

Population

Mid-year Population Estimate, 2018



The total population in Kirkcaldy is estimated at **60,243**.

This compares with a total population of 59,700 as at the 2011 Census.

	Kirkcaldy	Fife
% aged 0-15 (Children)	17%	17.3%
% aged 16-64 (Working age)	62%	62.6%
% aged 65+ (Pensionable age)	21%	20.1%

Source: 2018 mid-year estimates from the National Records of Scotland

Note: These figures are estimates based on the 2011 Census. The next Census in Scotland is due to take place in 2022.

Town Centres

Vacancy Rate, June 2020



	Kirkcaldy Town Centre	Fife
% of Vacant Floor Space	33.2%	21.0%
% of Vacant Units	26.2%	19.4%

Source: Experian GOAD Data (Fife Council) – June 2020

Geography: Kirkcaldy Town Centre.

Commentary:

Town Centre Vacancy Rates:

- Kirkcaldy has the highest proportion of vacant retail units of Fife's town centres and second highest rate of vacant floorspace.
- The vacancy rates in Kirkcaldy town centre increased slightly between April 2019 and June 2020 (from 24.3% to 26.2% by retail unit and from 31.1% to 33.2% by floorspace). The latest figures will not have captured the full impact of the Covid-19 pandemic on businesses in the town centre however.
- Over the longer term, between April 2015 and June, Kirkcaldy's town centre vacancy rate by retail/service unit increased by 8.1 percentage points (from 18.1% to 26.2%).
- The vacancy rate based on floor space increased by 14 percentage points over the same period (from 19.2% to 33.2%).

Town Centre Activity:

- In 2020, 58 grants worth £100 each were awarded to town centre businesses in Kirkcaldy through the Small Business Covid Safety Grant Scheme towards the cost of implementing public health and safety measures as businesses reopened after lockdown. The scheme funded by the Scottish Government/Scotland's Towns Partnership Towns and BIDs Resilience and Recovery Fund was administered by Business Gateway Fife.

continued/

- Community Interest Company, Love Oor Lang Toun, was established in March 2020 to support, develop and promote the town centre. During lockdown, the initiative set up an online shopping service – ShopAppy Kirkcaldy - making Kirkcaldy the first town in Scotland to use the multi-award-winning online shopping platform. Following receipt of a £20,000 grant from the Scottish Towns and Business Improvement Districts Resilience & Recovery Fund in July, the initiative is looking at installing new click and collect lockers in shops, re-introducing wi-fi in the town centre and carrying out marketing campaigns.
- Kirkcaldy has launched its own Lang Toun branded gift card. The pre-paid MasterCard that can be loaded with any amount from £5 to £500 to encourage local spending.
- Kirkcaldy's Artisan Friday market resumed in June 2020.
- The £1.6m Council-funded Waterfront Regeneration Project which started in 2019 is continuing throughout 2020 and into 2021. The project will better connect the waterfront and the town centre as part of wider efforts to regenerate Kirkcaldy town centre. It has been developed with help from the Kirkcaldy Waterfront Group, the Kirkcaldy's Ambitions Partnership, Kirkcaldy 4 All, local residents and businesses.
- Kirkcaldy's new 15-17 store will open in the spring after flood damage delayed its planned September opening. The fledgling chain store brand aims to make use of the empty retail unit vacated by Debenhams earlier this year to bring a mix of different retailers together under one roof, with a selection of small local businesses and bigger national names trading side-by-side.
- C. Sinclair Fish Merchants opened a new shop on Kirkcaldy High Street. The new premises complement their existing Burntisland High Street shop and provides additional preparation space for the firm's quality fresh fish & seafood products.
- The new Merchants House Cafe opened in October 2020 within one of the shop units within the 16th century A-listed Merchant's House on Laws Close. The new outlet sells homemade food including deli sandwiches, paninis, soups and homemade speciality cakes as well as Barista-style coffee, organic tea, pink hot chocolate and soft drinks.
- A new community bike shop has opened on the High Street by Greener Kirkcaldy. Funded by the Scottish Government's 'Climate Challenge Fund' and Paths for All's 'Smarter Choices, Smarter Places Fund', Lang Toun Cycles offers cycle servicing and repairs, sales of refurbished bikes and accessories, a bike and electric-bike loan scheme, bike maintenance workshops, and free 'Dr Bike' events, where anyone can get a safety check and simple repairs carried out on their bike. The project will operate as a social enterprise, with all profits invested in getting more locals in the town cycling.
- WH Smith on Kirkcaldy High Street is to close in February 2021 when its lease expires.
- Online retailer Boohoo has bought the Dorothy Perkins, Wallis and Burton brands from Arcadia for £25.2 million. The deal includes the brands and online businesses, but not the 214 shops, one of which is on Kirkcaldy high street.
- As part of the efforts to regenerate the town centre the Postings Steps have been repaired and upgraded. The improvements also include new lighting and street art.
- The former linen factory above the Olympia Arcade in Kirkcaldy is being converted into 13 new flats by Edinburgh-based Cockburn Consultants. It is hoped that the new development will be finished by the end of the year and will help the regeneration of the historic shopping arcade
- Planning permission for a residential development in the gap site previously occupied by the Co-op was granted by Central and West Planning Committee in October 2020. The site, which has been empty for around 15 years, will accommodate 39 affordable housing flats to be built by the Broughty Ferry-based Newport Property Development Company.

continued/

- Fife Cultural Trust's proposed £3 million revamp of the Adam Smith Theatre is expected to start in the autumn of 2021 and finish by November 2022. The Theatre opened a new outdoor café in July 2020. The Advantage Café and Bar opened every Friday and Saturday until October featuring local suppliers such as the Buffalo Farm.

Employment

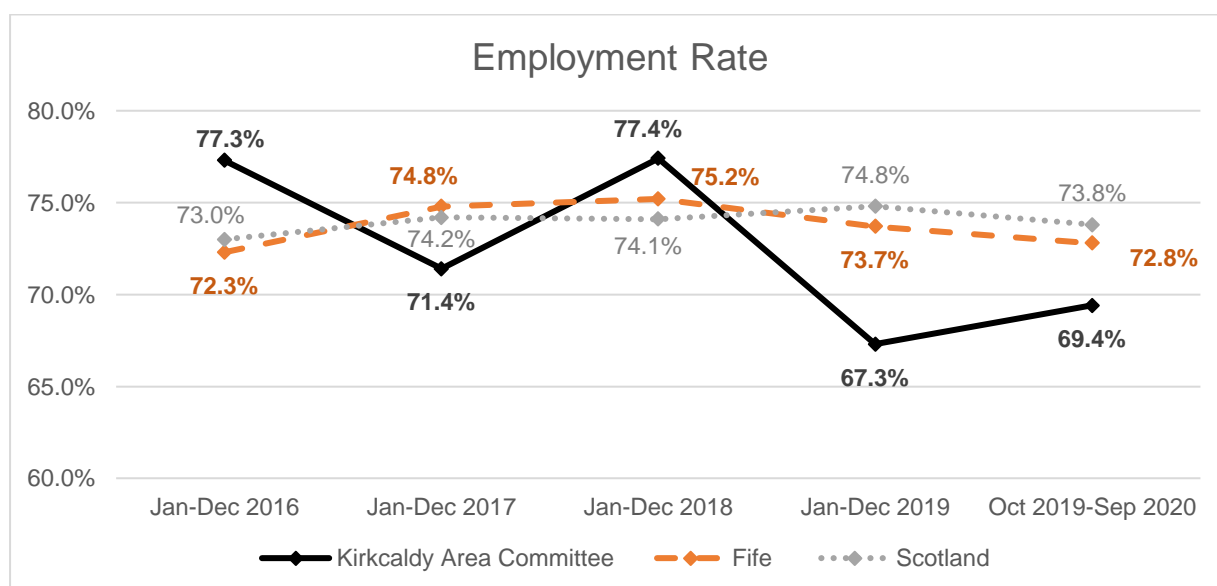


Employment rate (aged 16-64), 12-months to September 2020

	Kirkcaldy	Fife	Scotland
Employment rate	69.4%	72.8%	73.8%
Employment rate - Female	68.3%	70.9%	71.3%
Employment rate - Male	70.6%	74.8%	76.4%

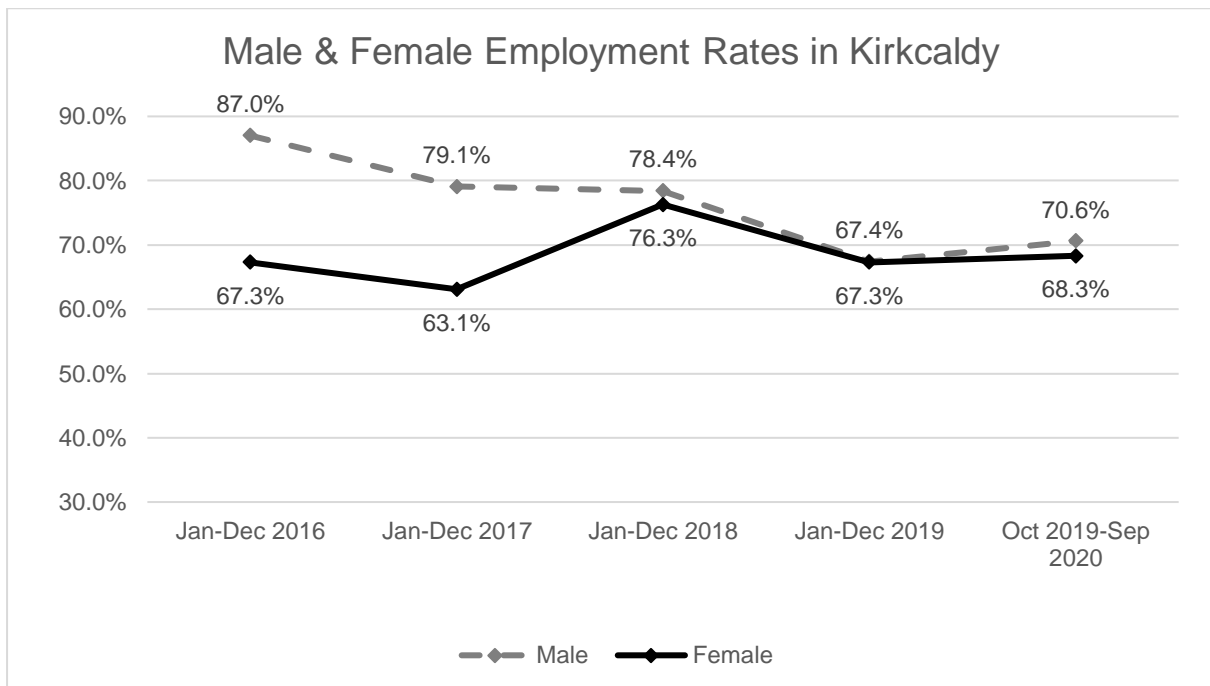
Source: ONS Annual Population Survey

Geography: Kirkcaldy Area Committee



Source: ONS Annual Population Survey

Geography: Kirkcaldy Area Committee



Source: ONS Annual Population Survey

Geography: Kirkcaldy Area Committee

Commentary:

Employment rate:

- The Kirkcaldy area's employment rate is lower than both the Scottish and Fife averages. Whilst Kirkcaldy's female employment rate is only slightly lower than the Scottish and Fife rates, male employment is nearly 6 percentage points below the Scottish rate.
- Kirkcaldy's employment rate has decreased by 8 percentage points since January to December 2018; Fife's overall employment rate decreased by 2.4 percentage points over the same period.
- Male and female employment saw similar decreases over the same period, the male rate falling by 7.8 percentage points (from 78.4% to 69.8%) and the female rate by 8 percentage points (from 76.3% to 68.3%).
- The Kirkcaldy area's employment rate is much more volatile than the Scottish and Fife rates. This could be due to sample size issues and/or the area's labour market being less resilient to economic changes.
- NB The latest figures are for the 12 months to September 2020 so only include seven months of the Covid-19 pandemic.

Employment by occupation, 12-months to September 2020

	Kirkcaldy	Fife	Scotland
High skilled	29.0%	30.4%	31.9%
Technician	25.2%	26.6%	24.2%
Low skilled	46.2%	42.7%	43.7%

Source: ONS Annual Population Survey

Geography: Kirkcaldy Area Committee

Commentary:

Occupation:

- Kirkcaldy has a higher rate of employment in low-skilled jobs such as caring, sales and elementary occupations than both Fife as a whole and Scotland, with almost half (46.2%) of jobs in Kirkcaldy in this category of occupation. Glenrothes (56.2%) and Levenmouth (47.9%) are the only two area committee areas which have a higher rate of employment in low skilled jobs.
- Kirkcaldy has a lower percentage of technician jobs (25.2%) compared to Fife's other committee areas, with only Glenrothes (24.0%) and NE Fife (25.0%) having lower amounts.
- Kirkcaldy's proportion of high skilled jobs is similar to the Fife and Scottish averages.
- For a breakdown of employment by industry sector, see the Business Base & Key Sectors section of this report.

Unemployment



Unemployment, 12-months to September 2020

	Kirkcaldy	Fife	Scotland
Unemployment rate (model based)	N/A	4.5%	3.5%

Source: ONS Annual Population Survey

Note: A reliable unemployment rate for the Kirkcaldy area is not available due to small sample sizes.

Economic Inactivity, 12-months to September 2020

	Kirkcaldy	Fife	Scotland
% of people (16-64) who are economically inactivate	26.4%	23.0%	23.5%

Source: ONS Annual Population Survey

Geography: Kirkcaldy Area Committee

Commentary:

Economic Inactivity

- The percentage of those who are economically inactive in both Kirkcaldy and Fife as a whole has increased since the previous area profile data which covered January to December 2018. Economic inactivity in Kirkcaldy increased by 6.8 percentage points, while in Fife it only increased by 1.2 percentage points.
- Kirkcaldy had around 10,600 people who were economically inactive in the 12 months to September 2020. North East Fife was the only area committee area with more people who were economically inactive (12,000).
- Of the Fife local committee areas, only the Cowdenbeath Area and Levenmouth have a higher proportion of people who are economically inactive (28.9% and 33.4% respectively).
- It should be noted that these figures are for the 12 months to September 2020 so only include seven months of the Covid-19 pandemic.

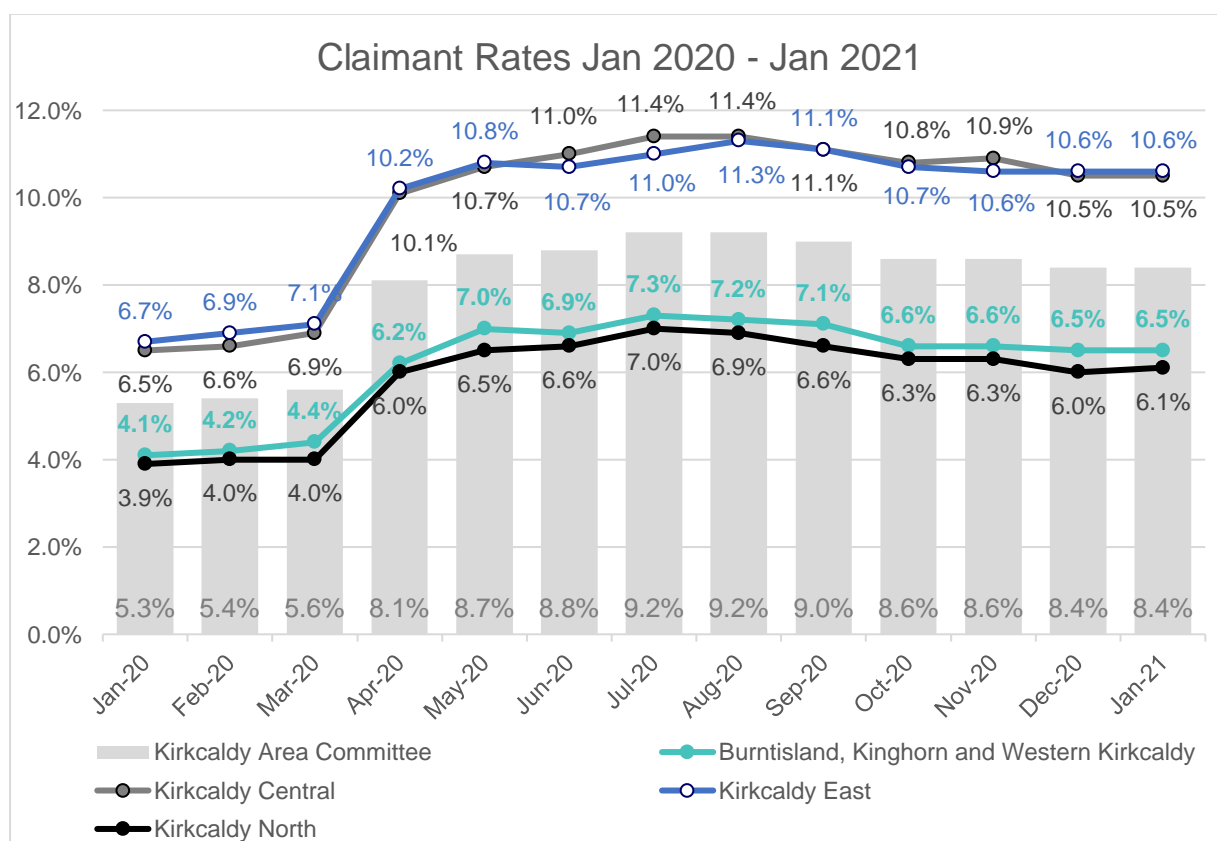
Claimant Rate, December 2020

	Claimant Rate
Kirkcaldy Area Committee	8.4%
Ward 9. Burntisland, Kinghorn and Western Kirkcaldy	6.5%
Ward 11. Kirkcaldy Central	10.5%
Ward 12. Kirkcaldy East	10.8%
Ward 10. Kirkcaldy North	6.1%
Fife	6.1%
Scotland	5.9%

Source: ONS Claimant Count

Geography: Kirkcaldy Area Committee and wards

Note: provisional data correct as of 23 February 2021



Source: ONS Claimant Count

Geography: Kirkcaldy Area Committee and wards

Commentary:

Claimant Rates

- The claimant rate is the sum of Jobseeker's Allowance claimants and people required to search for work on Universal Credit as a percentage of working age (16-64) population.
- Kirkcaldy area wards have some of the highest claimant rates in Fife. As at January 2021, Kirkcaldy East and Kirkcaldy Central had the second and third highest claimant rates in Fife respectively, behind Buckhaven, Methil and Wemyss Villages (11.0%).

continued/

- Kirkcaldy has the second highest claimant rate (8.4%) of Fife's seven local committee areas; with only Levenmouth having a higher rate (8.6%). Kirkcaldy also has the highest number of claimants (3,085) of the seven local committee areas.
- Following the onset of the Covid-19 pandemic, all parts of Scotland and Fife have seen major increases in the number of people claiming out-of-work benefits. Since March 2020 Kirkcaldy's claimant rate has increased from 5.6% to over 8% as the number of people claiming out-of-work benefits rose from 1,965 to over 3,000. However, before Covid-19 the area's claimant rate was relatively steady and had only increased by 0.3 percentage points between October 2019 and March 2020.
- Women and men aged over 50 saw the highest proportionate increase in claimants in the area between March 2020 and January 2021.

Weekly Earnings



Median Weekly Earnings, 2020

	Kirkcaldy & Cowdenbeath	Fife	Scotland
Resident Earnings	£578.60	£579.20	£595.00
Workplace Earnings	£566.40	£559.00	£592.70

Source: ONS Annual Survey of Hours & Earnings Variable: Median weekly earnings - gross
 Geography: Kirkcaldy & Cowdenbeath Parliamentary Constituency (includes Dalgety Bay and Aberdour).

Commentary:

- Resident earnings represent the earnings of those who live in the area, but do not necessarily work there, and workplace earnings are the earnings of people who work in the area, but do not necessarily live there.
- Resident earnings in the Kirkcaldy & Cowdenbeath area are higher than workplace earnings. This suggests a proportion of residents are travelling to higher paid jobs outside the local area.
- Since the previous area profile (which reported 2017 data) workplace earnings in Kirkcaldy have increased by 6% and resident earnings by 16%. The increase in workplace earnings is lower than the average increase in Fife (12%), however the increase in resident earnings is around 7% higher than that seen in Fife over the same period (9%).

Qualifications & Skills



Qualifications, 2019

	Kirkcaldy	Fife	Scotland
% 16-64-year olds: No Qualifications	11.7%	7.3%	9.8%
% 16-64-year olds: NVQ4 or above	34.5%	43.3%	45.3%

Source: ONS Annual Population Survey

Geography: Kirkcaldy Area Committee

Qualifications by Age, 2016-2019

Fife	2016	2017	2018	2019
% with NVQ4+ - aged 16-24	21.4%	38.2%	22.3%	25.0%
% with NVQ4+ - aged 25-49	51.5%	54.4%	51.6%	50.6%
% with NVQ4+ - aged 50-64	43.7%	35.4%	44.7%	42.6%
% with no qualifications (NVQ) - aged 16-24	9.9%	5.0%	8.8%	6.8%
% with no qualifications (NVQ) - aged 25-49	4.8%	5.4%	5.9%	5.6%
% with no qualifications (NVQ) - aged 50-64	13.7%	11.2%	11.1%	9.7%

Source: ONS Annual Population Survey

Note: Reliable data for the Kirkcaldy area is not available due to small sample sizes.

Attainment and Initial Destination of School Leavers 2019/2020 and Annual Participation Measure for 16-19-year-olds 2020

	Fife	Scotland
% of school leavers achieving an initial positive destination	91.9%	93.3%
% of school leavers achieving 1+ SCQF Level 6 (Higher) or better	56.5%	63.9%
% of 16-19 year olds participating in education, training or employment (Annual Participation Measure)	91.7%	92.1%

Sources: Scottish Government, Summary Statistics for Attainment and Initial Leaver Destinations 2019/20; Skills Development Scotland, Annual Participation Measure 2020

Note: A positive destination includes higher education, further education, training, employment, voluntary work, and Personal Skills Development.

Percentage of young adults (16-19 yrs) participating in education, training or employment by age

Year	Fife				Scotland			
	16-year olds	17-year olds	18-year olds	19-year olds	16-year olds	17-year olds	18-year olds	19-year olds
2020	98.60%	94.50%	89.60%	84.10%	99.00%	95.00%	90.40%	84.10%
2019	99.10%	93.60%	88.20%	82.20%	99.00%	94.80%	89.10%	83.90%
2018	98.70%	93.50%	86.80%	82.30%	98.90%	94.60%	89.90%	84.50%
2017	98.90%	91.70%	86.80%	78.30%	98.80%	90.40%	88.90%	83.40%
2016	98.60%	93.50%	84.80%	77.00%	98.70%	93.90%	88.00%	81.70%

Source: Skills Development Scotland

Participation in the Culture of Enterprise (CoE) Programme, 2019/20

	Kirkcaldy	Fife
Number of school engagements	23	205
Number of businesses engaged with schools	1	178
Number of pupils participating in CoE activities	405	10,887

Source: Fife Council – Economic Development

Geography: Kirkcaldy Area Committee

Participation in STEM Subjects in Fife, 2019

	SCQF Level 5	SCQF Level 6
Total Entries in STEM subjects	7277	3457
% STEM entries compared to all subject level entries		
Average Grade A-C pass rate STEM subjects	62.9%	59.8%
Average Grade A-C pass rate all subjects		

Source: Fife Council Education & Children's Services

Definition: Scottish Govt, STEM Education and Training Strategy

Commentary:

Qualifications:

- Kirkcaldy has a considerably higher proportion of its working age population with no qualifications than the Fife and Scottish averages and a lower proportion with higher qualifications.
- In Fife as a whole, qualifications by age-group have remained relatively similar over the past four years, with the exception of the 50-64 age-group which has seen the proportion of people with no qualifications consistently fall. This is likely to reflect a transition away from a generation of people at the very top end of the age range without qualifications – in which case we would expect that trend to continue in future years towards the level of 5-6% currently seen in the 25-49yrs age range.

Attainment and Initial Destination of School Leavers

- 91.9 % of Fife's 2019/20 school leavers achieved a positive initial destination. This was lower than in 2018/19 (94.4%) and the lowest rate since 2012/13. Whilst the rate also fell in Scotland as a whole, the fall was not as great, so that the gap between the Fife and Scottish rates widened. These figures reflect the impact of the pandemic on choices made by, and opportunities available to, pupils leaving school last year.
- The percentage of school leavers achieving one pass or more at SCQF Level 6 (Higher) or better remained the same as in 2018/19, whilst the rate in Scotland increased. The coronavirus pandemic led to the cancellation of SCQF exams and grades for qualifications in 2019/20 were based on teacher estimates which will may affected the attainment levels of 2019/20 school leavers.

Participation of 16-19-year-olds in education, training or employment:

- Fife has seen the proportion of 16-19-year-olds participating in education, training or employment increase steadily from 88.3% in 2016 to 91.7% in 2020, though the rate is still below the Scottish average (92.1%). The largest increases have been seen in the 18- and 19-year age groups.

Recent Developments:

- Kirkcaldy High School is only the secondary state school in Scotland to be awarded the LGBT "Gold" Charter by LGBT Youth Scotland.
- When school exams for 2020 were cancelled due to the Covid-19 pandemic, pupil grades were initially allocated on the basis of teacher assessments modified by an SQA algorithm. Some 39% of Higher grades for pupils from Kirkcaldy High School were subsequently adjusted down from teacher assessment as a result of the SQA algorithm - more than any other school in Fife. National concern over the impact of these adjustments on pupils from less advantaged localities subsequently resulted in the Scottish Government decision to award 2020 grades solely on the basis of teacher assessments.

Business Base & Key Sectors



Financial support to businesses in Fife, 2019/20

	Kirkcaldy	Fife	% of Fife total
Number of businesses supported	25	105	23.8%
Value of financial support	£54,813.80	£212,144.52	25.8%
Jobs created as a result of financial support	16.5	58.5	28.2%

Source: Fife Council – Economic Development

Geography: Kirkcaldy Area Committee

Number of start-ups supported by Business Gateway Fife, 2019/20

	Kirkcaldy	Fife	% of Fife total
No. of businesses receiving Expert Help	21	96	21.9%
No. of businesses accessing growth services	15	86	17.4%
No. of Business Gateway start-ups	121	615	19.7%
No. of jobs created from Business Gateway	151.5	812.5	18.6%
Turnover generated	£3,190,000	£18,350,981	17.4%

Source: Business Gateway Fife

Geography: Kirkcaldy Area Committee

UK Business Counts, 2020

	Kirkcaldy	Fife	Scotland
Number of enterprises	1,905	9,785	177,075

Source: ONS UK Business Counts

Geography: Kirkcaldy Scottish Parliamentary Constituency (includes Dalgety Bay and Aberdour)

Business Counts by Employment size, 2020

	Number of Businesses in Kirkcaldy	Proportion of Kirkcaldy Businesses	Proportion of Fife Businesses
Micro (0 to 9 employees)	1,660	87.1%	18.9%
Small (10 to 49 employees)	210	11.0%	22.1%
Medium (50 to 249 employees)	30	1.6%	20.0%
Large (250+ employees)	5	0.3%	14.3%
Total	1,905	100%	19.2%

Source: ONS UK Business Counts

Geography: Kirkcaldy Scottish Parliamentary Constituency (includes Dalgety Bay and Aberdour)

Note: these figures only include VAT and/or PAYE registered enterprises. They do not therefore include unregistered enterprises (sole traders and partnerships) who are not VAT and/or PAYE registered.

Business Survival Rates

Survival Rates of Businesses Born in 2016			
	% surviving 1 year (to 2017)	% surviving 2 years (to 2018)	% surviving 3 years (to 2019)
Fife	93.6%	75.5%	59.2%
Scotland	91.7%	72.6%	56.5%

Source: ONS Business Demography, UK (2019)

Note: These statistics are not available below Local Authority level and do not represent Business Gateway Fife's performance in relation to the aftercare service it provides to businesses.

Commentary:

Business Support:

- 23.8% of the jobs created in Fife due to financial support from Fife Council were in Kirkcaldy. Also, a quarter (25.8%) of the value of financial support was spent in the Kirkcaldy area.

Business Base

- The Kirkcaldy Scottish parliamentary constituency has the second lowest number of businesses in Fife (1,905) with only Mid Fife & Glenrothes having fewer (1,630).
- The Kirkcaldy area has a slightly lower proportion of micro businesses (firms employing fewer than 10 people) than Fife as a whole (87.1% compared with 88.6%).
- Kirkcaldy has a higher-than-average proportion of small businesses with 11.0% of companies in the area having between 10 and 49 employees, compared with 9.6% in Fife as a whole and 10% in Scotland.
- The percentages of medium and large businesses in Kirkcaldy are similar to the proportions for Fife and Scotland.
- Fife's business survival rates are above the Scottish average.
- Companies based in Kirkcaldy area include NHS Fife, Briggs Marine, Fife Creamery, Forbo-Nairn, Sephra Europe, B&Q, Vericall, Smith Anderson, M&S, Sainsbury's, Morrison's & ASDA.

Employment by sector, 2019

	Kirkcaldy	Fife	% of Fife total
A : Agriculture, forestry & fishing (exc. farm agriculture)	20	4,500	0.4%
B : Mining and quarrying	10	250	4.0%
C : Manufacturing	1,500	14,000	10.7%
D : Electricity, gas, steam & air conditioning supply	0	350	0.0%
E : Water supply; sewerage, waste mgmt & remediation	125	1,000	12.5%
F : Construction	1,500	7,000	21.4%
G : Wholesale & retail trade; repair of motor vehicles	4,500	20,000	22.5%
H : Transportation and storage	350	6,000	5.8%
I : Accommodation and food service activities	1,500	10,000	15.0%
J : Information and communication	600	4,000	15.0%
K : Financial and insurance activities	250	3,000	8.3%
L : Real estate activities	175	1,250	14.0%
M : Professional, scientific and technical activities	1,000	7,000	14.3%
N : Administrative and support service activities	1,250	7,000	17.9%
O : Public admin & defence; social security	1,000	12,000	8.3%
P : Education	1,750	13,000	13.5%
Q : Human health and social work activities	6,000	19,000	31.6%
R : Arts, entertainment and recreation	500	4,000	12.5%
S : Other service activities	400	3,500	11.4%

Source: ONS Business Register & Employment Survey

Geography: Kirkcaldy Area Committee

Commentary:

Sector Employment:

- The three sectors employing the largest numbers of people in the Kirkcaldy area are Human health & social work activities, Wholesale & retail trade; repair of motor vehicles & motorcycles and Education.
- Nearly a third (31.6%) of people in Fife working in the Human Health & Social Work activities sector are employed in Kirkcaldy, attributable largely to the location of Victoria Hospital in Kirkcaldy.

Recent company activity:

- Following the launch of its latest product Singula, Paywizard changed its name to **Singula Decisions**. The Kirkcaldy firm, which has a staff of 120, counts BT, ITV and Racing TV among the clients who use its software to manage customer relationships and unlock subscriber intelligence. The Singula platform, developed entirely in Fife, pinpoints where subscribers are on their 'customer journey' to help TV firms know how best to engage with them in real time.
- Paper bag manufacturers **Smith Anderson** reported a 16% increase in turnover for the year ending September 2019. Overseas sales grew and company investment in new machinery and product innovation increased capacity and allowed the introduction of numerous innovative products. As well as supplying the food service sector, the company also supplies products to the healthcare sector, including several of the UK's largest pharmacy groups and the NHS.

continued/

- New owners of the **Dean Park Hotel** in Kirkcaldy have completed a refurbishment of the ground floor and have started completely refurbishing the 33 bedrooms on the first floor. Plans in place for further expansion of the hotel's facilities next year.
- A new £33 million four-storey orthopaedic care centre at the **Victoria Hospital** in Kirkcaldy was given planning approval.
- New estate agency **Home Sweet Home Estate Agents Fife** has launched from premises in the John Smith Business Park, Kirkcaldy.
- A Kirkcaldy start-up, **Better Internet Search Ltd**, launched a new search engine in December 2020. Developed in collaboration with Edinburgh Napier University and with support from the EU's Next Generation Internet Trust, the search engine will have no advertising and is promising better results than Google.
- **Frankie & Benny's** at the retail park closed permanently during the covid-19 pandemic. This was one of 125 UK-wide stores closures by the Restaurant Group.
- **Carlton Bakeries** ceased trading and entered liquidation with the loss of 60 jobs. The company, founded in 1942, had 10 shops across Fife.
- **Lidl** secured renewed planning permission for a new £3.3 million store at the former bus depot site on Kirkcaldy's Esplanade.
- **Los Buenos Amigos** opened a home delivery, take-away shop, selling tapas, paella and other Spanish food products, in the former Carlton Bakery site on Victoria Road.
- Work is progressing on the Kingdom Park housing development in Kirkcaldy, led by **Murray Estates**, which began in 2019. The site will deliver 1,088 homes with 15% of them being affordable. The work is scheduled for full completion by 2028.
- New plans were submitted to turn the former **Forth Park Maternity Hospital** into luxury apartments. The developers, Glenrothes-based Easy Living Developments, already have permission to build 41 homes and 14 flats on the hospital site.
- Major engineering fabricators **BiFab** went into administration in December 2020 following the Scottish Government's withdrawal of financial support due to State Aid regulations. The company has yards at Burntisland and Methil. In February 2021, London-based **InfraStrata** bought BiFab's steel fabrication yard at Methil and Arnish on Lewis, but not the Burntisland yard.
- Contact centre **Vericall Ltd** announced that it had been awarded a new contract with a Big Six energy provider which will support an initial 20 new full-time jobs.

Tourism



Tourism Indicators, 2019

	Kirkcaldy & Mid Fife	Fife
Total trips (day and staying)	2,272,000	9,164,222
Visitor spend	£107,451,000	£477,564,000
Tourism value (direct, indirect & induced impact of visitor spend)	£151,008,000	£651,467,000
Total tourism-related employment	3,062	13,310
Percentage of all employment	5%	10%

Source: Economic Impact of Tourism 2019 Results (Destination Research) Geography: Kirkcaldy data includes Cowdenbeath and Glenrothes.

Commentary:

- Between 2018 and 2019, the value of tourism in the Kirkcaldy and Mid-Fife area increased by 9.9% from £137 million to over £151 million. The number of visitor trips increased by 4,8% and visitor spend increased by 9.9%, with visitor spend per trip increasing from to £45.10 to £47.30.
- Beaches at Seafield, Kinghorn, Burntisland and Pathhead Sands, Dysart were among 15 beaches in Fife to retain Keep Scotland Beautiful Scottish Beach Awards in 2019.
- The third TV series of Susan Calman's Secret Scotland prominently featured the Kingdom of Fife in the third episode. The programme included the Pictish carvings at Wemyss Caves, real tennis at Falkland Palace, the history of witch torture at Culross and the world's only beach cricket club on Elie beach.
- More than 900 runners took part in the Kirkcaldy Half Marathon in August 2019
- Ravenscraig Castle and Burntisland Waterfront are two of the sites featured in the Augmented Reality tourism app, In the Footsteps of Kings, which has had 2,500 downloads as of October 2020.
- Cluny Activities, one of Scotland's leading outdoor activity centres, welcomed over 100,000 visitors in 2019 to participate in golf, footgolf, clay shooting, archery, rifles and segways.
- The Heartlands of Fife Local Tourist Association has developed a new brand for the area which will tie in with the Welcome to Fife consumer branding and will be used on forthcoming literature.
- The Local Tourist Association has also developed a golf tour in the area in partnership with local hotels The Kingswood Hotel and The Oswald. Golf Courses included in the tour are Kirkcaldy, Kinghorn and Dunnikier Park.

Tourism activity during Covid-19

- During lockdown, information and crisis support was provided to businesses by signposting them to sources of guidance and financial support; communication was increased with members of the Local Tourist Associations (LTAs) through meetings and emails.
- Guidance was provided to businesses for safe industry reopening; relevant news and webinars/training were communicated through the LTAs, newsletters and social media channels and businesses were encouraged to undertake World Host COVID training was promoted.
- A 'Who's Open' guide for businesses was collated and promoted through consumer channels during lockdown procedures.
- Social media messaging was carried out during lockdown including a 'Love Fife Later' video campaign and toolkit.
- As Covid-19 restrictions were eased, a 'Love Fife Again' video and series of Fife LTA slideshow videos were commissioned and promoted over the summer months.
- A pop-up banner on the WelcometoFife.com website highlighted responsible travel to visitors and where to seek further advice. The Visitor Charter and Good to Go initiative were also promoted to consumers.
- Fife Council is supporting delivery of the Festival of Golf, which will take place from April to October 2021 (coronavirus restrictions permitting).

continued/

- A Fife COVID-19 Tourism & Events Strategy Action Plan was agreed by the Fife Tourism Partnership Executive Board and Local Tourist Association Chairs on 18 January 2021.

Impact of Covid-19 on Business Base

Sector	Kirkcaldy		Scotland	
	Number of businesses (Kirkcaldy Scottish Parliamentary Constituency) ¹	Estimated Employment (Kirkcaldy Area Committee) ²	Estimated share of businesses that are currently trading ³	Estimated share of workforce on furlough ⁴
Health & social work activities	75	6,000	100.00%	4.1%
Wholesale & retail trade	310	4,500	86.6%	16.7%
Construction	285	1,500	96.4%	8.9%
Accommodation & food service activities	185	1,500	32.2%	68.6%
Manufacturing	115	1,500	99.0%	5.5%
Administrative & support service activities	135	1,250	91.9%	14.9%
Professional, scientific & technical activities	230	1,000	99.4%	8.0%
Information & communication	70	600	99.3%	13.0%
Arts, entertainment & recreation	40	500	54.8%	62.6%
Transportation & storage	235	350	93.1%	8.5%
<i>All Industry Sectors</i>	<i>1,905</i>	<i>22,000</i>	<i>80.9%</i>	<i>19.8%</i>

Sources:

1. UK Business Counts 2020, ONS
2. Business Register and Employment Survey 2019, ONS
3. Business Impact of Coronavirus (Covid-19) Survey (BICS) Weighted Scotland Estimates (Scottish Government [Wave 23: estimated share of businesses that are currently trading 25 Jan – 7 Feb 2021])
4. Business Impact of Coronavirus (Covid-19) Survey (BICS) Weighted Scotland Estimates (Scottish Government) [Wave 23: share of workforce on furlough leave 11 Jan – 7 Feb 2021]

Note: This table only includes the sectors included in the BICS survey

Commentary:

- The Accommodation & Food Services and the Arts, Entertainment & Recreation sectors had the lowest proportion of businesses trading and the highest proportion of their workforce furloughed in Scotland in January/February 2021.
- With the exception of Wholesale & retail trade and Accommodation & food service activities, the sectors employing the largest number of people in the Kirkcaldy area are those where almost all businesses are currently trading and small proportions of the workforce are furloughed.

Profile produced by Fife Council Economy, Tourism & Town Centres Team

Peter Corbett, Lead Officer (Economy) E: Peter.Corbett@fife.gov.uk
Alison Laughlin, Economy Advisor E: Alison.Laughlin@fife.gov.uk
Tom Kane, Economy Officer E: Thomas.Kane@fife.gov.uk

December 2020