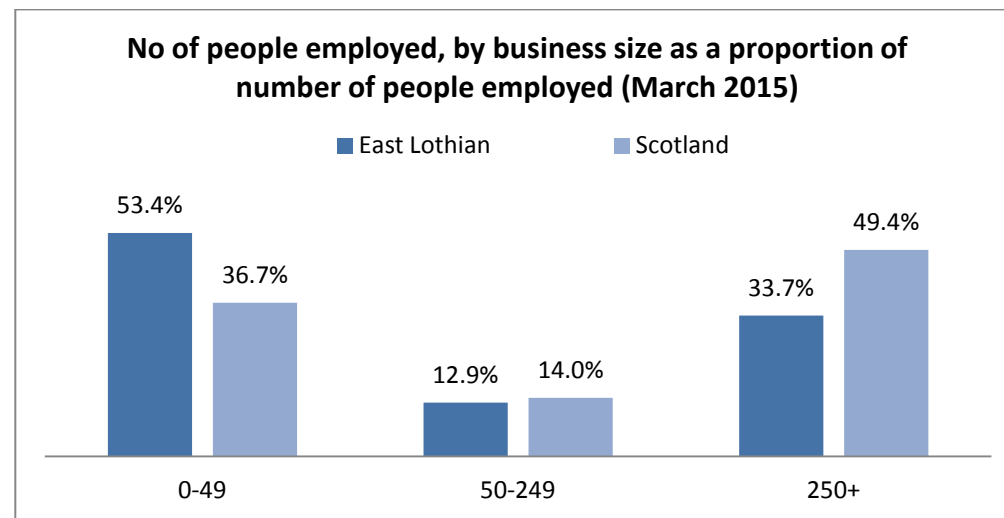
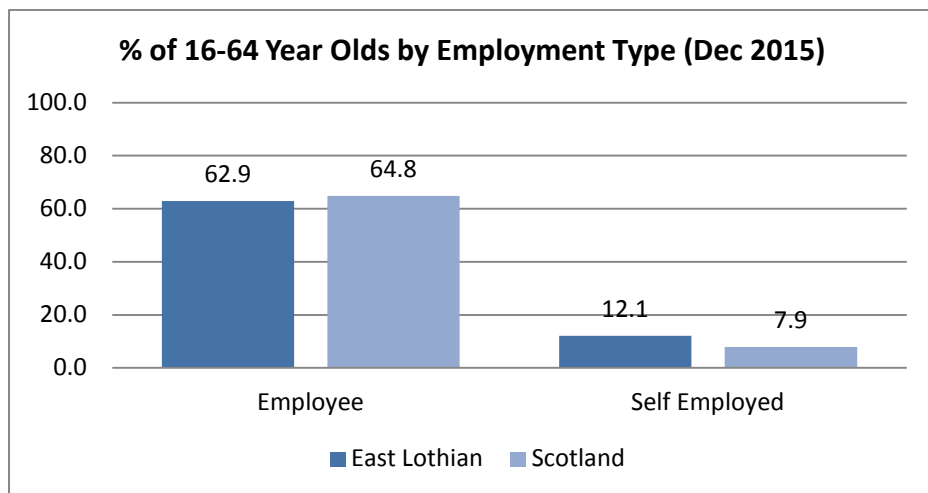


Figure 3.32 shows the percentage of 16-64 year olds who are employees or who are self employed in East Lothian and Scotland. 3,900 people were classed as an ‘employee’ in Dec 2015, compared to 7,500 that were ‘self employed’. East Lothian has a higher percentage of people that are self employed than the Scotland.

Figure 3.33 compares the number of business births and business deaths. The number of business births in East Lothian declined by 15% in 2006 before remaining relatively stable over the next 4 years before increasing to a 10 year high of 350 in 2013. The 2014 figure decreased by 10% in 2014. The number of business deaths is currently 17% lower than the business births, on average there have been 18% fewer business deaths than births over the last 10 years.

Figure 3.32: Proportion of people that are economically active and in employment by employment type as of Dec 2015 (NOMIS 2016).



The percentage of businesses surviving their first and second year after opening is also fairly high in East Lothian. In 2013, 80.2% of businesses that had opened in 2011 were still actively trading after two years. However this is down from 98.2% (of the same businesses) that were actively trading in 2012 after one year of opening. Figure 3.34 shows the percentage of businesses that survived their first and second years by year of business birth from 2007-2011. As many businesses ‘born’ in 2011 survived their first year as those ‘born’ in 2008 showing some signs of recovery. There was a bigger increase in the number of businesses in East Lothian than in the Lothians, Scotland, or the UK as shown in table 3.2.

Table 3.2: Number of businesses in 2011 and 2015 in East Lothian (NOMIS 2016).

Area	2011	2015	% Change
East Lothian	2,505	2,930	17.0%
Scotland	144,650	168,275	16.3%

Figure 3.33: Number of business births and deaths in East Lothian (rounded to nearest 5) (ONS 2016).

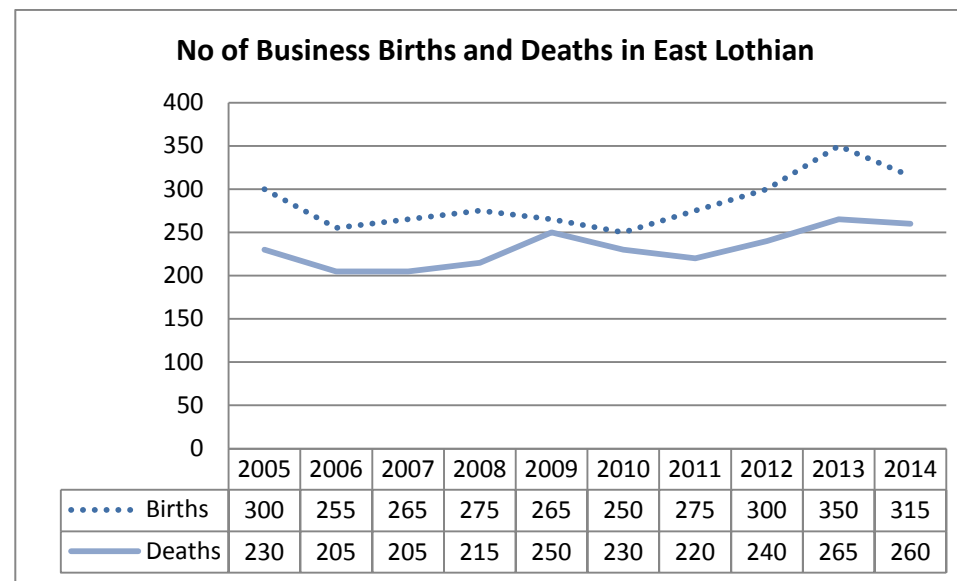
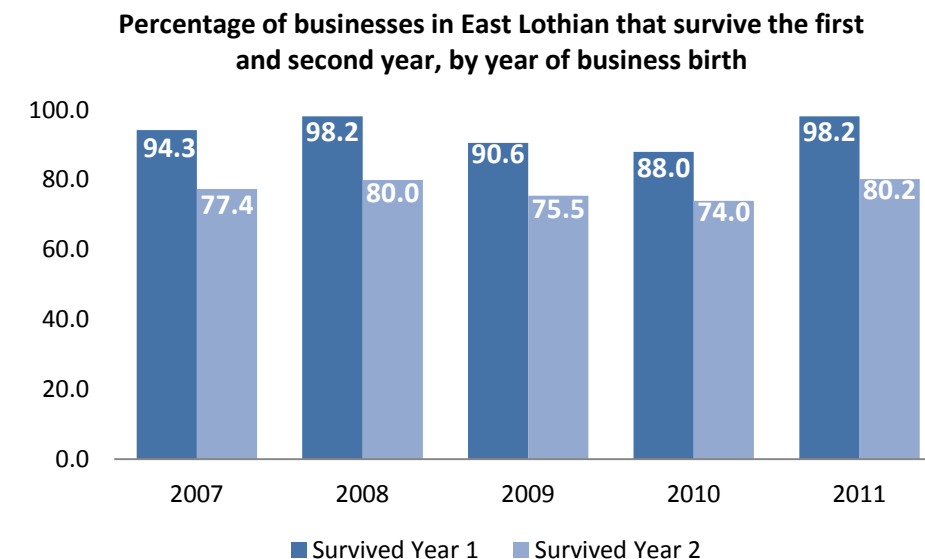


Figure 3.34: percentage of businesses in East Lothian that survive into the first and second year of activity by year of business’ birth (ONS 2013).



**Business Sectors**

Figure 3.35 displays the proportion of businesses engaged in each business sector. East Lothian has a higher proportion of businesses engaged in 'Information & Computing', 'Human health and social work networks' and 'arts, entertainment and recreation' when compared to the Scottish average.

Figure 3.35: Number of businesses per sector as a proportion of the total number of businesses, East Lothian and Scotland, March 2015 (Scottish Government 2016).

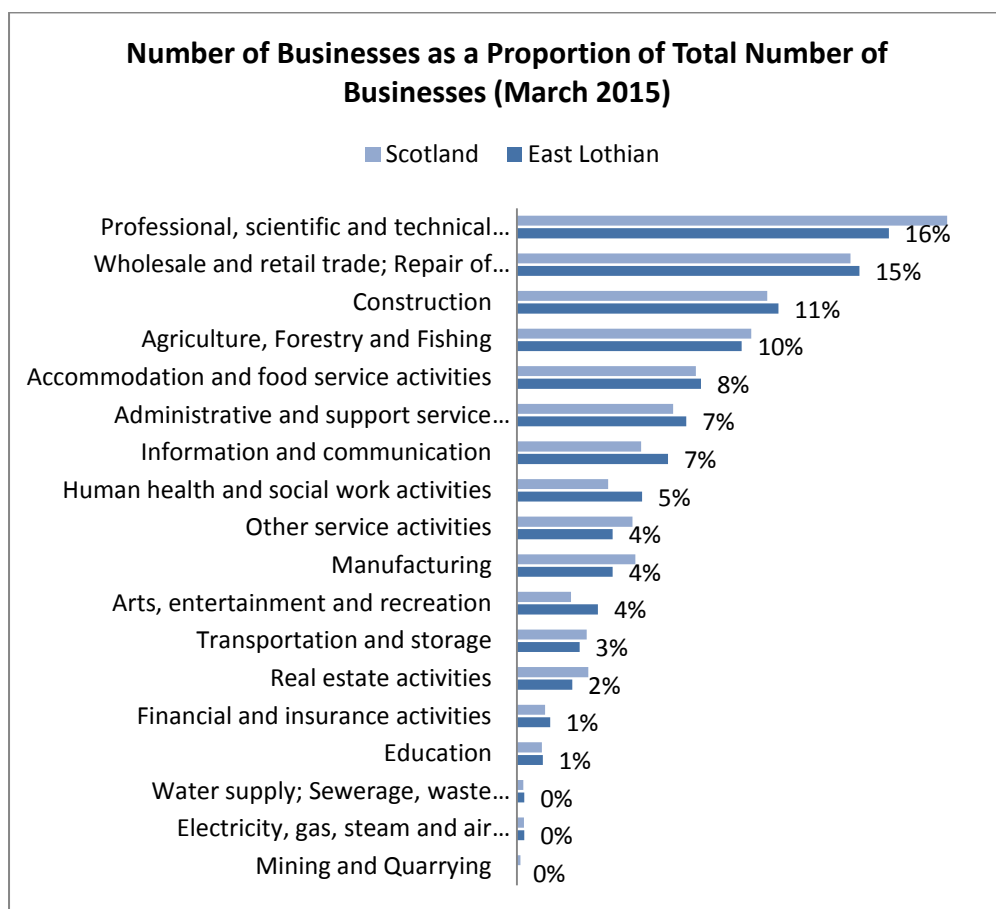
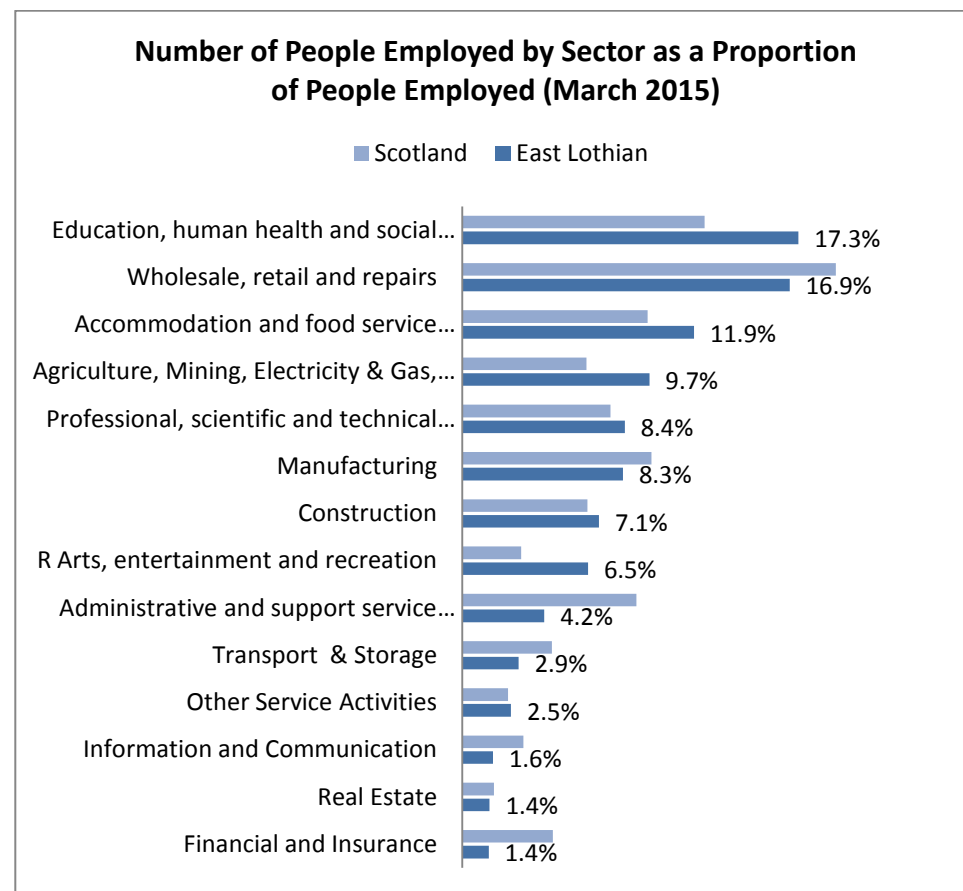


Figure 3.36 shows the proportion of people employed in each business sector. East Lothian has a higher proportion of people employed in 'education, health and social work', 'accommodation and food service', and Professional Scientific Technical and 'arts, entertainment and recreation' than the Scottish average.

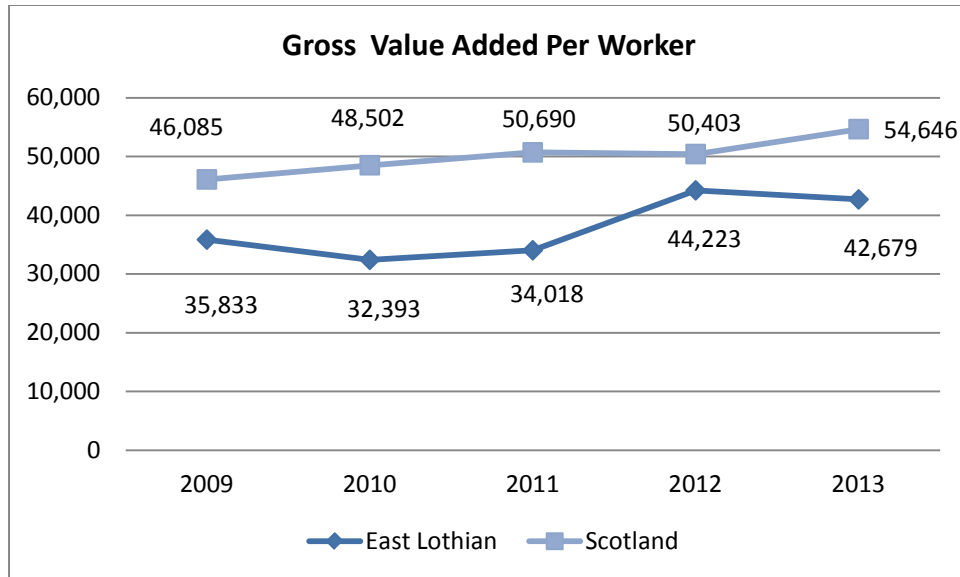
Figure 3.36: Number of people employed by sector, as a proportion of all people employed, East Lothian and Scotland, March 2015 (Scottish 2016).



**Gross Value Added**

Figure 3.37 displays Gross Value Added (GVA) per employee in East Lothian and Scotland. GVA is a measure of the value of goods and services produced in an area. GVA per head has been consistently lower in East Lothian than Scotland as a whole.

Figure 3.37: Gross Value Added per employee, East Lothian and Scotland, (Scottish Government 2016).



Economic output from Lothian area (Edinburgh, East Lothian, Midlothian, and West Lothian) was calculated to be £23 billion in 2012. This represented 22% of the total Scottish Gross Value Added from a region with 16% of the national population. East Lothian is estimated to have contributed to 5% of this £23 billion. Figure 3.38 shows the economic output of the Lothian region and a breakdown of local authorities within. Figure 3.39 shows the gross annual turnover by business sector in East

Lothian. Wholesale, retail, repairs and primary industries have the highest turnovers with £572 billion and £604 billion respectively.

Figure 3.38: Total Economic output at basic prices in Edinburgh and the Lothians in 2013, (Scottish Government 2016).

East Lothian accounted for 6.3% of the total output at basic prices in Edinburgh and the Lothians.

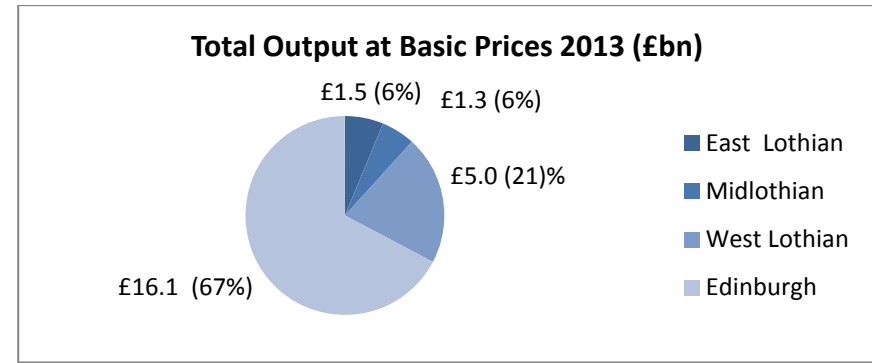
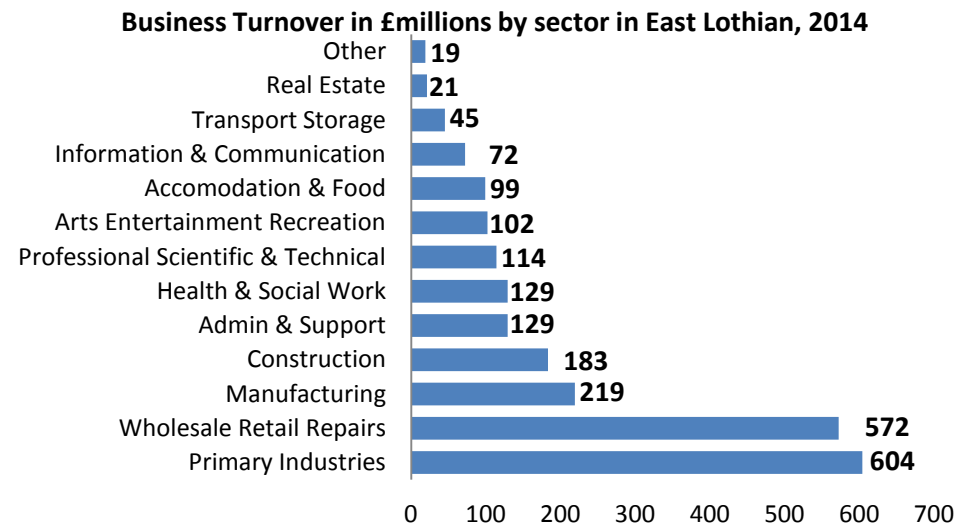


Figure 3.39: Business turnover in £ millions, by sector, in East Lothian (Scottish Government 2015).

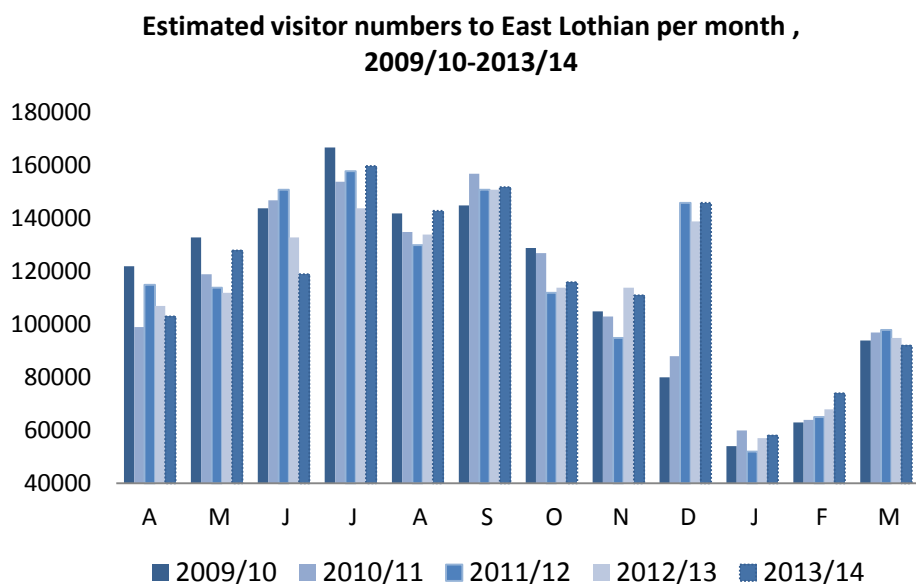


**Tourism**

East Lothian has seen a steady increase in tourism in the area. Many visitors come to the area to visit friends or family. However, golf, beaches, museums, and a number of other attractions make East Lothian a popular area for both locals and tourists to enjoy. A full list can be found at [www.visiteastlothian.org](http://www.visiteastlothian.org)

Figure 3.40 shows the estimated number of visitors to East Lothian per month for the period 2009/10 to 2013/14. The trend shows rising visitor numbers over the summer months and fewer numbers in the winter months. However, in the last three years East Lothian has seen a spike in visitor numbers in December. 1,407,000 visitors are estimated to have come to East Lothian in 2013/14.

**Figure 3.40: Estimated visitor numbers to East Lothian per month (East Lothian Council 2014).**



Thirteen attractions in East Lothian have a Scottish Tourist Board rating of 3 Stars or above. Eleven attractions have Green Tourism awards. Table 3.3 shows the different attractions in East Lothian with a Scottish Tourist Board rating, whilst table 3.4 shows the attractions with a Green Tourism award.

**Table 3.3: Visitor attractions in East Lothian with a Scottish Tourist Board star rating (Visit Scotland 2014).**

Attraction	Location	Leisure Type	STB Star Rating
Archerfield Walled Garden	Dirleton	Food & Drink	4
Chippendale Int. School of Furniture	Gifford	Other	3
East Links Family Park	Dunbar	Outdoor	4
Flag Heritage Centre	Athelstaneford	Historic	4
Glenkinchie Distillery	Pencaitland	Food & Drink	5
John Gray Centre	Haddington	Museum	5
John Muir Country Park	Dunbar	Outdoor	3
John Muir’s Birthplace	Dunbar	Historic	5
Musselburgh Golf Course	Musselburgh	Sport	5
Musselburgh Racecourse	Musselburgh	Sport	5
Prestongrange Museum	Prestonpans	Historic	3
Scottish Seabird Centre	North Berwick	Museum	5
St Mary’s Church	Haddington	Historic	3
Tours at Torness	Dunbar	Other	5



Table 3.4: Visitor Attractions in East Lothian with a Green Tourism Award (Visit Scotland 2014; Green Tourism 2014).

Attraction	Location	Leisure Type	Green Tourism Award
Direlton Castle	Direlton	Historic	SILVER
Glenkinchie Distillery	Pencaitland	Food & Drink	BRONZE
Inveresk Lodge Garden	Musselburgh	Outdoor	SILVER
John Muir's Birthplace	Dunbar	Historic	GOLD
National Museum of Flight	East Fortune	Museum	SILVER
Newhailles House	Musselburgh	Historic	SILVER
Preston Mill & Phantassie Doocot	East Linton	Historic	BRONZE
Scottish Seabird Centre	North Berwick	Museum	GOLD
Seton Colligate Church	Longniddry	Historic	GOLD
Tantallon Castle	North Berwick	Historic	SILVER
Winton House	Pencaitland	Historic	GOLD

Table 3.5: Visitor numbers to attractions that are members of ASVA in July 2013 and July 2014 (ASVA 2014).

Attraction	Location	Visitors in July 2013	Visitors in July 2014	Yearly Change
Direlton Castle	Direlton	3,911	4,433	13%
Glenkinchie Distillery	Pencaitland	3,371	4,105	22%
Inveresk Lodge garden	Musselburgh	294	303	3%
National Museum of Flight	East Fortune	18,444	21,437	16%
Newhailles House	Musselburgh	705	714	2%
Preston Mill & Phantassie Doocot	East Linton	456	342	-25%
Scottish Seabird Centre	North Berwick	39,358	40,763	4%
Seton Colligate Church	Longniddry	390	417	7%
Tantallon Castle	North Berwick	6,569	7,785	19%

The Association of Scottish Visitor Attractions (ASVA) gathers information on several attraction sites in East Lothian. All but one of these attractions has shown an increase in the number of visitors in July 2014 compared with July 2013. Table 3.5 shows the number of visitors that have visited each attraction, which is a member of ASVA, in each month as well as the percentage increase or decrease.

**Visit Activities and Behaviour**  
**Places visited**

A visitor survey was undertaken by LJ Research Ltd in 2015. Visitors were asked to state which places in East Lothian they had visited or intended to visit (Table 3.6). The result of this question is influenced by the sampling locations chosen but also reflects the levels of footfall in these locations.

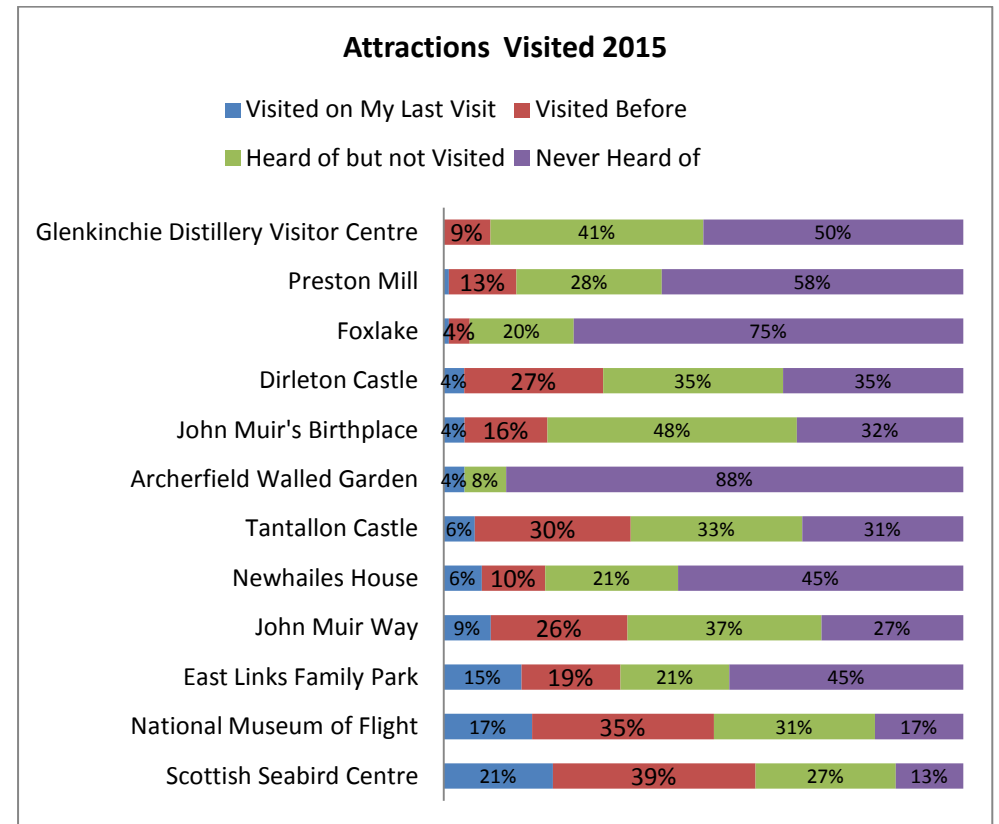
In 2015 the most popular destinations were North Berwick 64%, Dunbar 45% and Musselburgh 32%.

**Table 3.6: Places Visited 2015 (East Lothian Visitor Survey LJ Research Ltd. 2016).**

Destination	2011(%)	2015(%)
North Berwick	57	64
Dunbar	42	45
Musselburgh	20	32
Gullane	24	25
Haddington	14	20
Aberlady	N/A	16
Dirleton	N/A	14
East Linton	14	13
Longniddry	N/A	13
Port Seton (Seton Sands)	11	9
Prestopans	3	8
Garvald	N/A	2
Macmerry	N/A	2
Tynninghame	N/A	6
Pencaitland	N/A	5
Tranent	N/A	5
East Fortune	N/A	5

Visitors were also asked which attractions they had visited or heard of (Figure 3.41). 21% of respondents visited the Scottish Seabird Centre on their last visit. The National Museum of Flight and East Links Family Park were the other Top 3 attractions visited on their last visit. 88% of respondents had never heard of the Archerfield Walled Garden.

**Figure 3.41: Attractions Visited 2015 (East Lothian Visitor Survey LJ Research Ltd. 2016).**



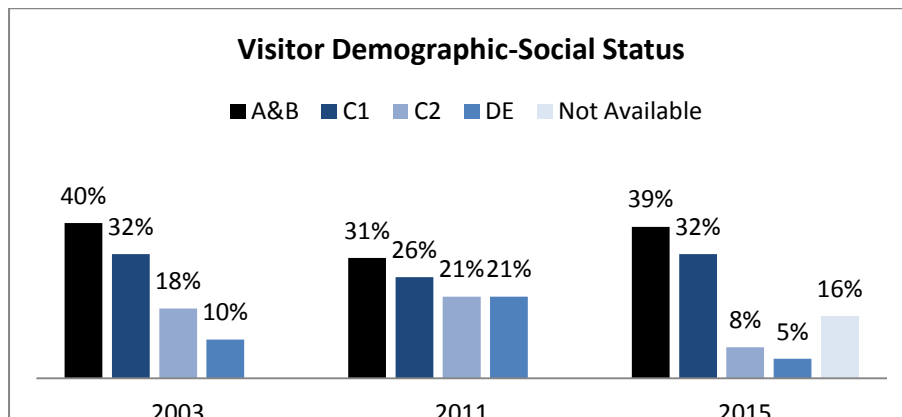
The survey respondents were segmented by their social status as defined in Table 3:7.

Table 3.7: Social Status Demographic Categories

Social Grade	Social Status	Occupation
A	Upper Middle Class	Higher managerial, administrative or professional
B	Middle Class	Intermediate managerial, administrative or professional
C1	Lower Middle Class	Supervisory or clerical, junior managerial, administrative or professional
C2	Skilled Working Class	Skilled manual workers
D	Working Class	Semi and unskilled manual workers
E	Those at Lowest Level of Subsistence	State pensioners or widows (no other earner), casual or lowest grade workers

Figure 3.42 highlights that the majority of visitors are of a higher social demographic status. The visitor numbers from the working class and low level subsistence groups decreased from 42% in 2011 to 13% in 2015. This will likely be due to transport costs and expensive entrance fees.

Figure 3.42: Visitor Social Status (East Lothian Visitor Survey LJ Research Ltd. 2016).



## Sources

In preparing this profile every attempt has been made to use the most recent information publically available for each theme. The information has come from a variety of external sources as well as internal council services. Sources include:

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## **East Lothian by Numbers**

A Statistical Profile of East Lothian

### **3. Economy and Income**

Published December 2016

Find this document at: [www.eastlothian.gov.uk/StatisticsAndData](http://www.eastlothian.gov.uk/StatisticsAndData)



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#### **How to contact us**

East Lothian Partnership  
Corporate Policy and Improvement  
East Lothian Council  
John Muir House  
Haddington  
East Lothian  
EH41 3HA

W: [www.eastlothian.gov.uk/EastLothianPartnership](http://www.eastlothian.gov.uk/EastLothianPartnership)

T: 01620 827475

E: [elp@eastlothian.gov.uk](mailto:elp@eastlothian.gov.uk)