

Population

Mid-year Population Estimate, 2018



The population of Levenmouth is estimated at **37,439**. This compares with a population of 37,662 as at the 2011 Census.

	Levenmouth	Fife
% aged 0-15 (Children)	17%	17%
% aged 16-64 (Working age)	61%	63%
% aged 65+ (Pensionable age)	22%	20%

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

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

Town Centres



Vacancy Rate, June 2020

	Leven	Fife
% of Vacant Floor Space	19.8%	21.0%
% of Vacant Units	20.1%	19.4%

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

Geography: Leven Town Centre.

Commentary:

Town Centre Vacancy Rates:

- The vacancy rates in Leven town centre increased only slightly between April 2019 and June 2020 (from 19.3% to 20.1% by retail unit and from 18.7% to 19.8% 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 2016 and June 2020, Leven's town centre vacancy rate by retail unit increased by nearly 5 percentage points (from 15.2% to 20.1%).
- In the same period, the percentage of vacant floor space increased by 5.6 percentage points (from 14.2% to 19.8%). The percentage of vacant floor space in Leven is below the average for Fife (21.0%), although the percentage of vacant units is above the Fife average (19.4%).

Town Centre Activity:

- In 2020, 24 grants of £100 each were awarded to town centre businesses in Levenmouth 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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- The following schemes are being funded by the Scottish Government Town Centre Capital Fund and Fife Council:
 - Fife Council and BRAG Enterprises are in negotiations to purchase and renovate the former **WH Smith** building on Leven High Street. This project will bring a large redundant retail unit back into productive use as a community facility.
 - A tender is about to be placed for public realm improvements to the **east end of Leven High Street**. The work, to be carried out as part of Phase 2 of Leven Town Centre Regeneration, will use the same materials as Phase 1's improvements to the Shorehead and around the bus station.
 - Town centre businesses in Leven can claim for support from Fife's **Town Centre Building Improvement Grant Fund**. This fund provides grants of £6,000 to £10,000 for shop front improvements, interior refits and upper storey residential conversions across 8 towns in Fife.
- Levenmouth Together's **Artisan Market** returned to Leven town centre in November and December 2020.
- **Koffee House** opened on Leven High Street in September 2020. Since opening the business has continued to grow and the company has started a coffee delivery service.
- **Carlton Bakeries**, which had a store on Leven's High Street, permanently closed in April 2020 with the loss of 60 jobs.
- The Edinburgh Woollen Mill, owners of fashion chain **Peacocks**, which has a store in Leven, fell into administration in November 2020, but continues to trade.

Employment

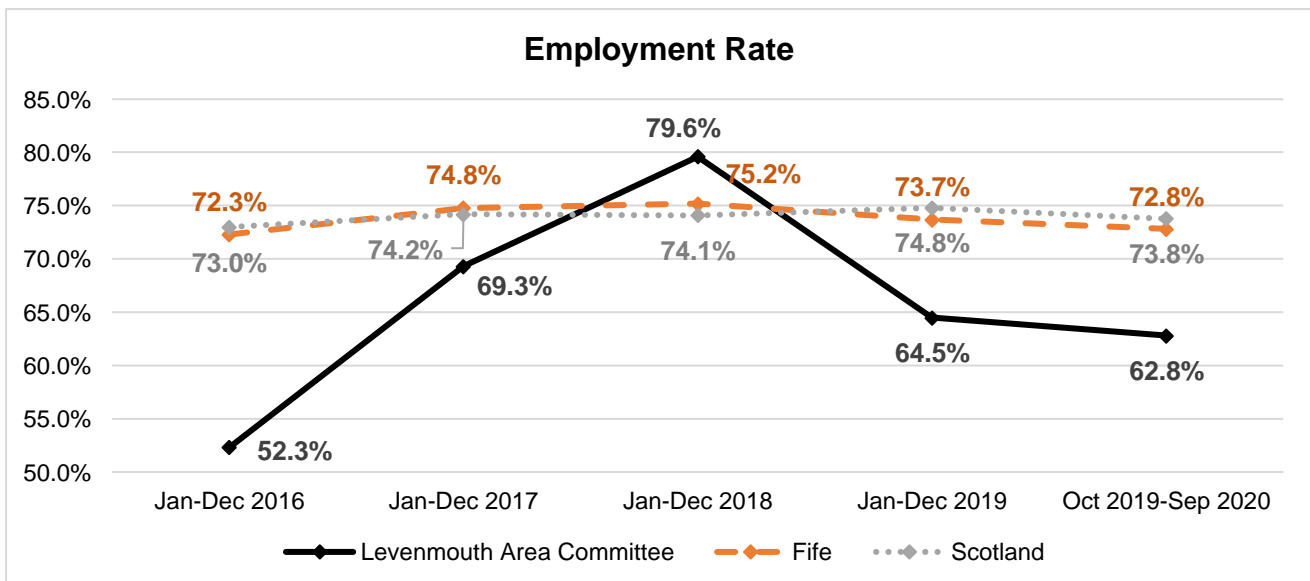


Employment rate, 12-months to Sep 2020

	Levenmouth	Fife	Scotland
Employment rate	62.8%	72.8%	73.8%
Employment rate – Male	59.4%	74.8%	76.4%
Employment rate – Female	66.6%	70.9%	71.3%

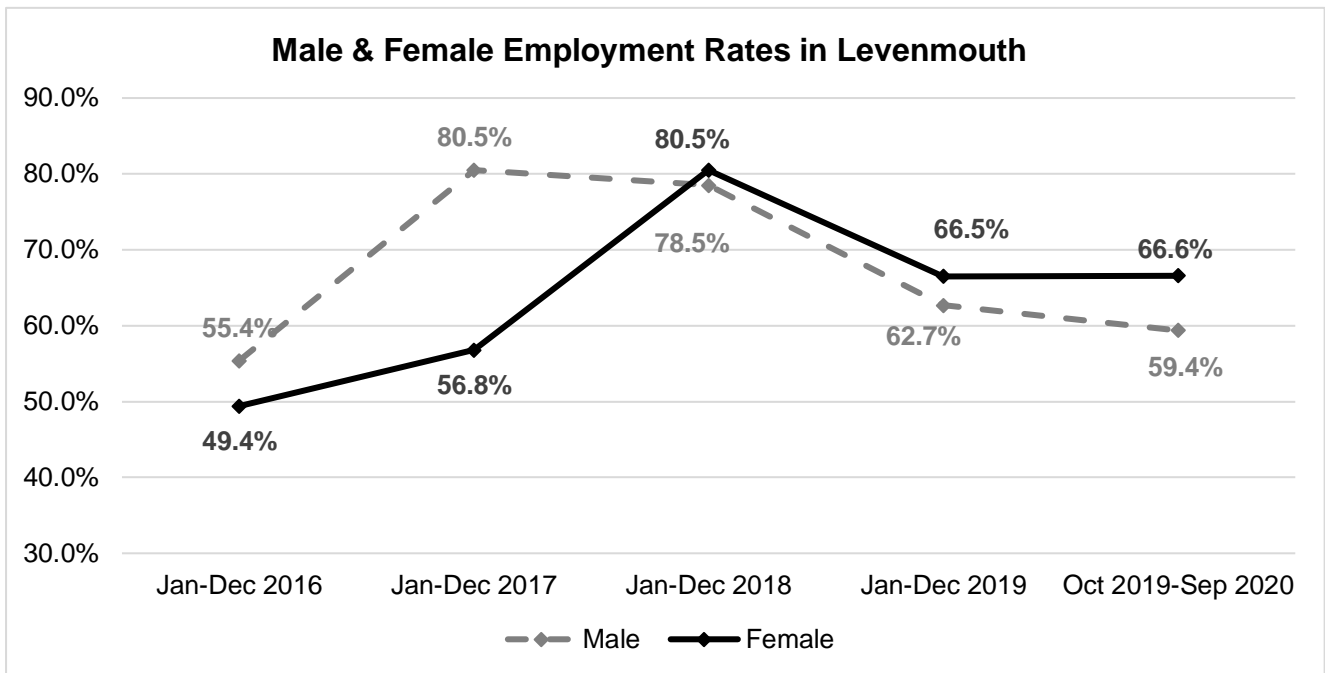
Source: ONS Annual Population Survey

Geography: Levenmouth Area Committee



Source: ONS Annual Population Survey

Geography: Levenmouth Area Committee



Source: ONS Annual Population Survey

Geography: Levenmouth Area Committee

Commentary:

Employment rate:

- In the 12 months to September 2020, Levenmouth's employment rate was lower than the Fife and Scottish averages. It was also the lowest employment rate of all the committee areas in Fife.
- Since 2018, the male employment rate has been lower than the female rate, and the gap widened in the 12 months to September 2020.
- The area's male employment rate is now the lowest employment rate of all the committee areas in Fife.
- Levenmouth'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 Sep 2020 so only include 7 months of the Covid-19 pandemic.

Employment by occupation, 12-months to Sep 2020

	Levenmouth	Fife	Scotland
High skilled	19.9%	30.4%	31.9%
Technician	32.2%	26.6%	24.2%
Low skilled	47.9%	42.7%	43.7%

Source: ONS Annual Population Survey

Geography: Levenmouth Area Committee

Note: The estimate for Levenmouth should be viewed with caution due to small sample sizes.

Commentary:

Employment by Occupation:

- Levenmouth has a much lower proportion of people employed in high skilled jobs than Fife and Scotland as a whole, and the lowest proportion of all of Fife's committee areas.
- The area has the highest proportion of technical employment of Fife's committee areas. These are jobs which include skilled trades and tech occupations and are likely to be related to technical jobs in businesses based at Energy Park Fife.
- Almost half of Levenmouth's workforce is employed in low skilled jobs. These include occupations in the caring professions, and process, plant and machine operatives.
- For a more detailed breakdown of the area's employment by industry sector, see the 'Business Base & Key Sectors' section below.

Unemployment and Economic Inactivity



Unemployment, 12-months to Sep 2020

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

Source: ONS Annual Population Survey

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

Economic Inactivity, 12-months to Sep 2020

	Levenmouth	Fife	Scotland
% of 16-64-year-olds who are economically inactivate	33.4%	23.0%	23.5%

Source: ONS Annual Population Survey

Geography: Levenmouth Area Committee

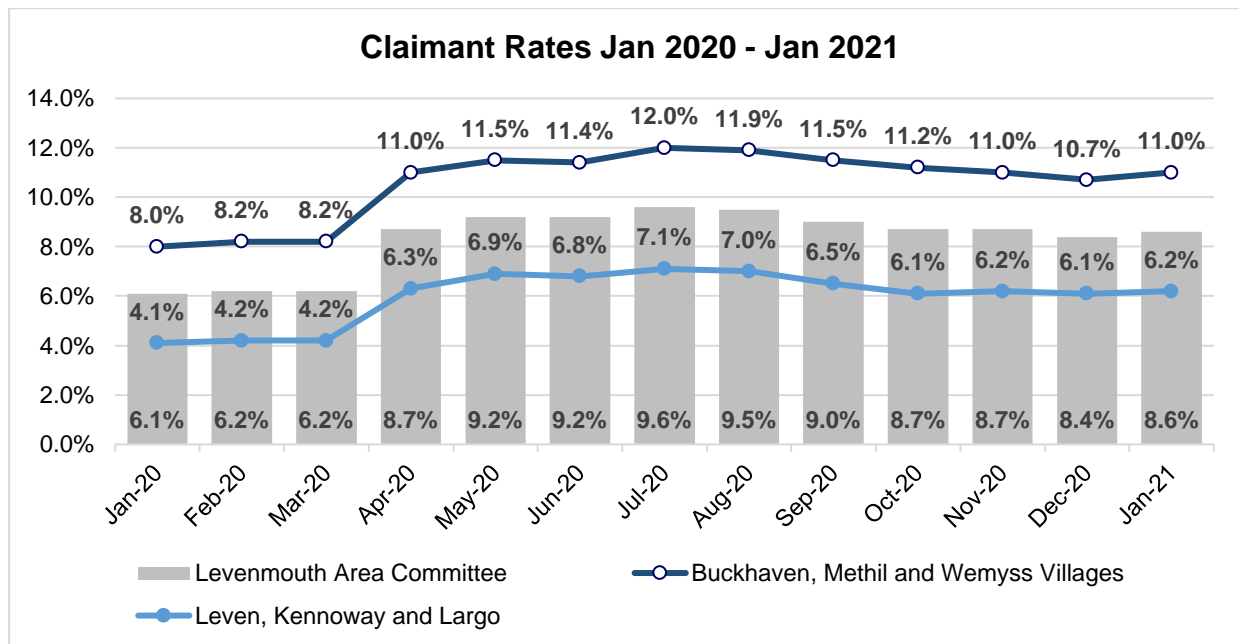
Claimant Rate, December 2020

Area	Claimant Rate
Levenmouth Area Committee	8.6%
Ward 21 Leven, Kennoway and Largo	6.2%
Ward 22: Buckhaven, Methil and Wemyss Villages	11.0%
Fife	6.1%
Scotland	5.9%

Source: ONS Claimant Count

Geography: Levenmouth Area Committee and wards

Note: provisional data correct as of 23 February 2021



Source: ONS Claimant Count

Geography: Levenmouth Area Committee and wards

Commentary:

Economic Inactivity:

- The proportion of people who are economically inactive (those who are neither in employment nor unemployed) in Levenmouth is 10 percentage points higher than the Fife and Scottish averages and the highest proportion of Fife’s committee areas.
- Between 2018 and 2020, the economic inactivity rate in Levenmouth increased by 13 percentage points while Fife’s increased by only 1.2 percentage points.
- NB These figures are for the 12 months to September 2020 and 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.
- Levenmouth has the highest claimant rate out of Fife’s area committees and this has been the case for some time. Whilst Leven, Kennoway and Largo’s claimant rate is similar to the Fife average, Buckhaven, Methil and Wemyss Villages has the highest claimant rate of Fife’s wards.
- Following the onset of the Covid-19 pandemic, all parts of Scotland and Fife saw major increases in the number of people claiming out-of-work benefits. The claimant rate for Levenmouth rose from 6.2% in March 2020 to 9.6% in July 2020. However, before Covid-19 the rate was fairly steady and had only increased by 0.1 percentage points between Oct 2019 and Mar 2020.
- Men aged 25-49 saw both the highest number of new claimants and the highest proportionate increase in claimants in the area between March 2020 and January 2021.
- In January 2021, the male claimant rate in Buckhaven, Methil and Wemyss Villages was 15.2%, over twice as high as the female rate (7.1%).

Weekly Earnings



Median Weekly Earnings, 2020

	Glenrothes Parliamentary Constituency	North East Fife Parliamentary Constituency	Fife	Scotland
Resident Earnings	£523.00	£575.00	£579.20	£595.00
Workplace Earnings	£557.30	£443.20	£559.00	£592.70

Source: ONS Annual Survey of Hours & Earnings

Geography: Levenmouth is split by two Westminster Parliamentary Constituencies: Glenrothes and North East Fife. The Glenrothes Constituency includes Buckhaven, Kennoway and Methil and parts of Leven. The North East Fife Constituency captures parts of Leven and Lundin Links.

Variable: Median weekly earnings - gross

Commentary:

- Resident earnings reflect those who live in the area, but do not necessarily work in the area, and workplace earnings reflect those who work in the area, but do not necessarily live in the area.
- In the Glenrothes Parliamentary Constituency (PC), workplace earnings are higher than resident earnings suggesting those occupying higher-paid local jobs reside outwith the constituency and that local residents have lower-paid jobs. Workplace earnings are similar to those for Fife as a whole, but significantly below the Scotland average. Resident earnings are significantly below the averages for both Fife and Scotland.
- In the North East Fife PC resident earnings are much higher than workplace earnings, reflecting the desirability of the area as a place to live and the fact that a high proportion of local jobs are in lower paid sectors such as retail, agriculture, hospitality and accommodation.

Qualifications & Skills



Qualifications, 2019

	Levenmouth	Fife	Scotland
% 16-64-year-olds: No Qualifications	13.6%	7.3%	9.8%
% 16-64-year-olds: NVQ4 or above	32.6%	43.3%	45.3%

Source: ONS Annual Population Survey

Geography: Levenmouth 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 Levenmouth is not available due to small sample sizes.

School Leaver Attainment & Destinations and Annual Participation Measure

School Leaver Attainment & Initial 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 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-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

	Levenmouth	Fife
Number of school engagements	14	205
Number of business engagements with schools	1	178
Number of pupils participating in CoE activities	350	10,887

Source: Fife Council – Economic Development

Geography: Levenmouth 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 proportion of Levenmouth's working age population with no qualifications is significantly higher than both the Scottish and Fife proportions, and the highest of all Fife's committee areas.
- The area also has a much smaller proportion of 16-64-year-olds who are qualified to NVQ4 or higher than in Fife and Scotland as a whole. The rate is the second lowest of the Fife area committees after Cowdenbeath.
- 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 for teacher assessment of grades 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:

- In 2020, Diageo in Fife engaged with the Developing the Young Workforce Scotland Skills Academy Programme, bringing a team of volunteers from the business to work with young people, reviewing their CVs and taking part in mock interviews to help improve their skills. The company has a long history of involvement with Levenmouth Academy through business insights programmes and also participates in the national Career Ready initiative.

Business Base & Key Sectors



Financial support to businesses in Fife, 2019/20

	Levenmouth	Fife	% of Fife total
Number of businesses supported	4	105	7.6%
Value of financial support	£13,721.38	£212,144.52	8.0%
Jobs created as a result of financial support to businesses	1	58.5	3.4%

Source: Fife Council – Economic Development

Geography: Levenmouth Area Committee

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

	Levenmouth	Fife	% of Fife total
No. of businesses receiving Expert Help	5	96	5.2%
No. of businesses accessing growth services	4	86	4.7%
No. of Business Gateway start-ups	44	615	7.2%
No. of jobs created from Business Gateway	74	812.5	9.1%
Turnover generated	£1,452,000	£18,350,981	7.9%

Source: Business Gateway Fife

Geography: Levenmouth Area Committee

UK Business Counts, 2020

	Glenrothes Parliamentary Constituency	North East Fife Parliamentary Constituency	Fife	Scotland
Number of enterprises	1,750	2,695	9,900	177,695

Source: ONS UK Business Counts

Geography: Levenmouth is covered by two Westminster Parliamentary Constituencies: Glenrothes and North East Fife. The Glenrothes PC includes Buckhaven, Kennoway and Methil and parts of Leven. The North East Fife PC captures parts of Leven and Lundin Links.

Business Counts by Employment size, 2020

Business Size by employment	No. Businesses in Glenrothes PC	% Businesses in Glenrothes PC	No. Businesses in NE Fife PC	% Businesses in NE Fife PC
Micro (0-9 employees)	1,510	86.3%	2,375	88.1%
Small (10-49 employees)	190	10.9%	280	10.4%
Medium (50-249 employees)	40	2.3%	35	1.3%
Large (250+ employees)	10	0.6%	10	0.4%

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

Geography: Levenmouth is covered by two Westminster Parliamentary Constituencies: Glenrothes and North East Fife. The Glenrothes PC includes Buckhaven, Kennoway and Methil and parts of Leven. The North East Fife PC captures parts of Leven and Lundin Links.

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:

- Around 6.5% of the financial support given by Fife Council (£13,721.38) was spent in Levenmouth.
- 9.1% of the jobs supported by assistance from Business Gateway Fife were in the Levenmouth area.

Business Base:

- Unfortunately, there are no data on the number and characteristics of businesses in Levenmouth, as this information is not available below parliamentary constituency areas.
- The breakdown of businesses by size in both the Glenrothes and NE Fife Parliamentary Constituencies is similar to the Fife and Scottish breakdowns, though Glenrothes PC has a smaller proportion of micro and larger proportion of medium-sized firms.
- Fife's business survival rates are above the Scottish average.
- Major businesses located in the Levenmouth area include Diageo, James Donaldson Timber Ltd and Donaldson Timber Engineering Ltd, Pfaudler Ltd, Silberline, BiFab, CessCon Decom, Sainsbury's and B&Q.
- **Energy Park Fife** is a world-leading engineering and research zone servicing the energy and renewables sector. Located at Methil, the site encompasses a 55-hectare engineering site, Methil Docks, Methil Docks Business Park and the Low Carbon Investment Park. A joint venture between Scottish Enterprise and Fife Council, the site is ideally suited for a range of marine energy activities, in particular: manufacturing, fabrication and engineering, research & development and operations & maintenance.
- **Fife Energy Park** is also home to the **Hydrogen Office** and the **ORE Catapult Wind Turbine research facility** - the world's most advanced, open access, offshore wind turbine.
- In 2020, site remediation and preparation works for the **new decommissioning facility** at the energy park was awarded £645,000 in the fourth round of the Scottish Government's Decommissioning Challenge Fund, along with match funding from the Vacant and Derelict Land Fund.

Employment by Sector, 2019

Sector	Levenmouth	Fife	% of Fife total
A : Agriculture, forestry & fishing*	1,000	4,500	22.2%
B : Mining and quarrying	0	250	0.0%
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	25	1,000	2.5%
F : Construction	400	7,000	5.7%
G : Wholesale & Retail Trade; Repair of motor vehicles	1,250	20,000	6.3%
H : Transportation & Storage	800	6,000	13.3%
I : Accommodation & Food Service activities	500	10,000	5.0%
J : Information & Communication	45	4,000	1.1%
K : Financial & Insurance activities	50	3,000	1.7%
L : Real estate activities	45	1,250	3.6%
M : Professional, scientific & technical activities	400	7,000	5.7%
N : Administrative & support service activities	400	7,000	5.7%
O : Public Admin, Defence; Social Security	175	12,000	1.5%
P : Education	800	13,000	6.2%
Q : Human health & social work activities	1,750	19,000	9.2%
R : Arts, entertainment & recreation	225	4,000	5.6%
S : Other service activities	200	3,500	5.7%

Source: ONS Business Register & Employment Survey

Geography: Levenmouth Area Committee

* Excludes farm agriculture.

Commentary:

Sector Employment:

- The three sectors in Levenmouth employing the largest numbers of people are Human health & social work activities, Manufacturing and Wholesale & retail trade.
- A higher proportion of the area's jobs are in the manufacturing sector (15%) compared with Fife as a whole (10%).
- Almost a quarter (22.2%) of Fife's jobs in Agriculture, Forestry and Fishing are located in the Levenmouth area.

Recent Business Activity (as highlighted in media reports):

- In June 2020, Network Rail confirmed that work to reinstate the **Levenmouth Rail Link** was still on schedule to open in 2023 despite lockdown restrictions, with construction expected to begin late 2021 and virtual consultations taking place to keep the public informed of progress.
- **Network Rail** held virtual community engagement events on four proposed locations for the new Leven train station in December 2020. People were also invited to have their say and view the details of the project on a new Levenmouth project site – [ScotlandsRailway.com/projects](https://scotlandsrailway.com/projects). It is likely that an announcement will be made in the coming weeks about the location of both the Leven and Cameronbridge stations.
- The new **Levenmouth Reconnected Task Group** met for the first-time in August 2020. This group, alongside the Oversight Group, Working Group and Area Committee, will play a key role in how the £10 million funding allocated to the Levenmouth blueprint is spent across the area.

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- London-based firm InfraStrata has bought **BiFab's** steel fabrication yards at Methil and Arnish on Lewis. InfraStrata already owns the Harland and Wolff shipyard in Belfast and the two Scottish sites will operate under the Harland and Wolff brand name as part of the £850,000 deal. Twenty-nine of BiFab's employees are transferring to the new company, though they are currently furloughed. BiFab went into administration in December 2020.
- **CessCon Decom Ltd** has developed one of the UK's most advanced onshore oil and gas decommissioning facilities at Energy Park Fife with support from Fife Council and Scottish Enterprise. The Energy Park Fife Decommissioning Facility can accommodate multiple substantial projects at the same time. In December 2020, CessCon Decom was awarded its first contract for the onshore decommissioning, dismantlement and recycling of Spirit Energy's Morecambe Bay DP3 and DP4 facilities in the East Irish Sea by Allseas. The contract, Scotland's largest decommissioning contract to date, will involve processing over 23,000 tonnes of material and will create up to 50 jobs.
- Energy regulator Ofgem has awarded up to £18 million to gas network company SGN to build its **H100 Fife hydrogen demonstration project**, the world's first zero carbon hydrogen-to-homes network. SGN has submitted plans to Fife Council for its 100 per cent green domestic hydrogen heating grid in Levenmouth, where up to 300 homes will be connected to the new network.
- Profits at Leven-based global drinks company, **Diageo**, fell by 47.1% in August 2020, primarily due to the closure of pubs and restaurants during lockdown. Operating profits fell to £2.1 billion as sales fell nearly 9% to £11.8bn for the year.
- **Falco Drone Technologies** will commence trials of a prototype of its new drone in 2021, which is set to play a vital role in floating offshore wind inspection and maintenance. In summer 2021, launch and recovery trials will begin at ORE Catapult's Levenmouth Demonstration Turbine off the Fife coast.
- In December 2020, **BRAG Enterprises** completed its purchase of Thomson House in Methil. The building, now known as the Levenmouth Community Enterprise Centre, provides affordable office space to fledgling businesses in the area.
- BRAG Enterprise's **Levenmouth Together** will be launching its new Levenmouth Community Lottery in 2021 with all surplus proceeds going back into the Levenmouth community. Levenmouth Together, funded by Fife Council's Economic Development Fund and Town Centre Regeneration Fund, was launched in April 2019 to develop a community-led approach to economic development in the area.
- **The Leven Programme**, the SEPA-led multi-partner regeneration initiative, continues to progress and in June 2020 the programme was announced as the first living case study in Volans' "Green Swan Observatory" initiative, propelling the project to the global "one to watch" list for innovative approaches. Volans has so far given Green Swan Awards to the "Earth Day" initiative and the multi-award-winning Eden Project in Cornwall.
- From late 2019 to May 2020, **The Connectivity Project** (part of the Leven Programme) asked local community-based organisations and individuals about what stops them from enjoying the River Leven in order to understand how best to get more people to walk, cycle or wheel to, from and along the River Leven. The Connectivity Project aims to create an award-winning network of paths and cycle ways along the 5km stretch of the river between Levenmouth and Cameron Bridge, along with a network of 20km of paths through and between Buckhaven, Methil, Methilhill, Leven and Windygyates.
- **Stephens Bakery** was given planning permission for a drive-through bakery at Turpie Road in Leven that will create 20 jobs. The firm opened its first drive-through bakery in Rumblingwell, Dunfermline and also has shops in Kirkcaldy and Crossford.

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- Construction of the **Kirkland Care Village** in Methil started in October 2020. The first of its kind, the care village will see a nursery, care home and residential housing offered on one location, the site of the former Kirkland High School.
- **Diageo** and **Boogie Bounce Buckhaven** both received 2020 Fife Business Awards.

Covid-19 Updates:

- **Diageo** manufactured 55,000 bottles of hand sanitiser at its Leven bottling plant during the first lockdown. The 500ml bottles were distributed for free to care workers and those helping the vulnerable.
- **BRAG Enterprises** adapted the way it delivered its services during the first lockdown to ensure they continued in some form. The **Levenmouth Together** group joined forces with the People's Pantry and helped get essentials supplies to families, thanks to donations from Lidl, Stuart's the Bakers, Aldi, Fife Creamery and Fair Share. Food parcels were also taken to members of the community who were self-isolating.

Tourism



Tourism Indicators, 2019

	Kirkcaldy and Mid Fife	Fife
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)

Commentary:

Tourism Indicators:

- Between 2018 and 2019, the value of tourism in the Kirkcaldy & Mid Fife area (which includes Levenmouth) 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 Success:

- The **Levenmouth 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.
- 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 passes through the area and features Balcurvie and Kennoway as 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.

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- **Silverburn Park** opened its new camping and glamping park in September 2020 featuring three glamping pods and spaces for twelve tent pitches and four campervans.
- Fife Employment Access Trust (FEAT) has launched a fundraising campaign to convert the derelict **Silverburn Flax Mill** into a visitor centre and community hub. Plans have been drawn up to create four arts and crafts studios, meeting rooms and event space, offices for FEAT staff and partners, interpretation displays, and a backpackers' hostel with 27 beds, as well as fully accessible public toilets with Changing Places facilities. It is hoped to raise around £8 million to complete the work. Work to make the Flax Mill building wind and watertight, thanks to a £145k grant from the Scottish Government's Vacant and Derelict Land Fund, were completed in early 2021.
- The award-winning **Homelands Trust** luxury accessible self-catering holiday accommodation attracts guests from all over the UK and beyond and enjoys very high occupancy rates.
- Scotland's newest links golf course, **Dumbarrie Links**, opened in May 2020 and has already attracted global media interest. Fife Council worked with the developer to train local people for the jobs which will be created at the attraction.
- **Leven Links and Lundin Links Golf Courses** welcomed golf influencers and global visitors in 2019.
- The new '**Fife 191**' driving trail which will be launched in Spring 2021 includes stops and Leven and Lower Largo. The trail's online interactive map and 360-degree aerial photos will enable people to travel virtually around Fife before their visit. The trail's website will also include useful information and tips for visitors including the location of toilets, car parks and charging points. The new trail will benefit from VisitScotland's promotion of tourist routes during 2021.

Tourism activity during Covid-19:

- Tourism businesses were signposted to sources of guidance and financial support.
- A 'Love Fife Again' video and two slideshow videos for each Local Tourist Association 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).
- Social media messaging was carried out during each lockdown assisted with the '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 Levenmouth's Business Base

Sector	Levenmouth	Scotland	
	Estimated Employment (Levenmouth Area Committee) ¹	Estimated share of businesses that are currently trading ²	Estimated share of workforce on furlough leave ³
Health & social work activities	1,750	94.0%	5.7%
Manufacturing	1,500	97.7%	6.5%
Wholesale & retail trade; repair of motor vehicles	1,250	87.3%	22.0%
Transportation and storage	800	94.0%	10.0%
Accommodation & food services	500	35.7%	72.8%
Administrative & support services	400	93.4%	13.8%
Construction	400	95.8%	11.2%
Professional, scientific & technical activities	400	99.4%	8.8%
Arts, entertainment & recreation	225	50.8%	66.4%
Information & communication	45	99.1%	10.9%
<i>All Sectors</i>	<i>10,000</i>	<i>81.7%</i>	<i>21.3%</i>

Sources:

1. Business Register and Employment Survey 2019, ONS
2. Business Impact of Coronavirus (Covid-19) Survey (BICS) Weighted Scotland Estimates (Scottish Government [Wave 23: estimated share of businesses that are currently trading 8 - 21 Feb 2021])
3. Business Impact of Coronavirus (Covid-19) Survey (BICS) Weighted Scotland Estimates (Scottish Government) [Wave 23: 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 Levenmouth are those where almost all businesses are currently trading with the exception of Wholesale and retail trade.

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

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