

## Population

### Mid-year Population Estimate, 2018



The population of the Cowdenbeath area is estimated at **40,895**, around 11% of Fife's total. This compares with a population of 39,436 as at the 2011 Census.

Age Range	Cowdenbeath Area	Fife
% aged 0-15 (Children)	19%	17%
% aged 16-64 (Working age)	62%	63%
% aged 65+ (Pensionable age)	19%	20%

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, June 2020

	Cowdenbeath	Lochgelly	Fife
% of Vacant Floor Space	15.2%	21.8%	21.0%
% of Vacant Units	20.5%	21.9%	19.4%

Source: Experian GOAD Data (Fife Council) - latest available data is for June 2020

Geography: Cowdenbeath and Lochgelly Town Centres.

### Commentary:

#### Town Centre Vacancy Rates:

- Vacancy rates fell in both Cowdenbeath and Lochgelly between April 2019 and June 2020, while most other towns in Fife saw them increase. The latest figures will not however have captured the full impact of Covid-19 on businesses in the town centre.
- Over the longer term, between April 2015 and June 2020, the town centre vacancy rate by retail/service unit increased by 5.2 percentage points (from 15.3% to 20.5%) in Cowdenbeath and by 2.2 percentage points (from 19.7% to 21.9%) in Lochgelly.
- The vacancy rates based on floor space stayed the same in Cowdenbeath and increased by 1.0 percentage points in Lochgelly (from 20.8% to 21.8%) over the same period.
- The latest vacancy rates in both Cowdenbeath and Lochgelly are very slightly higher than the averages for Fife's town centres, although the proportion of vacant floor space in Cowdenbeath is considerably lower than the Fife average.

#### Town Centre Activity:

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

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- Funding has been secured from the 4winds Development Trust and Foundation Scotland to create another mural in Cowdenbeath's Green Square. It is hoped the work will start in April/May 2021.
- Work developing Brunton Square into a Heritage Garden was put on hold during the Covid pandemic, although it is hoped it can still be completed by the end of 2021.
- The derelict former DSS building on Factory Road, Cowdenbeath was acquired by the Council and demolished utilising monies from the Scottish Government 'Town Centres Fund' removing a significant 'eyesore' from the centre of the town. This is now part of a broader site in Fife's 'Strategic Housing Investment Plan'. The Council is aiming to carry out ground remediation works funded mainly from the Vacant and Derelict Land Fund in the coming months and work with Kingdom Housing Association/Ore Valley Housing Association on a proposed mixed-use development.
- A campaign to encourage people to shop local took place between Monday 9th to Sunday 15th December 2021. Organised by Love Cowdenbeath, nearly 50 businesses put together special £5 offers to showcase their products and services as part of the Cowdenbeath Festive Fiver Fest.
- The £9m North End Retail Park in Cowdenbeath has created around 100 jobs, with the opening of a new Lidl and B&M store in the new development in March 2020.
- Glasgow-based National Property Auctions have recently added the derelict Crown Hotel on Cowdenbeath High Street to their listings. It is more than ten years since the building was destroyed by fire.
- Rhiannon Properties has lodged a planning application to convert the former William Hill shop in the Cowdenbeath High Street into a restaurant.
- TSB announced that the Cowdenbeath High Street branch will close in April 2021 as part of a three-year programme to close 73 Scottish branches.
- Nobles the Butchers closed for business in March 2020 after 70 years on Cowdenbeath High Street and Greggs confirmed that their Cowdenbeath High Street store would close permanently.
- Macari's café, a long-standing business in Lochgelly, has closed. It had been owned and operated by the Macari family since 1973.
- Fife's Café Inc provided free meals to young people and families over the Christmas holidays. The service was provided at Lochgelly Town Hall and the Maxwell Centre in Cowdenbeath.
- Fife's first asymptomatic community testing site opened in Cowdenbeath in February 2021. Based at the town's Maxwell Centre, the site provides testing for members of the public who have no obvious symptoms of COVID-19 but wish to be checked. The Cowdenbeath site is the first of five NHS Fife / Fife Council pop-up sites across Fife.

## Employment

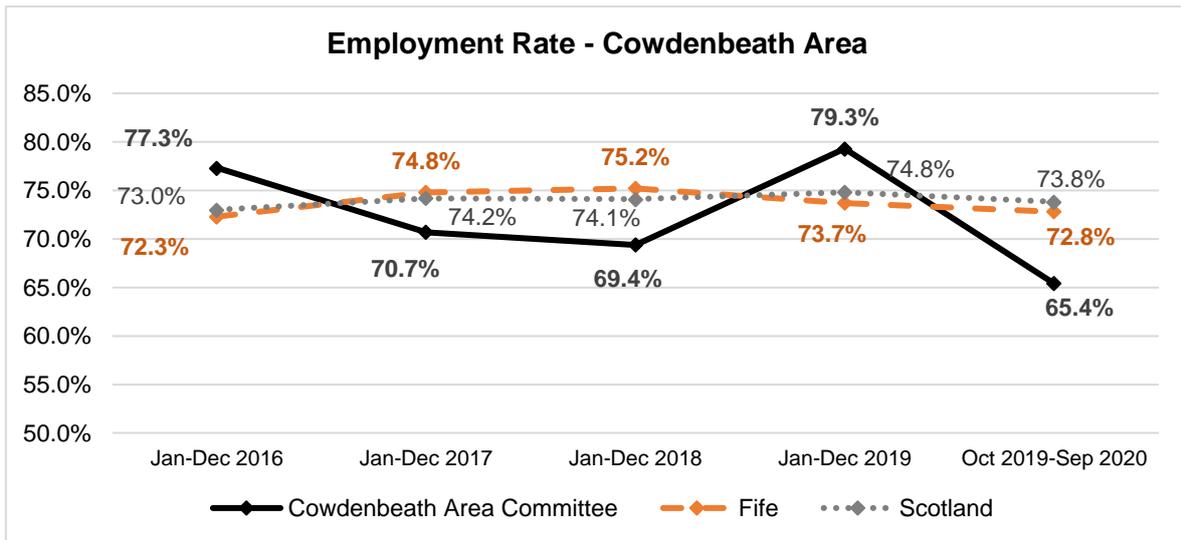


### Employment rate, 12-months to Sep 2020

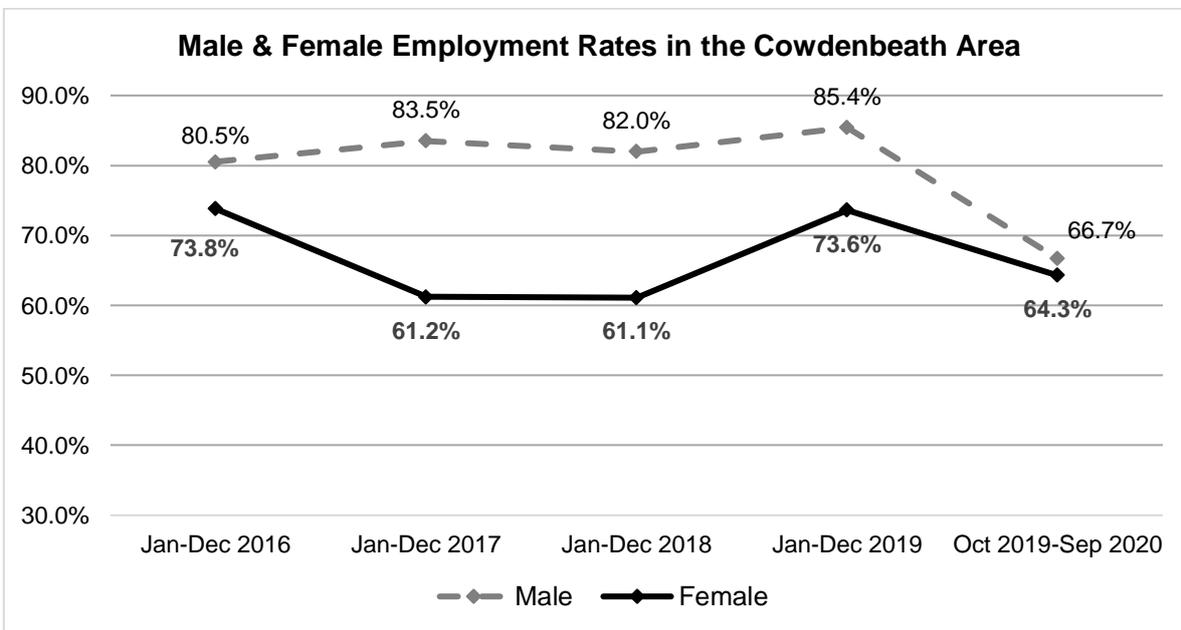
	<b>Cowdenbeath Area</b>	<b>Fife</b>	<b>Scotland</b>
Employment rate	65.4%	72.8%	73.8%
Employment rate – Male	66.7%	74.8%	76.4%
Employment rate – Female	64.3%	70.9%	71.3%

Source: ONS Annual Population Survey

Geography: Cowdenbeath Area Committee



Source: ONS Annual Population Survey Geography: Cowdenbeath Area Committee



Source: ONS Annual Population Survey Geography: Cowdenbeath Area Committee

**Commentary:**

Employment rate:

- The employment rate in Cowdenbeath is currently lower than both the Fife and Scotland averages
- The employment rate for the area fell from 69.4% to 65.4% between 2018 and 2020.
- Both male and female employment rates are below the Fife and Scotland rates, in particular the female rate.
- The gap between the male and female employment rates has narrowed since 2019, with a significant decline in the male employment rate.
- Cowdenbeath's employment rate is much more volatile than the Fife and Scotland rates.
- It should be noted that the latest figures are for the 12 months to Sept 2020, and so only include the first 7 months of the Covid-19 pandemic.

## Employment by occupation, 12-months to Sep 2020

	Cowdenbeath Area	Fife	Scotland
High skilled	23.9%	30.4%	31.9%
Technician	34.2%	26.6%	24.2%
Low skilled	41.0%	42.7%	43.7%

Source: ONS Annual Population Survey      Geography: Cowdenbeath Area Committee

### Commentary:

Employment by Occupation:

- Cowdenbeath has a slightly lower-than-average proportion of employment in low skilled jobs such as caring, sales and elementary occupations with two fifths (41.0%) of jobs in Cowdenbeath in these occupations. In Fife, only North East Fife (33.8%) and South & West Fife (34.8%) have a lower rate of employment in these occupations.
- The area has a lower-than-average rate of employment in high skilled jobs and a higher proportion of technician jobs (34.2 %) than other Fife localities.
- For a breakdown of employment by industry sector, see 'Business Base & Key Sectors' on page 8.

## Unemployment and Economic Inactivity



### Unemployment, 12-months to Sep 2020

	Cowdenbeath Area	Fife	Scotland
Unemployment rate	N/A	4.5%	3.5%

Source: ONS Annual Population Survey

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

### Economic Inactivity, 12-months to Sep 2020

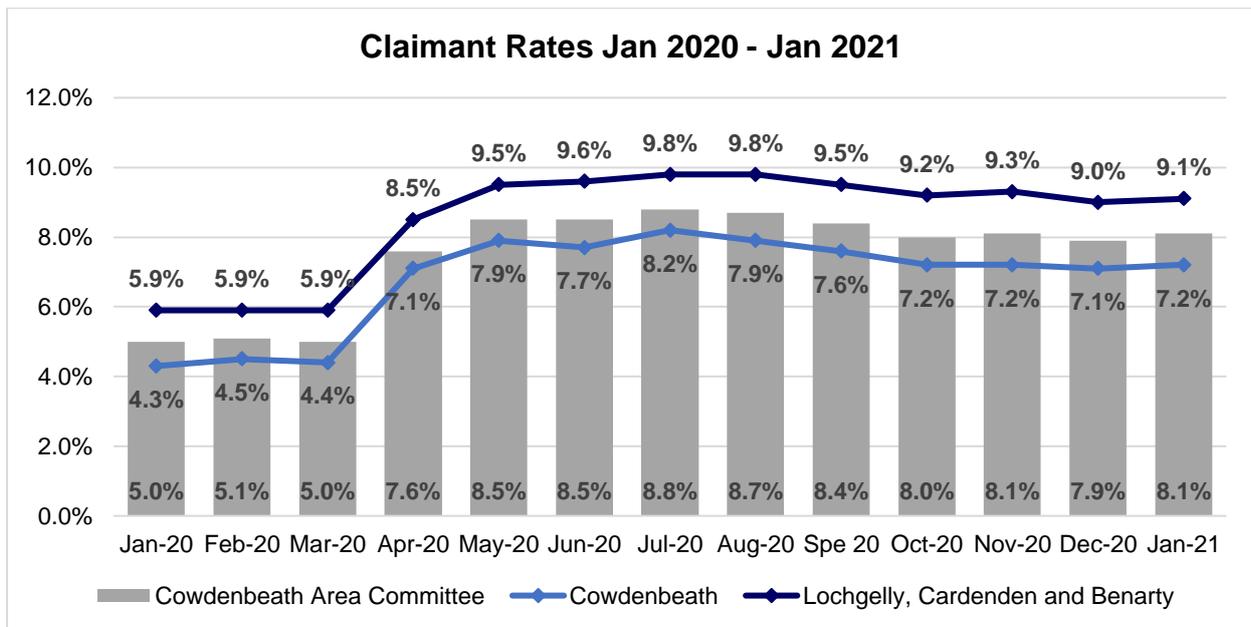
	Cowdenbeath Area	Fife	Scotland
% of 16-64 yr olds who are economically inactivate	28.9%	23.0%	23.5%

Source: ONS Annual Population Survey      Geography: Cowdenbeath Area Committee

### Claimant Rate, January 2021

Area	Claimant Rate
Cowdenbeath Area Committee	8.1%
Ward 7: Cowdenbeath	7.2%
Ward 8: Lochgelly, Cardenden and Benarty	9.1%
<b>Fife</b>	<b>6.1%</b>
<b>Scotland</b>	<b>5.9%</b>

Source: ONS Claimant Count      Note: provisional data correct as of 23 February 2021



Source: ONS Claimant Count      Geography: Cowdenbeath Area Committee and wards

#### Commentary:

##### Economic Inactivity:

- The proportion of people who are economically inactive (people not in employment who have not been seeking work within the last 4 weeks and/or are unable to start work within the next 2 weeks) in the Cowdenbeath area is higher than the Fife and Scottish averages and the second highest of Fife's committee areas after Levenmouth.
- Between 2018 and 2020, Cowdenbeath's economic inactivity rate decreased by 1.7 percentage points while Fife's increased by 1.2 percentage points.
- It should be noted that the latest figures are for the 12 months to Sept 2020, and so only include the first 7 months of the Covid-19 pandemic.

##### Claimant Count:

- The claimant rate is the number of Jobseeker's Allowance claimants and people who are required to search for work on Universal Credit as a percentage of the working age population in the area.
- Cowdenbeath has the third highest claimant rate of Fife's committee areas (after Levenmouth and Kirkcaldy) and the Lochgelly, Cardenden and Benarty ward has the fourth highest claimant rate of Fife wards.
- Prior to the Covid-19 pandemic, the claimant rate in Cowdenbeath had remained relatively stable, staying the same rate (5.0%) between October 2019 and March 2020.
- The economic impact of Covid-19 has resulted in significant increases in people claiming out-of-work benefits in all areas of Fife and Scotland and Fife. Between March 2020 and January 2021, the claimant rate for Cowdenbeath increased from 5.0% to 8.1% as the number of people claiming out-of-work benefits in the area increased from around 1,300 to 2,100.
- Whilst the greatest number of new claimants are men aged 25-49 years, young women aged between 16-24 years and women over 50 years have seen the largest proportionate increases in claimants.

## 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 Westminster Parliamentary Constituency.

#### Commentary:

- Resident earnings represent the earnings of those who live in the area, but do not necessarily work there. Workplace earnings are the earnings of people who work in the area, but do not necessarily live there.
- Kirkcaldy & Cowdenbeath's resident earnings are higher than its workplace earnings, which suggests that those who live in the area and commute to other areas for work are making more per week than those who work in Kirkcaldy & Cowdenbeath,
- Resident earnings are lower in Kirkcaldy & Cowdenbeath than both the Fife and Scotland averages.
- Since the previous area profile (which reported 2018 data) workplace earnings in Kirkcaldy & Cowdenbeath have increased by 6% and resident earnings by 16%.
- Resident earnings in the area increased by 16% (£79.30) between 2018 and 2020, a higher rate of increase than that in Fife (7.4%; £35.80) and Scotland (5.7%; £32.30).
- Workplace earnings rose by 6.0% (£32.20) between 2018 and 2020; Fife and Scotland also saw similar increases over the same period.

## Qualifications & Skills



### Qualifications, 2019

	Cowdenbeath Area	Fife	Scotland
% 16-64 year olds: No Qualifications	8.8%	7.3%	9.8%
% 16-64 year olds: NVQ4 or above	29.0%	43.3%	45.3%

Source: ONS Annual Population Survey

Geography: Cowdenbeath 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 Cowdenbeath area is not available due to small sample sizes.

## School Leaver Positive Destinations and Annual Participation Measure (16-19 yrs)

School Leaver Positive Destinations 2019-2020	Fife	Scotland
% of school leavers achieving a positive destination	91.9%	91.9%
% of school leavers achieving 1+ SCQF Level 5 or better	79.6%	85.7%
% of school leavers achieving 1+ SCQF Level 6 (Higher) or better	56.5%	63.9%

Annual Participation Measure 2020	Fife	Scotland
% of 16-19 year olds participating in education, training or employment	91.7%	92.1%

Sources: Scottish Government, Leaver Attainment and Destinations 2018/19; Skills Development Scotland, Annual Participation Measure 2020

Note: A young person is deemed to be participating / in a positive destination when they are actively engaged with an organisation for the purpose of learning, training or work (work includes volunteering).

## Annual Participation Measure by Age, 2016-2020

Percentage of 16-19 year olds participating in education, training or employment								
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

	Cowdenbeath Area	Fife
Number of school engagements	28	205
Number of businesses engaged with schools	0	178
Number of pupils participating in CoE activities	1,415	10,887

Source: Fife Council – Economic Development

Geography: Cowdenbeath Area Committee

## Participation in STEM Subjects in Fife, 2019

	SCQF Level 5	SCQF Level 6
Total Entries in STEM subjects	7,070	3,140
% STEM entries compared to all subject level entries	36.46%	29.77%
Average Grade A-C pass rate STEM subjects	80.55%	81.43%
Average Grade A-C pass rate all subjects	84.98%	86.67%

Source: Fife Council Education and Child Services

Definition: Scottish Government, STEM Education and Training Strategy for Scotland

## Commentary:

### Qualifications:

- The percentage of 16–64-year-olds with no qualifications in Cowdenbeath is higher than the Fife average, but lower than the Scottish average.
- The area has a smaller proportion of working-age population qualified to NVQ 4 or above than Fife and Scotland as a whole.
- 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.

### Positive Destinations

- 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, meaning that the gap between the Fife and Scottish rates has widened. The choices and opportunities available to pupils leaving school last year have undoubtedly been impacted by the Covid-19 pandemic.
- The percentage of Fife's school leavers achieving one or more pass at SCQF Level 6 (Higher) or better remained the same as in 2018/19, whilst the percentage achieving one or more pass at SCQF Level 5 (National 5) fell slightly (from 81.5% to 79.6%). Both rates in Scotland increased over the same period so that the gap between Fife and Scotland's attainment levels have widened. Care must be taken in comparing these results, however, as the grades for qualifications in 2019/20 were based on teacher estimates following the cancellation of SCQF exams as a result of the Covid-19 pandemic. The same arrangement is also in place for 2020/21.

### 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:

- Lochgelly West Primary School is one of 25 schools across Scotland selected to receive a £200 grant from Keep Scotland Beautiful to support the development and implementation of campaigns to tackle litter in their community.
- In December 2020 Beath High School was awarded Fife Secondary School of the Year at a virtual awards ceremony.

## Business Base & Key Sectors



### Financial support to businesses in Fife, 2019/20

	Cowdenbeath Area	Fife	% of Fife total
Number of businesses supported	8	105	7.6%
Value of financial support	£16,955	£212,144.52	8.0%
Jobs created as a result of financial support to businesses	2	58.5	3.4%

Source: Fife Council – Economic Development

Geography: Cowdenbeath Area Committee

### Number of Start-Ups supported by Business Gateway Fife, 2019/20

	Cowdenbeath Area	Fife	% of Fife total
No. of businesses receiving Expert Help	8	96	8.3%
No. of businesses accessing growth services	6	86	7.0%
No. of Business Gateway start-ups	51	615	8.3%
No. of jobs created from Business Gateway	64	812.5	7.9%
Turnover generated	£1,345,300	£18,350,981	7.3%

Source: Business Gateway Fife

Geography: Cowdenbeath Area Committee

### UK Business Counts, 2020

	Cowdenbeath Area	Fife	Scotland
Number of enterprises	1,930	9,785	177,075

Source: ONS UK Business Counts

Geography: Cowdenbeath Scottish Parliamentary Constituency.

### Business Counts by Employment size, 2020

Employment Size	No. of Businesses in Cowdenbeath Area	% of Businesses in Cowdenbeath Area	% of Businesses in Fife
Micro (0 to 9 employees)	1,760	91.2%	20.1%
Small (10 to 49 employees)	140	7.3%	14.7%
Medium (50 to 249 employees)	25	1.3%	16.7%
Large (250+ employees)	5	0.3%	14.3%

Source: UK Business Counts

Geography: Cowdenbeath Scottish Parliamentary Constituency

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			
	Percentage of businesses surviving 1 year (to 2017)	Percentage of businesses surviving 2 years (to 2018)	Percentage of businesses 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:

- Cowdenbeath area start-ups supported by Business Gateway generated £1,345,300 in turnover in 2019/2020 (7.3% of the total for Fife) and supported 64 new jobs.

#### Business Base:

- Cowdenbeath is home to almost a fifth (19.5%) of Fife's businesses.
- Cowdenbeath has a higher proportion of micro businesses than Fife as a whole (91.2% compared with 88.6%) and smaller proportion of small businesses (7.3% compared with 9.6%). The area's proportion of medium-sized and large businesses is similar to the breakdown in Fife as a whole.
- Fife's business survival rates are above the Scottish average.

## Employment by Sector, 2019

Sector	Cowdenbeath	Fife	% of Fife Total
A : Agriculture, forestry & fishing*	15	4,500	0.3%
B : Mining and quarrying	100	250	40.0%
C : Manufacturing	900	14,000	6.4%
D : Electricity, gas, steam & air conditioning supply	30	350	8.6%
E : Water supply; sewerage, waste mgmt & remediation	25	1,000	2.5%
F : Construction	700	7,000	10.0%
G : Wholesale & Retail Trade; Repair of motor vehicles	1,250	20,000	6.3%
H : Transportation & Storage	600	6,000	10.0%
I : Accommodation & Food Service activities	350	10,000	3.5%
J : Information & Communication	100	4,000	2.5%
K : Financial & Insurance activities	25	3,000	0.8%
L : Real estate activities	75	1,250	6.0%
M : Professional, scientific & technical activities	225	7,000	3.2%
N : Administrative & support service activities	300	7,000	4.3%
O : Public Admin, Defence; Social Security	600	12,000	5.0%
P : Education	1,000	13,000	7.7%
Q : Human health & social work activities	1,000	19,000	5.3%
R : Arts, entertainment & recreation	300	4,000	7.5%
S : Other service activities	175	3,500	5.0%

Source: ONS Business Register & Employment Survey      Geography: Cowdenbeath Area Committee

\* Excludes farm agriculture.

## Commentary:

### Sector Employment:

- The three largest employing sectors in the Cowdenbeath area are: Wholesale & Retail Trade; Manufacturing; and Human Health & Social Work.
- 40% of all Fife employment in mining and quarrying activities is located in Cowdenbeath.

### Recent Business Activity (as highlighted by media reports):

- **ExxonMobil**'s £140 million investment project to cut flaring, noise and vibrations at Mossmorran is due to start in April. The contract to design and build a new enclosed ground flare (EGF) for its Fife Ethylene Plant has been awarded to Zeeco Inc. The unit, which is expected to be operational in less than two years, will be designed to operate completely smokelessly without the need for high volumes of steam which will reduce the light, noise and vibration associated with current flaring activity.
- An application has been submitted to convert Unit 5 at Lanscot House, **Woodend Business Centre**, Cowdenbeath into an auction house with an antique centre and cafe. The property has been vacant for more than a year.
- In-site Property Solution Ltd's proposals for regenerating the **Thistle Industrial Estate** in Cowdenbeath have received planning approval in principle.
- Steel fabricator **AJS Production Ltd** in Cowdenbeath produced the base frame and weight baskets for Gravitricity's £1million energy storage demonstrator system in Leith.
- Plans to turn farmland near Cowdenbeath into an **equestrian centre** with stables and a dog walking business have been approved by Fife Council.
- **Ogilvie Construction** started work on a £8 million project to build 59 houses in Cardenden on behalf of Kingdom Housing Association.
- Lochgelly-based **Purvis Group** celebrated its 40th anniversary in June 2020. The company has invested in new premises to bring most of its business under one roof in Lochgelly and extended the size of the Plant Hire's transport fleet. The company has also joined national charity Career Ready to become part of a network of educators and employers that provide workplace experiences, career insights and support to young people to help prepare them for the world of work.
- Portable buildings manufacturer **Wernick** have bought the cabin hire part of the business from Robert Purvis Plant Hire Ltd in Lochgelly. The deal includes the 2.5 acres of the yard surrounding the depot at the Cartmore Industrial Estate and will add 1,600 units to their fleet.
- A proposal of application notice (PAN) has been submitted for up to 115 new homes in Lumphinnans by a company called **First Endeavours** (Cowdenbeath).
- Niall Fotheringham who runs Lochgelly-based energy company **Solexsys** has been selected to join a flagship Scottish Government programme called Unlocking Ambition. The programme provides a £25,000 development grant, business advice, mentoring and in-kind support to the participating entrepreneurs to help them grow their business.
- The **Westfield development** between Ballingry and Kinglassie is one of the largest brownfield industrial redevelopment opportunities in Scotland. The site has detailed planning consent for a 22MW energy from waste facility capable of supplying occupiers with heat, power and steam. Development platforms of between 2–25 acres are currently being marketed and there is also scope for an additional phase 2 area of land which could be included in a larger scale development. The site is particularly suitable for industrial uses requiring significant energy provision.

- **Brockwell Energy**, the company about to start work on the construction of a major energy-from-waste centre at the former open cast mine at Westfield near Ballingry, has gained ISO (International Organisation of Standardisation) accreditation for its quality management systems, environmental management systems and occupational health and safety.
- **Clas-SiC Wafer Fab Ltd** in Lochgelly is the world's first open foundry to manufacture Silicon Carbide power semi-conductors. Opened in 2019, Clas-SiC currently has 25 staff, with the vast majority being amongst the most highly skilled Silicon Carbide processing engineers in the world.
- Fife Council's transformation of the former **Minto colliery** between Lochgelly and Cardenden will see 30 hectares of spoiled land brought back to life as a "high quality" green space for people and wildlife.
- Kelty is one of 60 small or rural towns and villages across Scotland which will benefit from **BT Openreach's roll-out of fibre broadband**.

#### Covid-19 Updates:

- Fife's first **asymptomatic community testing site** opened in Cowdenbeath in February 2021. Based at the town's Maxwell Centre, the site provides testing for members of the public who have no obvious symptoms of COVID-19 but wish to be checked. The Cowdenbeath site is the first of five NHS Fife / Fife Council pop-up sites across Fife.
- HMRC figures show that discounts worth £361,000 were claimed in the Kirkcaldy and Cowdenbeath area under the '**Eat Out to Help Out**' Scheme. A total of 58,000 meals were eaten with an average of £6.21 of discounts saved per meal; an average of £8,000 was claimed per outlet. Across Fife customers saved £2,051,000 and 376,000 meals were consumed.
- The **Lochgelly Centre** received £230,000 from the Performing Arts Venues Relief Fund in order to help with running the business during the Covid-19 pandemic.
- **Premier Bingo** in Cowdenbeath has joined a campaign to call for government support to help prevent closure. The club has been closed since November and warned that the sector is "at risk of collapse" if they cannot operate.

## Tourism

### Tourism Indicators, 2019



	<b>Kirkcaldy and Mid Fife</b>	<b>Fife</b>
Total trips (day trips and overnight stays)	2,272,000	9,164,222
Visitor spend	£107,451,000	£477,564,000
Tourism value (direct, indirect & induced impact)	£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: Fife

## Commentary:

### Tourism Indicators:

- Between 2018 and 2019, the value of tourism in the Kirkcaldy & Mid Fife area increased by 9.9% from £137 million to over £151 million. Visitor spend also increased by 9.9%, whilst the number of visitor trips increased by only 4.8%, so that the spend per trip increased from £45.10 to £47.30.

### Fife Tourism Activity:

- The Heartlands of Fife Local Tourist Association has developed a new brand which will align with the Welcome to Fife consumer branding and will be used on forthcoming literature.
- Fife Cycle Park in Lochgelly, the first purpose-built cycle circuit in Scotland which was officially opened in May 2018 by record-breaking long-distance cyclist Mark Beaumont, has proved popular with the local community and hosted a number of major events. In November 2020, the Park hosted the Run and Become Invitational 5k. This small pilot event organised by Scottish Athletics provided some of Scotland's best distance runners the rare opportunity to race in a controlled environment during the current Covid-19 restrictions.
- Construction has resumed at the former St Andrews church in Lochgelly which will be transformed into the Rockgelly climbing centre. The seven-year long project was subject to delays during lockdown but will hopefully be open in the first half of 2021.
- 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 new 104 km/64-mile Fife Pilgrims Way long-distance walking route from North Queensferry and Culross to St Andrews which opened in July 2019 includes an 11.6km section from Kelty to Auchterderran taking in Lochore Meadows, Glencraig and Crosshill. The footpath's 5-year restoration received £399,000 funding from the National Lottery Heritage Fund Scotland in addition to contributions from other partners and seeks to emulate the popularity of the Fife Coastal Path and add to the active leisure offering in central Fife.
- Plans for a major tourism development adjacent to Lochore Meadows Country Park have been lodged with Fife Council. A planning application notice (PAN) has been submitted by W Thomson and Sons to develop 80 new holiday lodges, a café, office, retail space and other amenities on land at the Kelty side of the Park.

### Tourism activity during Covid-19

- Tourism businesses were signposted to sources of guidance and financial support.
- A Welcome to Fife video and social media campaign with the call to 'Love Fife Later' was delivered and was followed up by 'Love Fife Again' messaging.
- The 'Love Fife Again' campaign included a Fife video and two slideshow videos for each Local Tourist Association area.
- Fife Council is helping to support the delivery of the Festival of Golf, which will take place from April to October 2021 (Covid-19 restrictions permitting).
- 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	Cowdenbeath		Scotland	
	Number of Businesses (Cowdenbeath Scottish Parliamentary Committee) <sup>1</sup>	Estimated Employment (Cowdenbeath Area Committee) <sup>2</sup>	Estimated Share of Businesses that are currently trading <sup>3</sup>	Estimated Share of Workforce on furlough <sup>4</sup>
Wholesale and retail trade	200	1,250	86.6%	16.7%
Health and social work activities	40	1,000	100.0%	4.1%
Manufacturing	295	900	99.0%	5.5%
Construction	285	700	96.4%	8.9%
Transportation and storage	85	600	93.1%	8.5%
<b>Accommodation &amp; food services</b>	<b>125</b>	<b>350</b>	<b>32.2%</b>	<b>68.6%</b>
Administrative & support services	170	300	91.9%	14.9%
<b>Arts, entertainment &amp; recreation</b>	<b>30</b>	<b>300</b>	<b>54.8%</b>	<b>62.6%</b>
Professional, scientific & technical	350	225	99.4%	8.0%
Information and communication	120	100	99.3%	13.0%
<i>All Industry Sectors</i>	<i>1,930</i>	<i>8,000</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 and 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 and retail trade, the sectors employing the largest number of people in the Cowdenbeath area are those where almost all businesses are currently trading and small proportions of the workforce are furloughed.

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