

## Population

### Mid-year Population Estimate, 2018



The total population of Glenrothes is estimated at **49,990**.  
This compares with a total population of 50,882 as at the 2011 Census.

	Glenrothes Area	Fife
% aged 0-15 (Children)	18%	17%
% aged 16-64 (Working age)	62%	63%
% aged 65+ (Pensionable age)	20%	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 Scotland in 2022.

## Town Centres

### Vacancy Rate, June 2020



	Glenrothes	Fife
% of Vacant Floor Space	20.6%	21.0%
% of Vacant Units	19.8%	19.4%

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

Geography: Glenrothes Town Centre.

### Commentary:

#### Town Centre Vacancy Rates:

- Whilst the proportion of vacant units in Glenrothes town centre increased between April 2019 and June 2020 (from 17.9% to 19.8%), the percentage of vacant floor space stayed the same. 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 2020, Glenrothes town centre's vacancy rate by retail/service unit increased by 2.1 percentage points (from 17.7% to 19.8%).
- Its vacancy rate based on floor space fell by 3.4 percentage points over the same period (from 24.0% to 20.8%).
- Glenrothes vacancy rates are very similar to the averages for Fife's town centres.

#### Town Centre Activity:

- An assessment undertaken by Halliday Fraser Munro (supported by AECOM and Rettie) on behalf of Fife Council has supported the development of a **Glenrothes Town Centre Masterplan** for the next 10 years and beyond. This work has identified a total of nine key development sites within the town centre, and options for redevelopment, and provides a framework to assist investment opportunities. The study highlights associated market demand for smaller modern business units, residential-led development, and new restaurants.

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- The **Scottish Government Town Centre Capital Fund** is being utilised to support a range of projects across the town centre, including the treatment of the former Kingdom House Site (demolished in 2020) and improvements to connectivity across the town centre between key assets. The latter focusses on Kingdom Avenue to Riverside Park, where works are being funded to improve the pavilion, create car parking for visitors and the construction of a viewing platform adjacent to the Fullerton Road access that will give views across the park towards the River Leven.
- The **former Police Station site** at Napier Road has been cleared and made available for redevelopment, with a mixed-used redevelopment currently being pursued.
- Permission was granted to **Mars Pensions Trustees Ltd**, the owners and managers of the Kingdom Shopping Centre, for their resubmitted application for two drive-through fast food restaurants between North Street and Leslie Road, along with associated access, car parking, landscaping and ancillary works. The development could create between 45 and 60 jobs.
- Nine grants of £100 each were awarded to town centre businesses in Glenrothes through the **Small Business Covid Safety Grant Scheme** towards the cost of implementing public health and safety measures as businesses reopened after the first 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.
- Frozen food supermarket **Farmfoods** opened at its new store at The Henge retail park on 5<sup>th</sup> February 2021, replacing the smaller unit previously held in the Kingdom Centre.
- **A web-based app** is in development to promote and highlight Glenrothes' public art.
- The **Glenrothes & Area Heritage Centre** has been closed for most of 2020 due to the Covid-19 crisis and is expected to remain closed for the foreseeable future.
- **Carlton Bakeries** retail shops and cafes in Glenrothes and Markinch closed when the Fife bakery ceased trading in April 2020.
- The **Argos** store in the Kingdom Centre, Glenrothes has now closed permanently.
- **Shoe Zone** has warned it could close 90 shops (around a fifth of its estate) in the next 18 months unless there is an overhaul of the business rates system. The chain has 460 shops across the UK, including one in the Kingdom Shopping Centre.
- Branches of **RS McColl** in Cadham and Glamis Shopping Centres closed in October 2020. Both branches housed post offices.

## Employment

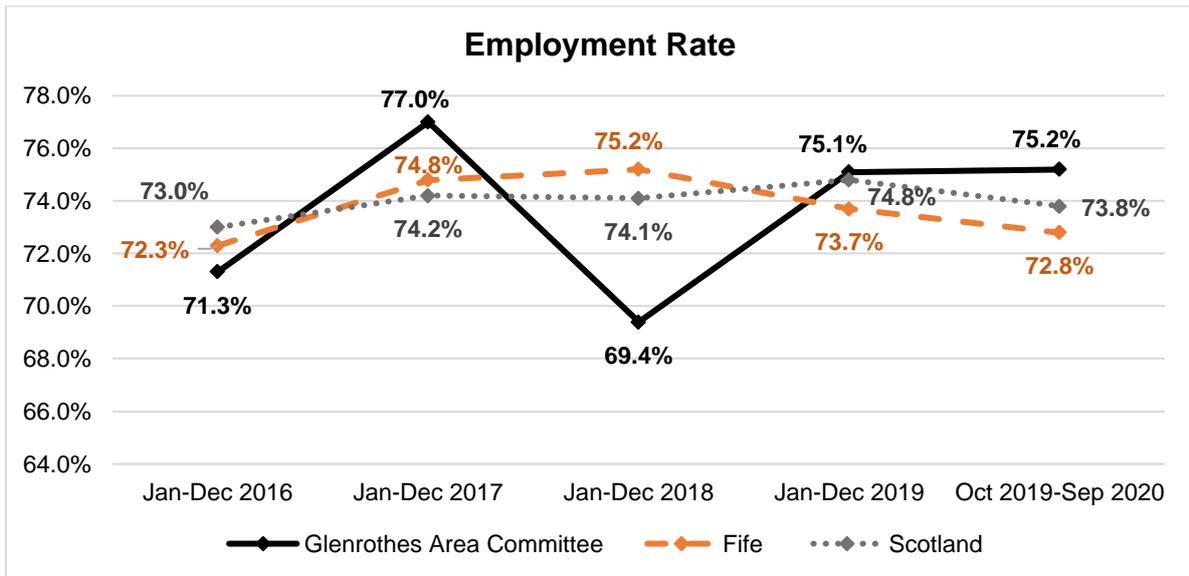


### Employment rate, 12-months to September, 2020

	Glenrothes Area	Fife	Scotland
Employment rate	75.2%	72.8%	73.8%
Employment rate – Male	86.6%	74.8%	76.4%
Employment rate – Female	65.3%	70.9%	71.3%

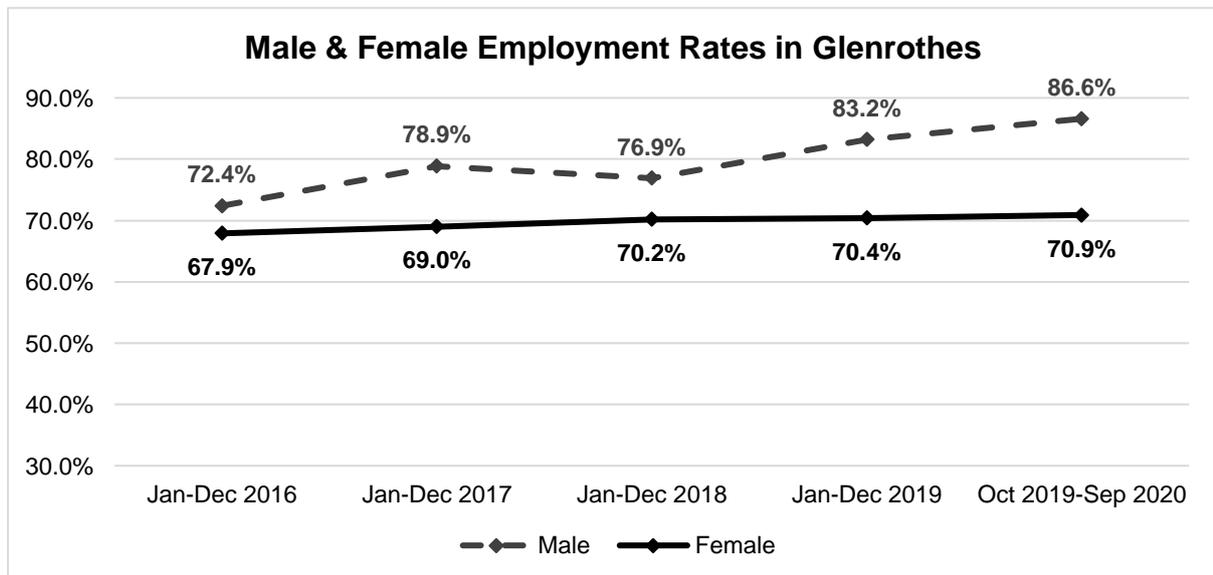
Source: ONS Annual Population Survey

Geography: Glenrothes Area Committee



Source: ONS Annual Population Survey

Geography: Glenrothes Area Committee



Source: ONS Annual Population Survey

Geography: Glenrothes Area Committee

#### Commentary:

Employment rate:

- Glenrothes' latest employment rate is higher than both the Scottish and Fife averages.
- Its employment rate rose from 69.4% in 2018 to 75.2% in 2020, the largest increase of all Fife's committee areas. This increase is due to a 10 percentage point increase in the male employment rate; the female rate remained virtually static over the same period.
- While the male employment rate in the area is significantly higher than the Fife and Scottish rates, the female rate is lower.
- The Glenrothes 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 Sep 2020 so only include 7 months of the Covid-19 pandemic.

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

Occupation Category	Glenrothes	Fife	Scotland
High skilled	20.7%	30.4%	31.9%
Technician	24.0%	26.6%	24.2%
Low skilled	56.2%	42.7%	43.7%

Source: ONS Annual Population Survey

Geography: Glenrothes Area Committee

### Commentary:

Employment by Occupation:

- Glenrothes has a much higher-than-average proportion of people employed in low skilled jobs such as caring, sales and elementary occupations with over half (56.2%) of jobs in these occupations. This is the highest rate of employment in these occupations of Fife's committee areas.
- The area has a lower-than-average rate of employment in high skilled jobs (20.7%), with only Levenmouth having a lower rate (15.8%) for employment in these occupations.
- For a breakdown of employment by industry sector, see the Business Base & Key Sectors section of this report.

## Unemployment and Economic Inactivity



### Unemployment, 12-months to Sep 2020

	Glenrothes	Fife	Scotland
Unemployment rate	N/A	4.5%	3.5%

Source: ONS Annual Population Survey

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

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

	Glenrothes	Fife	Scotland
% of people (16-64) who are economically inactivate	23.3%	23.0%	23.5%

Source: ONS Annual Population Survey

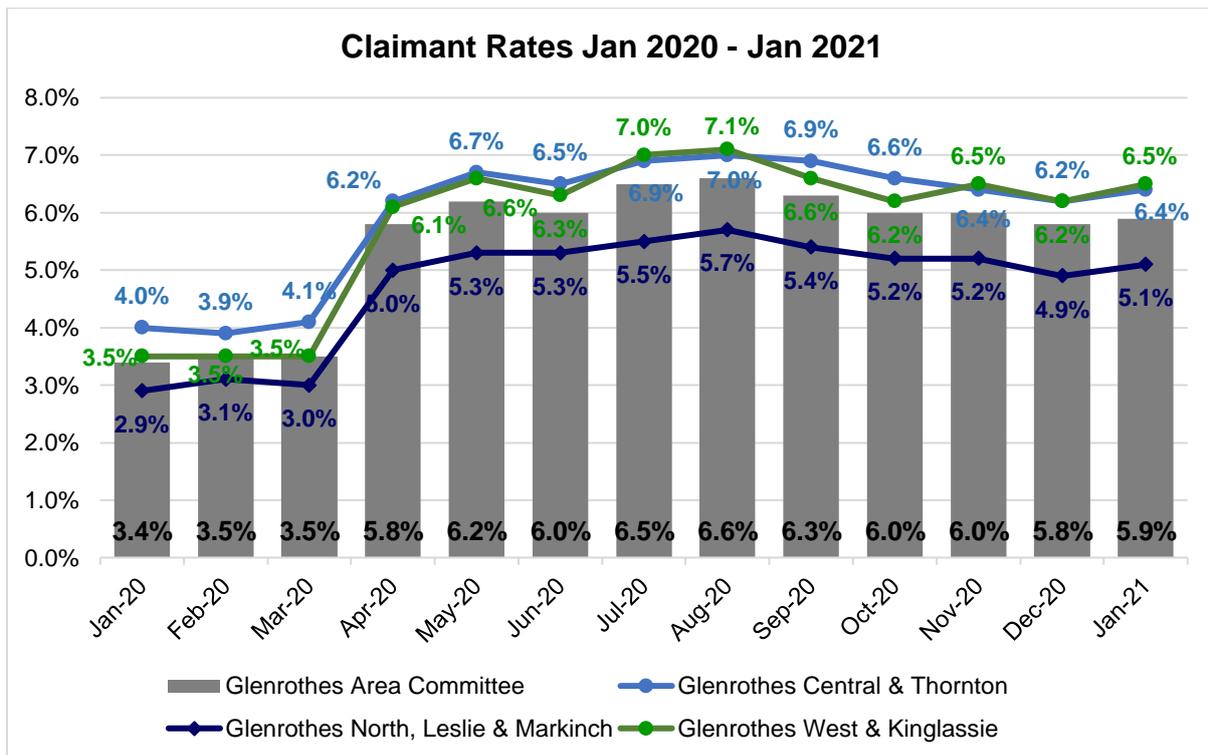
Geography: Glenrothes Area Committee

### Claimant Rate, January 2021

	Claimant Rate
Glenrothes Area Committee	5.9%
Ward 13. Glenrothes West and Kinglassie	6.5%
Ward 14. Glenrothes North, Leslie and Markinch	5.1%
Ward 15. Glenrothes Central and Thornton	6.4%
<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: Glenrothes Area Committee and wards

#### Commentary:

##### Economic Inactivity:

- The proportion of people who are economically inactive (those who are neither in employment nor unemployed) is very similar to the Fife and Scottish averages. In Fife, only the Dunfermline area (11.5%) and South West Fife (22.9%) had lower rates of inactivity.
- Between 2018 and 2020, Glenrothes' economic inactivity rate decreased by 3.6 percentage points while Fife's increased by 1.2 percentage points.
- NB These figures are for the 12 months to September 2020 so only include seven 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.
- Glenrothes has a slightly smaller proportion of its population claiming out-of-work benefits than Fife as a whole. Whilst the claimant rate in the Glenrothes North, Leslie & Markinch ward is considerably below the Fife and Scottish averages, the Glenrothes West & Kinglassie ward and the Glenrothes Central & Thornton ward rates are higher.
- Prior to the Covid-19 pandemic, the overall claimant rate in Glenrothes had remained relatively stable, staying the same rate (3.5%) 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. Between March 2020 and January 2021, the claimant rate for Glenrothes increased from 3.5% to around 6%. Women aged between 16-24 and over 50 saw the largest proportionate increases in claimants.

## Weekly Earnings



### Median Weekly Earnings, 2020

	Glenrothes	Fife	Scotland
Resident Earnings	£523.00	£579.20	£595.00
Workplace Earnings	£557.30	£559.00	£592.70

Source: ONS Annual Survey of Hours & Earnings Variable: Median weekly earnings - gross  
 Geography: Glenrothes Westminster Parliamentary Constituency.

#### 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.
- Glenrothes' workplace earnings are higher than its resident earnings which suggests that those occupying higher-paid local jobs live outside the constituency, and that local residents have lower-paid jobs.
- Resident earnings are significantly lower than the Fife and Scottish averages.
- Workplace earnings are similar to those for Fife as a whole, but less than the Scottish average.
- Resident earnings in the area increased by 2.5% or £11.90 between 2018 and 2020 and workplace earnings rose by 11.0% or £55.30. Fife and Scotland also saw increases over the same period.

## Qualifications & Skills



### Qualifications, 2019

	Glenrothes 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: Glenrothes 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 Geography: Fife

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

## School Leaver Destinations 2019/20 and Annual Participation Measure 2020

School Leaver Attainment & Initial Destinations 2019-20	Fife	Scotland
% of school leavers achieving a positive destination	91.9%	93.3%
% of school leavers achieving 1+ SCQF Level 5 or better	79.6%	85.7%
% of school leavers achieving 1+ SCQF Level 6 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, Summary Statistics for Attainment and Initial Leaver Destinations 2019/20; 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-yr olds	17-yr olds	18-yr olds	19-yr olds	16-yr olds	17-yr olds	18-yr olds	19-yr 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

	Glenrothes Area	Fife
Number of school engagements	12	205
Number of business engagements with schools	175	178
Number of pupils participating in CoE activities	639	10,887

Source: Fife Council – Economic Development

Geography: Glenrothes 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 the Glenrothes area is higher than the Fife average but lower than the Scottish average.
- The area has a much smaller proportion of its working-age population qualified to NVQ 4 or above.

### School Leaver Attainment and Initial 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:

- Glenwood High School has developed strong links with local businesses through its engagement with the Developing the Young Workforce programme in Fife. From collaborations with Robertson's Construction, Fife Voluntary Action, Taylor Wimpey, Fife Fabrications and the Pitreavie Group, the school has created an integrated programme of activities to support pupils in making the transition from school to employment including work placements, skills workshops and an annual business breakfast.
- Fife Council's Education and Children's Services sub-committee agreed to temporarily close Milton of Balgonie Primary School pending future housing developments in the area. The committee heard that the school roll at Milton of Balgonie had dwindled from a peak of 27 in 2013 to 0 in both 2019 and 2020.

## Business Base & Key Sectors



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

	Glenrothes Area	Fife	% of Fife total
Number of businesses supported	23	105	21.9%
Value of financial support	£43,316.75	£212,144.52	20.4%
Jobs created as a result of financial support to businesses	3	58.5	5.1%

Source: Fife Council – Economic Development

Geography: Glenrothes Area Committee

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

	Glenrothes Area	Fife	% of Fife total
No. of businesses receiving Expert Help	19	96	19.8%
No. of businesses accessing growth services	13	86	15.1%
No. of Business Gateway start-ups	103	615	16.7%
No. of jobs created from Business Gateway	141	812.5	17.4%
Turnover generated	£2,725,900	£18,350,981	14.9%

Source: Business Gateway Fife

Geography: Glenrothes Area Committee

## UK Business Counts, 2020

	Mid Fife & Glenrothes Area	Fife	Scotland
Number of enterprises	1,630	9,785	177,075

Source: ONS UK Business Counts

Geography: Glenrothes Scottish Parliamentary Constituency.

## Business Counts by employment size, 2020

Employment Size	No. of Businesses in the Mid Fife & Glenrothes Area	% Businesses in the Glenrothes Area	% of Fife Businesses
Micro (0 to 9 employees)	1,400	85.9%	16.0%
Small (10 to 49 employees)	185	11.3%	19.5%
Medium (50 to 249 employees)	35	2.1%	23.3%
Large (250+ employees)	10	0.6%	28.6%

Source: UK Business Counts Geography: Glenrothes 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			
	% 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:

- Glenrothes start-ups supported by Business Gateway generated £2,725,900 in turnover in 2019/2020. This is 14.9% of the total Fife turnover from start-ups.
- There have been 23 businesses supported by Business Gateway in 2019/2020 which accounts for over a fifth (21.9%) of the Fife total.

### Business Base:

- The Mid Fife & Glenrothes area is home to 16.5% of Fife's businesses, this is the lowest percentage out of all of Fife's Scottish parliamentary constituency areas.
- Mid Fife & Glenrothes makes up over a quarter (28.6%) of Fife's large businesses as well as almost a quarter of the medium size businesses (23.3%).
- Fife's business survival rates are above the Scottish average.
- Major businesses located in the Glenrothes area include Raytheon, James Donaldson and Sons Ltd, Robert Bosch Ltd, MGM Timber (Scotland) Ltd, Velux, FLEXcon Europe Ltd, Fife Fabrications, Trend Technologies Scotland Ltd, Leviton Network Solutions Europe, Skene Group Construction Services and Semefab Ltd.
- Nine new business units have been constructed at **Queensway Industrial Estate**. The units, which will be available from spring 2021, have been built by the Fife Industrial Innovation Investment (Fife i3) Programme. Part of the Edinburgh and South East Scotland City Region Deal, the Fife i3 programme will deliver much-needed new industrial buildings, offices and serviced sites in key locations in Mid and South Fife. The development at Queensway Industrial Estate includes a connection to the District Heating Network, a new access road and car parking.
- **Enterprise Hub Fife** offers flexible workspace for enterprising individuals, start-ups and growing businesses and has adapted to the move to home-working by offering physically distanced and fully sanitised office, meeting and training spaces.

## Employment by sector, 2019

Sector	Glenrothes Area	Fife	% of Fife total
A : Agriculture, forestry & fishing*	20	4,500	0.4%
B : Mining and quarrying	100	250	40.0%
C : Manufacturing	4,000	14,000	28.6%
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	900	7,000	12.9%
G : Wholesale & Retail Trade; Repair of motor vehicles	3,000	20,000	15.0%
H : Transportation & Storage	500	6,000	8.3%
I : Accommodation & Food Service activities	1,250	10,000	12.5%
J : Information & Communication	150	4,000	3.8%
K : Financial & Insurance activities	150	3,000	5.0%
L : Real estate activities	225	1,250	18.0%
M : Professional, scientific & technical activities	700	7,000	10.0%
N : Administrative & support service activities	900	7,000	12.9%
O : Public Admin, Defence; Social Security	8,000	12,000	66.7%
P : Education	1,500	13,000	11.5%
Q : Human health & social work activities	3,000	19,000	15.8%
R : Arts, entertainment & recreation	400	4,000	10.0%
S : Other service activities	800	3,500	22.9%

Source: ONS Business Register & Employment Survey

Geography: Glenrothes Area Committee

\* Excludes farm agriculture.

### Commentary:

#### Sector Employment:

- The largest employing sectors in the Glenrothes area are Public administration, Manufacturing, Wholesale and retail trade and Human health & social work.
- 66.7% of all employment in Public administration and defence activities in Fife is located in the Glenrothes area. The high number of jobs in this sector likely to be due to the number of Fife Council premises within the area.
- 16% of the area's jobs are in manufacturing compared with 10% in Fife as a whole.

#### Recent company activity (as highlighted in media reports):

- **Kingdom Housing Association** and **Campion Homes** started work on constructing 85 affordable homes for social rent on the former Tullis Russell paper mill site. The houses are part of a larger residential-led mixed use development being overseen by Advanced Construction which will include a total of 850 homes, retail, business and industrial units.
- **Fife Council** completed 62 new council houses at School Drive, Glenrothes. The new development will have 78 houses when complete. Built on the site of the old Tanshall Primary School, all of the houses meet modern standards for energy-efficiency and pass Police Scotland's "Safe-by-Design" mark.

- Glenrothes-based **Trend Technologies**, which specialises in metal stamping, metal fabrication and injection moulding, saw turnover increase from £10.2 million in 2018, to £11.6m for the year ending 31 December 2019.
- **Raytheon UK** is celebrating 60 years in Glenrothes and has been named as part of the team awarded the contract for modernising the Royal Navy's shore-based training across 16 sites in the UK.
- **McDonald Water Storage** in Glenrothes, manufacturers of hot water systems, launched a new product providing temporary emergency hot water.
- **Peel Tech**, the revolutionary and innovative filtration system business, moved into new, larger premises at Southfield Industrial Estate.
- **East Coast Refrigeration** moved to new premises in the Fife Food and Business Centre.
- New pet supply business **Voda-Bone** moved into the previously owned Millennium Gym premises at Eastfield Industrial Estate.
- **Leviton**, which has its European headquarters in Glenrothes, acquired Berk-Tek, a leading US copper and fibre cable manufacturer after seeing turnover increase to more than £90m. The company, which designs and manufactures high-speed copper and fibre-based cable and connectivity systems for IT communications, is now a single-source manufacturer of end-to-end systems for customers around the world.
- Glenrothes-based **Ductform HFE** launched its first ever TV commercial on STV. In 2020, the company completed the manufacture and installation of 2,766 metres of ductwork for the St Enoch Centre in Glasgow. It also manufactured and installed ventilation ductwork for the NHS Louisa Jordan Hospital at the SEC in Glasgow and for Scotland's first vertical farm.
- **Inchdairnie Distillery** received over £70,000 from the first phase of the UK Government's £10 million Green Distilling Fund launched last year to support the introduction of low-carbon energy sources.
- **John Fergus and Co Ltd** (owners of Inchdairnie Distillery) and **Wemyss Family Spirits Ltd** submitted an application for planning permission to build new whisky maturation warehouses adjacent to the Inchdairnie Distillery.
- Glenrothes food manufacturing business **McMillan Foods** has invested over £100,000 in new machinery with a £50,000 loan from Business Loans Scotland.
- Timber and manufacturing specialist **James Donaldson & Son** launched an innovative new brand, Buzz Home Office, offering bespoke home office and study furniture.
- **Barrie Bookkeeping and Payroll Solutions** became accredited as a Living Wage Employer.
- Glenrothes-based **FTV Proclad International** published pre-tax losses of £3.1 million for the year ending 30 November 2019, similar to losses posted for the previous year.
- World-leading engineered ceramics manufacturer, **CoorsTek**, **announced the closure of its Glenrothes plant** with the loss of around 75 jobs. The company said the proposed closure was caused by a number of factors including: a global softening in key markets due to Covid-19; the potential impact of BREXIT; and a focus on optimizing the company's existing facility footprint.
- Glenrothes electronics manufacturer **Micronas**, owned by the German company TDK-Micronas, is closing with the loss of 83 jobs. Staff based at the Southfield Industrial Estate have been told the factory will shut in April 2021 as part of a restructuring process.

## Covid-19 Updates:

- HMRC figures show that discounts worth £332,000 were claimed by 27 restaurants in the Glenrothes area under the **'Eat Out to Help Out'** Scheme. A total of 71,000 meals were eaten with an average of £4.66 of discounts saved per meal; an average of £12,300 was claimed per outlet. Across 223 Fife businesses participated in the scheme.
- A Fife tech firm, which has developed an app to help family members keep in touch with relatives in care, is making the service free to use during Covid-19. Glenrothes-based **Ember Technology** launched its YooToo platform in March 2020.
- During the first lockdown, Glenrothes-based **Pitreavie Group** donated all the masks, face shields and goggles held in its Glenrothes site to Glenrothes Hospital. The company has also donated hand sanitiser to Cosgrove Care, a charity helping people to lead independent lives.
- Glenrothes-based outdoor clothing producer **Keela** launched a 'self-sanitising' anti-viral range of outdoor clothing in partnership with Swedish textile technologist Polygiene. The ViralOff collection will be produced in Keela's Sri Lanka factory. The company recently expanded its facilities in Southfield, Glenrothes and is taking on an additional 50 staff after adapting its business model to meet demands for NHS gowns.
- Protective garment manufacturer **Seahawk Apparel** added a range of PPE to its workwear range and manufactured over 30,000 branded face coverings for Strathclyde University.
- **Raytheon UK** produced ventilators at its manufacturing facilities in Glenrothes, Livingston and Kelso as part of a project led by Babcock to design and produce 10,000 ventilators for the NHS.

## Tourism



### Tourism Indicators, 2019

	<b>Kirkcaldy and Mid Fife</b>	<b>Fife</b>
Total trips (day and staying)	2,272,000	9,164,222
Visitor spend	£103,451,000	£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)

### 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.

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#### Fife Tourism Success:

- The **Heartlands of Fife Local Tourist Association** has developed a new brand which will tie in with the Welcome to Fife consumer branding and will be used on forthcoming literature.
- Glenrothes benefits from being the location for Fife's biggest sports and leisure facility. **The Michael Woods Sports & Leisure Centre** incorporates: an 8-lane competition swimming pool with a spectator gallery for 250 people; a training pool with underwater movable floor; an 80-station gym, strength and conditioning studio and purpose-built aerobics studio; regional standard 8-badminton court sports hall and 2 squash courts; an 11-a-side synthetic pitch, indoor 3G football arena with 7-a-side and 5-a-side pitch markings, a 3G synthetic pitch, tennis court and an athletics track.
- **Riverside Park** in Glenrothes provides attractive woodland walks, floral gardens, a pond, several play areas, town art sculptures, outdoor fitness equipment, football facilities and one of Fife's largest skateboard parks. Friends of Riverside Park have completed several projects in the park and a ten-year Riverside Park Improvement Plan 2020-2030 is being taken forward by the Riverside Park Development Group.
- Ambitious plans by charity Nature's Nook are in development for an **outdoor learning and activity centre** and the creation of new woodland near to the existing Pitcairn Centre and Coul reservoir.
- The new 104 km/64-mile **Fife Pilgrims Way** long-distance walking route from North Queensferry and Culross to St Andrews, which opened in 2019, passes through the area and features Markinch as one of its main destinations. 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.
- Markinch Church features in the Augmented Reality app, **In the Footsteps of Kings** which has had 2,500 downloads as of October 2020.
- **Balbirnie House Hotel** in Markinch was named 'Best-in-World' by the International Haute Grandeur Awards and Europe's Best Country Hotel and Best Wedding Hotel in 2020. It also won Scotland's Wedding Hotel of the Year at the Scottish Hotel Awards for the 14<sup>th</sup> time in sixteen years.

#### Tourism activity during Covid-19:

- Tourism businesses were signposted to sources of guidance and financial support.
- A 'Love Fife Again' video and slideshow videos were commissioned and promoted.
- 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 social media campaign and digital promotional campaign 'Get Yer Kilt On' was delivered for St Andrew's Day 2020.
- Social media messaging was carried out during each lockdown assisted with a 'Love Fife Later' video campaign and followed up by a 'Love Fife Again' campaign.
- A Fife Covid-19 Tourism & Events Strategy Action Plan was agreed by the Fife Tourism Partnership Executive Board and Local Tourist Association Chairs in January 2021.

## Estimated Impact of Covid-19 on the Glenrothes Business Base

Sector	Glenrothes Area		Scotland	
	Number of businesses (Glenrothes Scottish Parliamentary Committee) <sup>1</sup>	Estimated Employment (Glenrothes Area Committee) <sup>2</sup>	Estimated share of businesses that are currently trading <sup>3</sup>	Estimated share of workforce on furlough leave <sup>4</sup>
Manufacturing	175	4,000	97.7%	6.5%
Wholesale and retail trade	245	3,000	87.3%	22.0%
Health and social work	55	3,000	94.0%	5.7%
<b>Accommodation &amp; food services</b>	<b>130</b>	<b>1,250</b>	<b>35.7%</b>	<b>72.8%</b>
Construction	275	900	95.8%	11.2%
Administrative & support services	100	900	93.4%	13.8%
Professional, scientific & technical	225	700	99.4%	8.8%
Transportation & storage	50	500	94.0%	10.0%
<b>Arts, entertainment &amp; recreation</b>	<b>35</b>	<b>400</b>	<b>50.8%</b>	<b>66.4%</b>
Information & communication	55	150	99.1%	10.9%
<i>All Industry Sectors</i>	<i>1,630</i>	<i>25,000</i>	<i>81.7%</i>	<i>21.3%</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 24: estimated share of businesses that are currently trading 8 - 21 Feb 2021])
4. Business Impact of Coronavirus (Covid-19) Survey (BICS) Weighted Scotland Estimates (Scottish Government) [Wave 24: share of workforce on furlough leave 25 Jan – 21 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 February 2021.
- The sectors employing the largest number of people in Glenrothes are those where almost all businesses are currently trading, with the exception of Wholesale and retail trade and Accommodation & food Services.

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