

Population

Mid-year Population Estimate, 2018



The population of South & West Fife is estimated at **49,515** (13% of the total Fife population).

Age Band	South West Fife	Fife
% aged 0-15 (Children)	17%	17.3%
% aged 16-64 (Working Age)	63%	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 is due to take place in 2022.

Town Centres

Vacancy Rate; April 2019



	Kincardine	Inverkeithing	South & West Fife Average	Fife
% of Vacant Floor Space	40.8%	7.5%	19.7%	20.8%
% of Vacant Retail Units	26.1%	7.4%	13.0%	18.0%

Source: Experian GOAD Data (Fife Council) - latest available data is for April 2019

Geography: South & West Fife Area Committee; calculated as the average rate for Inverkeithing and Kincardine.

Commentary

- Between 2015 and 2019, South & West Fife's average vacancy rate by retail unit increased slightly by 1.3 percentage points.
- Vacancy rates by floor space increased by 9.7 percentage points over the same period.
- Despite this, the vacancy rates for South & West Fife (for both floor space and units) are lower than the overall Fife averages.
- Looking at the two towns which make up the South & West Fife figure (Inverkeithing and Kincardine), Kincardine has much higher vacancy rates and has experienced the greater increase in vacancy rates since 2015. This may, in part, be potentially attributable to the impact of the Longannet power station closure.
- Inverkeithing has been awarded of a grant of £1,255,900 from the National Lottery Heritage Fund for essential repairs and improvements to its historic streetscape and buildings. A regeneration package of £3.6 million is now available for a five-year programme of heritage themed improvement & investment in the town, 2019-2024.
- A further £200,000 of Capital funding has been secured from the Scottish Govt. Town Centre Fund 2019-20 to enable additional town centre streetscape uplift to be undertaken in front of the Civic Centre, adjacent to, but outside the Conservation Area and thus ineligible for the major Heritage Funding. Delayed by Covid-19, work will now start in January 2021.
- More than £148,000 has been spent on town centre projects in West Fife ranging from helping a pipe band and buying fireworks through to remembering witches and marking the anniversary of a pit disaster. Councillors on the South-West Fife area committee were given an update in October 2020 on how money from the local community planning budget had improved lives for local residents.
- In 2020, 45 grants worth £100 were awarded to town centre businesses in the South &

West Fife area through the Small Business Covid Safety Grant Scheme towards the cost of implementing public health and safety measures. The scheme funded by the Scottish Government / Scotland's Towns Partnership Resilience and Recovery Fund was administered by Business Gateway Fife.

Employment



Employment Rate; 12-months to June 2020

	South & West Fife	Fife	Scotland
Employment Rate	74.7%	73.3%	74.6%
Employment Rate - Female	65.8%	70.5%	71.6%
Employment Rate - Male	83.0%	76.2%	77.6%

Source: ONS Annual Population Survey
 Geography: South & West Fife Area Committee

Employment by Category of Occupation; 12-months to June 2020

Category	South & West Fife	Fife	Scotland
High Skilled	33.5%	31.8%	31.6%
Technician	26.3%	25.7%	24.4%
Low Skilled	38.8%	42.2%	43.8%

Source: ONS Annual Population Survey
 Geography: South & West Fife Area Committee

Commentary

Employment Rate:

- Overall, South & West Fife had a higher employment rate than both Fife and Scotland
- The area had a significantly higher male employment rate than the Fife and Scottish averages and the highest of all the committee areas in Fife.
- Despite this, the female employment rate in South & West Fife was lower than the Fife and Scotland rates and was the second lowest of Fife's seven committee areas.
- While both the employment rate and female employment rate has slightly decreased in South West since 2017, the male employment rate has increased. This aligns with the respective decreases and increases seen over the same period in Fife and Scotland.

Employment by Category of Occupation:

- South & West Fife has the second highest rate of employment of the Fife area committee areas in High Skilled jobs such as managers, directors and professionals in Fife behind North East Fife.
- South & West Fife has a higher proportion of high skilled and technician jobs than the Fife and Scottish averages.
- Only Dunfermline and North East Fife had lower percentages of employment in jobs classified as low skilled (such as caring, sales and elementary occupations) than South & West Fife.
- A full breakdown of employment by industry sector is provided under the Business Base & Key Sectors section below.

Unemployment



Unemployment Rate; 12-months to June 2020

	South & West Fife	Fife	Scotland
Unemployment Rate	N/A	4.6%	3.3%

Source: ONS Annual Population Survey (% is the proportion of people who are economically active)

Note: The unemployment rate for South & West Fife is unavailable due to the sample size being unreliable.

Economic Inactivity, 12-months to Jun 2020

	South & West Fife	Fife	Scotland
Economic Inactivity	27.8%	24.1%	22.9%

Source: ONS Annual Population Survey (% is a proportion of those aged 16-64) Geography: South & West Fife AC

Claimant Rate, October 2020

Geographical Area	Claimant Rate
South & West Fife Area Committee	5.4%
Ward 1. West Fife and Coastal Villages	6.3%
Ward 5. Rosyth	5.2%
Ward 6. Inverkeithing & Dalgety Bay	4.7%
Fife	6.4%
Scotland	6.0%

Source: ONS Claimant Count

Geography: South & West Fife Area Committee and Wards

Commentary

Economic Inactivity

- The percentages of those who are economically inactive (people who are neither in employment nor unemployed) in both South & West Fife and Fife as a whole have increased since the previous area profile produced in March 2018. Since March 2018, economic inactivity in South & West Fife has increased by 5.8 percentage points.
- South & West Fife has a higher economic inactivity rate than that for Fife and Scotland. Levenmouth and North East Fife are the only areas of Fife with higher inactivity rates.

Claimant Count

- The claimant rate is calculated as the number of Jobseeker's Allowance claimants and the number of people who are required to search for work on Universal Credit as a percentage of the working age population for the area.
- Prior to the Covid-19 pandemic, the claimant rate in South & West Fife had remained relatively stable, increasing by only 0.3% points between Oct 2019 and Mar 2020.
- The economic impact of the Covid-19 crisis has resulted in significant increases in claimant count in all areas of Scotland and Fife. Between Oct 2019 and Oct 2020 the claimant rate for South & West Fife has doubled from 2.7% to 5.4% as the number of people claiming out-of-work benefits more than doubled, rising from 825 to 1,660.
- Figures for Oct 2020 show that the three wards in South & West Fife all have claimant rates below the Fife and Scottish averages. The lowest claimant rate for a Fife ward was 1.8% in St Andrews and the highest was 11.3% in Buckhaven, Methil and Wemyss Villages.

Weekly Earnings



Median Weekly Earnings, 2020

	Dunfermline & West Fife	Fife	Scotland
Resident Earnings	£632.40	£579.20	£595.00
Workplace Earnings	£581.60	£559.00	£592.70

Source: ONS Annual Survey of Hours & Earnings

Geography: Dunfermline & West Fife Parliamentary Constituency (Note: does not include Dalgety Bay and Aberdour).

Commentary:

- Resident earnings represent the earnings of people who live in the area, but do not necessarily work in the area. Workplace earnings are the average earnings of those who work in the area, but do not necessarily live in the area.
- Since publication of the previous area profile (2017) the weekly earnings in Dunfermline & West Fife have increased by 12% for workplace earnings and 14% for resident earnings. This increase in workplace earnings is the same as that for Fife as a whole (12%), however the increase in resident earnings is 5% higher than the Fife increase of 9% over the period.
- Dunfermline & West Fife has the highest average weekly earnings (resident and workplace) out of the four Fife parliamentary constituency areas, with both higher than Fife averages.
- The earnings of people who live in Dunfermline & West Fife are now £47.80 per week more than those of the people who work in the area. This is potentially attributable to a larger proportion of people from the area commuting to Edinburgh (and possibly as far as Glasgow) for higher paid jobs than are available locally.

Qualifications & Skills



Qualifications, 2019

	South & West Fife	Fife	Scotland
% 16-64-year olds: No Qualifications	3.8%	5.9%	7.3%
% 16-64-year olds: NVQ4 or above	47.3%	42.3%	45.0%

Source: ONS Annual Population Survey

Geography: South & West Fife Area Committee

Percentage of school leavers achieving a positive destination, 2018/2019

	Fife	Scotland
% school leavers achieving a positive destination	94.4%	95.0%

Source: Scottish Government

Geography: Not available at a sub-Fife level

Participation in STEM Subjects in Fife, 2019

	SCQF Level 5	SCQF Level 6
Total Entries in STEM subjects	7,277	3,457
% 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 & Child Services Definition: Scottish Govt STEM Education & Training Strategy

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

	South & West Fife	Fife
Number of schools engaging	31	205
Number of businesses engaged with schools	0	178
Number of pupils participating in CoE activities	731	10,887

Source: Fife Council Economic Development

Geography: South & West Fife Area Committee

Commentary

- The number of 16-64-year olds qualified to NVQ4 and above is higher in South & West Fife than in the whole of Fife and Scotland. Also, the number of people with no qualifications is lower in the area than in the whole of Fife and Scotland. Only North East Fife has a lower percentage of people with no qualifications.

Business Base & Key Sectors



UK Business Counts, 2020

	Dunfermline & West Fife	Fife	Scotland
Number of enterprises	2,020	9,785	177,075

Source: ONS UK Business Counts

Geography: Dunfermline & West Fife Westminster Parliamentary Constituency. This boundary does not include Dalgety Bay and Aberdour.

Financial support given to businesses by Fife Council; 2019/2020

	South & West Fife	Fife	South & West Percentage of Fife Total
Number of businesses supported	12	105	11.4%
Value of financial support	£27,023.70	£212,144.52	12.7%
Jobs created as a result of financial support	24	59	41.0%

Source: Fife Council – Economic Development

Geography: South & West Fife Area Committee

Number of Start-Ups supported by Business Gateway Fife; 2019/2020

	South & West Fife	Fife	Percentage of Fife total
No. of businesses receiving Expert Help	7	96	7.3%
No. of businesses accessing growth services	12	86	14.0%
No. of Business Gateway start-ups	88	615	14.3%
No. of jobs created from Business Gateway	109	812.5	13.4%
Turnover generated	£4,021,781	£18,350,981	21.9%

Source: Business Gateway Fife

Geography: South & West Fife Area Committee

Employment by Industry Sector; 2019

Industry Sector	South & West Fife	Fife	% of Fife total
A : Agriculture, forestry & fishing (exc. farm agriculture)	50	4,500	1.1%
B : Mining and quarrying	30	250	12.0%
C : Manufacturing	3,500	14,000	25.0%
D : Electricity, gas, steam & air conditioning supply	150	350	42.9%
E : Water supply; sewerage, waste mgmt & remediation	200	1,000	20.0%
F : Construction	1,500	7,000	21.4%
G : Wholesale and retail trade; repair of motor vehicles	2,250	20,000	11.3%
H : Transportation and storage	1,000	6,000	16.7%
I : Accommodation & food service activities	900	10,000	9.0%
J : Information and communication	400	4,000	10.0%
K : Financial and insurance activities	100	3,000	3.3%
L : Real estate activities	175	1,250	14.0%
M : Professional, scientific & technical activities	1,750	7,000	25.0%
N : Administrative and support service activities	1,250	7,000	17.9%
O : Public administration & defence; social security	1,000	12,000	8.3%
P : Education	1,000	13,000	7.7%
Q : Human health and social work activities	1,000	19,000	5.3%
R : Arts, entertainment and recreation	300	4,000	7.5%
S : Other service activities	300	3,500	8.6%

Source: ONS Business Register & Employment Survey

Geography: South & West Fife Area Committee

Commentary:

Business Support:

- 41% of the jobs created in Fife due to financial support from Fife Council were created in South & West Fife. This is the highest number of jobs of all committee areas.

Business Base:

- Only North East Fife has more business units than Dunfermline & South West Fife.

Sector Employment:

- South & West Fife has many large employers such as Babcock, BAE Systems, Briggs Marine, Forth Ports, Sainsbury's Bank and MOWI.
- The three largest employment sectors in South & West Fife are Wholesale & Retail Trade; Manufacturing; and Professional, Scientific & Technical activities.
- The Electricity, Gas, Steam & Air Conditioning Supply sector has the highest percentage of Fife's sector total employment in South & West Fife with 42.9%.

Recent business activity:

- Spanish engineering firm Talgo has reaffirmed its commitment to bringing 1,000 jobs to Fife through an agreement with Scottish Enterprise and Transport Scotland to transform the former Longannet Power Station site near Kincardine into a manufacturing hub for high speed trains. Outline planning permission for the redevelopment of the Longannet site was granted in December 2019.
- Aerospace and Defence Company Babcock was awarded a four-year contract to maintain and repair vessels used for the Northern Isles ferry routes. The work will be carried out at the company's **Rosyth** facility and will secure 60 jobs.

- Construction of the £4.1 million Fastblade engineering research complex started at Babcock's site in **Rosyth** in July 2020. The research facility, part of an industry-academic partnership between Babcock International Group and the University of Edinburgh and the first of its kind in the world, will use pioneering technology to test new materials in large-scale structures such as tidal blades, plane components and bridge sections. The project is part of a wider ambition for the development of a Campus for Advanced Manufacturing and Technology in Rosyth.
- In December 2020, aerospace and defence company, Babcock, announced it had awarded a £31.5 million contract to Robertson Construction for the development of a new Assembly Hall at its **Rosyth** site. The construction of the facility, which will initially be used for the Type 31 general purpose frigate programme and provides a modern, all-weather facility designed to assemble two vessels side by side, will support around 100 jobs in Scotland and a further 100 jobs throughout the UK.
- **Inverkeithing**-based Epipole secured £1.5 million to market its ground-breaking video retinal imaging device in the UK.
- Lidl is to open a new store on Admiralty Road in **Rosyth**. The new store will create 40 new jobs and work on the project will begin later in 2020.
- Scottish space rocket firm Skyrora is to expand its engine test facility at Rosyth in Fife. The Edinburgh-based firm has already tested engines for two of its rockets at its facility in **Rosyth** and hopes the test site will help to create over 170 skilled jobs in manufacturing and operations over the next 10 years. The company successfully conducted Scotland's first commercial rocket launch by a private company two years ago.
- A Fife company which developed a unique shellfish transportation system is on target to meet its £1 million turnover target as it moves into larger premises and takes on more staff. **Dalgety Bay**-based Todd Fish Tech said it has been "three times busier than it has ever been in the last quarter" and marked its fifth year in business by moving into a brand-new 3,500 sq. ft facility at the Hillend Industrial Estate.
- Green energy firm Orsted secured a multi-million-pound contract which will see Pict Offshore's Get Up Safe (GUS) motion-compensated lifting system deployed at the Hornsea Two offshore wind farm. Each system will be manufactured at the firm's **Inverkeithing** facility.
- BAE Systems was awarded a £6.4 million contract to design and manufacture parts of a missile system for the RAF by missile manufacturer MBDA. The work will take place at BAE System sites at **Dalgety Bay** and Portsmouth.
- Forth Bridges Tourism Strategy – A strategy for signing **North and South Queensferry** using both traditional signposts and modern technology such as QR codes, has been drawn up and funding is currently being sought for implementing its recommendations.

Covid-19 Updates

- Knockhill Racing Circuit was one of more than 200 companies in Tayside and **Fife** that have accessed the Pivotal Enterprise Resilience Fund. Knockhill received a £150,000 grant from the fund, which was established for vulnerable Scottish SMEs deemed vital to local, regional and national economies. Managing director Jillian Shedden admitted the facility has been badly impacted by the coronavirus lockdown.
- Two locations in **Rosyth** (Babcock and the Port of Rosyth, operated by Forth Ports) are on the shortlist of four Scottish sites being considered as the Scottish regional construction centre for Heathrow Airport's third runway.

Tourism

Tourism Indicators, 2019



	Dunfermline and South West Fife	Fife
Total day trips	2,229,000	8,442,222
Visitor spend	£105,617,000	£459,615,495
Tourism value (direct, indirect & induced impact of visitor spend)	£137,141,000	£651,467,000
Tourism-related employment	2,775	13,310
Percentage of all employment	5%	10%

Source: Fife Council - Destination Research

Geography: Dunfermline includes South & West Fife

Commentary:

- Tourism Value in Dunfermline and South West Fife has increased by almost £13m (10%) since 2018, increasing from £124m to £137m in 2019. Visitor spend has also increased by £10m over the same time period increasing from £95m to £105m.
- The 104 km/64-mile Fife Pilgrims Way long-distance walking route, opened in 2019, has starting points at both Culross and North Queensferry in South & West Fife and winds north-east to St Andrews.
- 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.
- A new heritage trail commemorates the women of Culross, Torryburn and Valleyfield, who were wrongly accused, tortured and executed under the Witchcraft Act. The trail was launched at a socially-distanced special event held at Culross on 5 Sept 2020 with the unveiling of three plaques commissioned by the West Fife Heritage Network.
- Aberdour Castle is a site for Scotland's first augmented reality trail, In the Footsteps of Kings which was launched in 2019 and currently had 2,500 downloads. The free app for 3-13-year-olds brings Fife's rich ancient past to life, allowing users to trace the footsteps of royal ancestors.
- During 2019 a total of 120 cruise ships visited the Forth and Tay.
- Ambitious plans for a Forth Bridge visitor hub and bridge walk experience have reached a major milestone. Planning permission was granted earlier this year and in July Network Rail invited notes of interest prior to appointing a contractor for work to commence in 2021.

Tourism during Covid-19:

- Tourism businesses were signposted to of guidance and financial support
- Fife Council is helping to support the delivery of the Festival of Golf, which will take place from Apr-Oct 2021
- A social media campaign and digital promotional campaign 'Get Yer Kilt On' was delivered for St Andrew's Day 2020
- The Fife Events Group is organising an events marketing workshop to ensure consistency of messages through the Covid-19 pandemic
- Social media messaging was carried out during lockdown assisted with a 'Love Fife Later' video campaign and followed up by a 'Love Fife Again' campaign

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