

Population

Mid-year Population Estimate, 2018



The total population in Dunfermline is estimated at **58,508**.

This equates to around 16% of Fife's total population.

Age Group	Dunfermline	Fife
% aged 0-15 (Children)	19%	17%
% aged 16-64 (Working age)	63%	63%
% aged 65+ (Pensionable age)	17%	20%

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

Note: The figures are estimates based on the 2011 Census. The next Census in Scotland will take place in 2022.

Town Centres

Vacancy Rate, June 2020



	Dunfermline	Fife
% of Vacant Floor Space	17.3%	21.0%
% of Vacant Units	21.3%	19.4%

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

Commentary:

Town Centre Vacancy Rates:

- Between April 2015 and June 2020, Dunfermline Town Centre's vacancy rate by retail/service unit increased by 4.2 percentage points (from 17.1% to 21.3%)
- The vacancy rate based on floor space increased by 1.5 percentage points over the same period (from 15.8% to 17.3%)
- Only Kirkcaldy, Kincardine and Lochgelly town centres have higher rates of vacant units.

Town Centre Activity:

- Sixty-six grants of £100 each were awarded to town centre businesses in Dunfermline through the Small Business Covid Safety Grant Scheme to help towards the cost of implementing public health and safety measures as businesses reopened after lockdown. The scheme funded by the Scottish Government / Scotland's Towns Partnership and was administered by Business Gateway Fife.
- Work has begun on redeveloping a vacant building at Maygate into a £300,000 enterprise hub offering training and space for start-up businesses.
- Shopfront art has been installed in Bruce Street as part of The Great Place Scheme Project, a three-year scheme funded by the National Lottery to improve the look and feel of the street. A light installation – the Bobbin Canopy – was also installed on the street as part of Sustrans Scotland's Pocket Places project.

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- Pittencrieff Park was among 2,000 parks in Scotland to achieve a 2020 Green Flag Award from Keep Scotland Beautiful.
- The Dunfermline area committee agreed to approve grants in support of the Heart of Dunfermline partnership, the Dunfermline Greenspace Forum and the Dunfermline Abbey Churchyard Project. Heart of Dunfermline - a project that aims to promote the use of Dunfermline Abbey among the community - will use its £7,500 grant to appoint consultants who will examine how exactly the partnership can fulfil its mission. The Greenspace Forum received £10,000 to assess how the town's parks, woodlands and open green spaces can be protected and supported in future, particularly given their heavy use during the coronavirus pandemic.
- Dunfermline town centre's CCTV system was upgraded with new high-tech cameras in the hopes of catching and deterring thieves.
- An Economy Adviser has been appointed to support the town centre after Delivering Dunfermline, set up in 2019 as a Community Interest Company, ceased to operate in October 2020.
- Plans to create flats above a Dunfermline town centre pub have been submitted to Fife Council. C&M Development want to change the use of the premises above the East Port bar from office to residential.
- Chocolate-maker Thorntons has announced that none of its 61 shops will reopen after coronavirus lockdown restrictions are lifted. The company has a store in the Kingsgate Centre, Dunfermline.
- Debenhams confirmed that it will not reopen any of its 15 stores in Scotland once lockdown ends, with 647 staff in Scotland being made redundant. The company provided one of the key anchor stores within Dunfermline's Kingsgate Centre.
- Bakery chain Greggs are planning to open a new shop in Halbeath. The company is interested in one of the units in the development taking shape on Main Street, which will include Burger King and Costa Coffee.

Employment

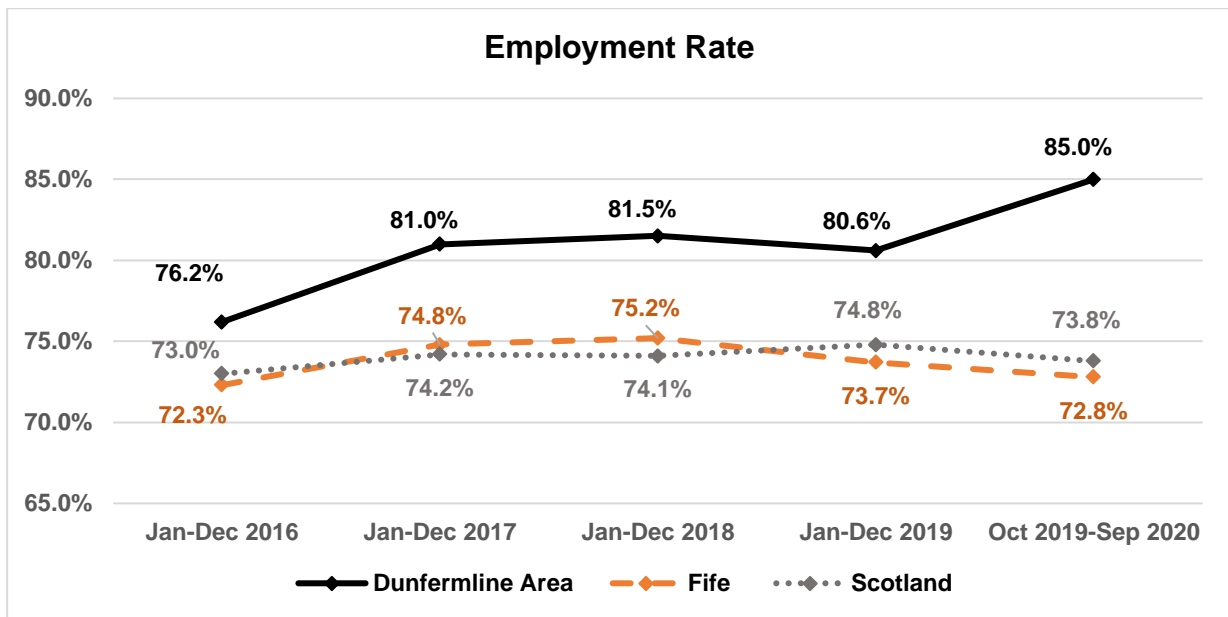


Employment rate, 12-months to September 2020

	Dunfermline	Fife	Scotland
Employment rate	85.0%	72.8%	73.8%
Employment rate - Female	87.1%	70.9%	71.3%
Employment rate - Male	82.6%	74.8%	76.4%

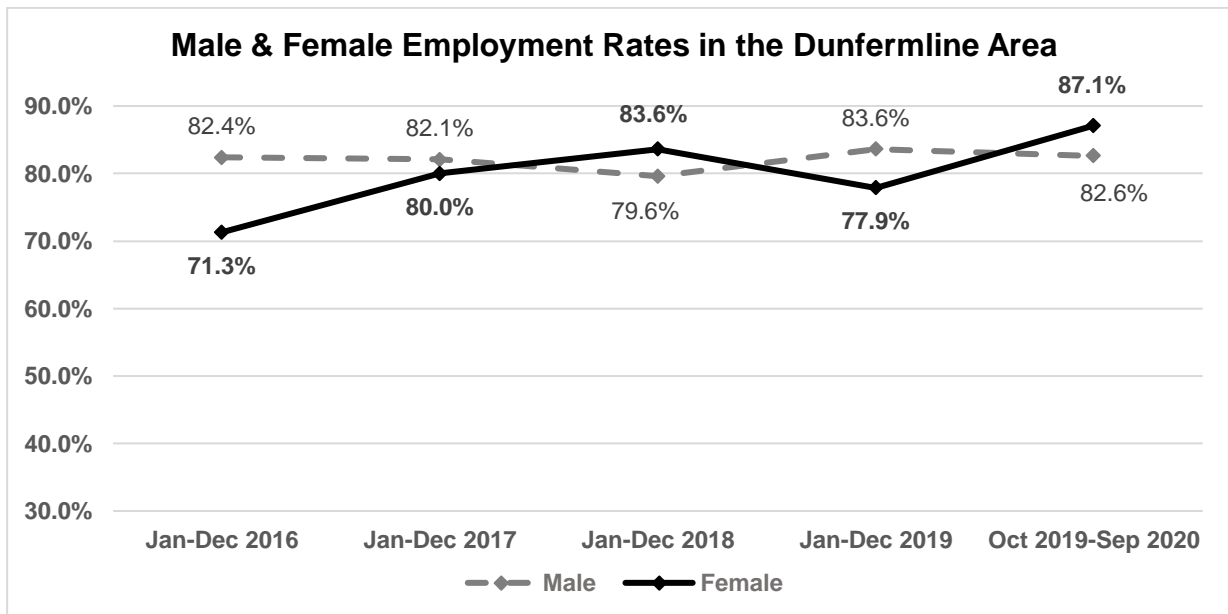
Source: ONS Annual Population Survey

Geography: Dunfermline Area Committee



Source: ONS Annual Population Survey

Geography: Dunfermline Area Committee



Source: ONS Annual Population Survey

Geography: Dunfermline Area Committee

Commentary:

Employment rate:

- Dunfermline’s employment rate is significantly better than both the Fife and Scottish rates.
- The female rate is also more than 15% points higher than the Fife and Scottish female employment rates.
- Dunfermline’s employment rate has increased by 3.5% points since 2018; Fife’s overall employment rate decreased over the same period.
- Currently, the area’s female employment rate is higher than the male, the reverse of the situation in both Fife and Scotland as a whole.

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- The area's employment rates are 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.
- It should be noted that the latest figures are for the 12 months to Sep 2020 so only include 7 months of the Covid pandemic.

Employment by Occupation; 12-months to September 2020

Category	Dunfermline	Fife	Scotland
High skilled	31.1%	30.4%	31.9%
Technician	26.2%	26.6%	24.2%
Low skilled	41.0%	42.7%	43.7%

Source: ONS Annual Population Survey

Geography: Dunfermline Area Committee

Commentary:

Employment by Category of Occupation:

- Dunfermline has a slightly higher rate of employment in high skilled jobs (such as managers, directors and professional occupations) than Fife as a whole, with almost a third (31.1%) of the residents in the area employed in these occupations. Only NE Fife and SW Fife have higher percentages of employment in this occupation category.
- The proportion of Dunfermline residents employed in the low skilled and technician occupation categories of employment is similar to the Fife and Scottish figures.
- 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

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

Source: ONS Annual Population Survey

Note: The unemployment rate for Dunfermline Area is not available since the sample size is unreliable.

Economic Inactivity; 12-months to Sep 2020

	Dunfermline	Fife	Scotland
% of people (16-64) who are economically inactive	11.5%	23.0%	23.5%

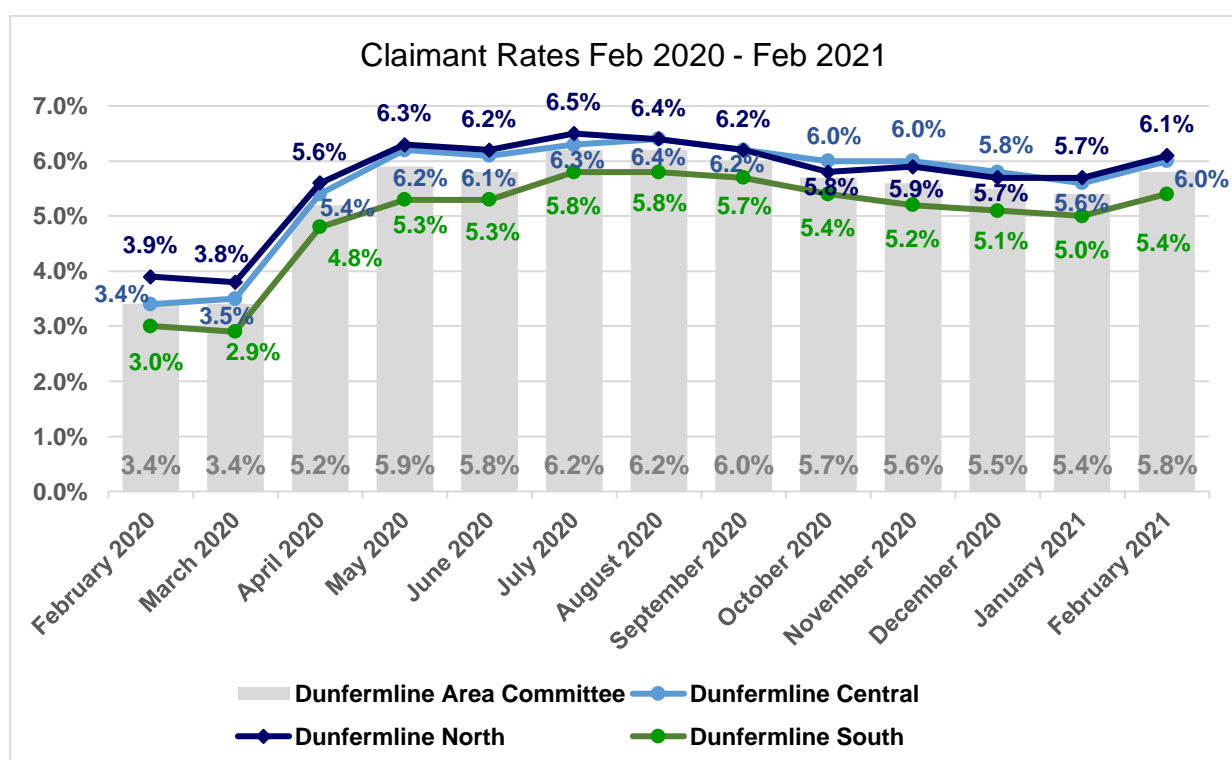
Source: ONS Annual Population Survey

Geography: Dunfermline Area Committee

Claimant Rate; February 2021

Area	Claimant Rate
Dunfermline Area Committee	5.8%
Ward 2- Dunfermline North	6.1%
Ward 3 - Dunfermline Central	6.0%
Ward 4 - Dunfermline South	5.4%
<i>Fife</i>	6.4%
<i>Scotland</i>	6.1%

Source: ONS Claimant Count (provisional data correct as of 23 March 2021)
 Geography: Dunfermline Area Committee and wards



Source: ONS Claimant Count

Geography: Dunfermline Area Committee and wards

Commentary:

Economic Inactivity:

- The proportion of those who are economically inactive (people who are neither in employment nor unemployed) in the Dunfermline area has decreased by 1.4% points since June 2018 (from 12.9% to 11.5%). This rate increased in Fife and Scotland over the same time period.
- Dunfermline has around 4,800 people who were economically inactive in the 12 months to September 2020, the lowest across Fife's seven area committees.
- Dunfermline also has the lowest percentage of people who were economically inactive.
- NB These figures are for the 12 months to September 2020 and therefore only reflect the first five months impact of the Covid-19 pandemic.

Claimant Rates:

- The claimant rate is the sum 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.
- Dunfermline has the third lowest claimant rate out of Fife's seven area committees; only North East Fife (3.5%) and South & West Fife (5.5%) have lower rates.
- Prior to the Covid-19 pandemic, the claimant rate in the Dunfermline area had remained relatively steady, only increasing by 0.1% between October 2019 and March 2020.
- The economic impact of the Covid-19 pandemic has resulted in significant increases in people claiming out-of-work benefits in all parts of Fife and Scotland. Between March 2020 and February 2021, the claimant rate for the Dunfermline area increased from 3.4% to 5.8%, with the number of claimants rising from 1,235 to 2,130.
- Whilst men aged 25-49 saw the greatest number of new claimants, women aged 25-49 and over 50 years saw the greatest proportionate increases.

Weekly Earnings



Median Weekly Earnings, 2020

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

Source: ONS Annual Survey of Hours & Earnings

Geography: Dunfermline & West Fife Westminster Parliamentary Constituency.

Variable: Median weekly earnings - gross

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.
- Dunfermline's resident earnings are higher than its workplace earnings. This suggests that a proportion of Dunfermline residents work in higher paid outwith the area and also potentially reflects the area's desirability as a place to live.
- Dunfermline's resident and workplace earnings are the highest across Fife's seven area committees. Both are also higher than the Fife averages. Resident earnings in Dunfermline (£632.40) are also £37.40 per week higher than the Scottish average.
- Since the previous area profile (which reported 2017 data) workplace earnings in Dunfermline have increased by 6% and resident earnings by 5%.

Qualifications & Skills



Qualifications, 2019

	Dunfermline	Fife	Scotland
% 16-64-year olds: No Qualifications	7.2%	7.3%	9.8%
% 16-64-year olds: NVQ4 or above	49.4%	43.3%	45.3%

Source: ONS Annual Population Survey

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

School Leaver Attainment and 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%

Source: Scottish Government, Leaver Attainment and Destinations 2019/20

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 (16-19yrs) 2020

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

Source: Skills Development Scotland, Annual Participation Measure 2020

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, Annual Participation Measure 2020

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

	Dunfermline	Fife
Number of school engagements	46	205
Number of business engagements with schools	0	178
Number of pupils participating in CoE activities	5,678	10,887

Source: Fife Council – Economic Development

Geography: Dunfermline 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:

- Only North East Fife (57.1%) has a higher percentage than Dunfermline of the working age population qualified to NVQ4 or above out of all Fife's area committees.

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.

Participation in Culture of Enterprise Programme:

- Dunfermline had more pupils than any other area engaging in Fife Council Culture of Enterprise programmes.

School News:

- **Sky** donated £50,000 to Woodmill High School in December 2020. The money will be used to give pupils the opportunity to learn new things in different ways – both within and outwith the school.
- **Shepherd Offshore** submitted an application for Planning Permission in Principle for land at the Halbeath Interchange in December 2020. The plans include the proposed £180 million Dunfermline Learning Campus which will bring together Fife College's Dunfermline Campus, Woodmill High School and St Columba's High School on a single site. Facilities should be completed on site in time for the start of the 2024/25 academic year. In September 2020, the Scottish's Government confirmed it will invest up to £90 million in capital to fund the college portion of the campus and up to 50% of the overall cost for the schools' element.

Business Base & Key Sectors



Financial support to businesses in Fife, 2019/20

	Dunfermline	Fife	% of Fife total
Number of businesses supported	17	105	16.2%
Value of financial support	£18,630.89	£212,144.52	8.8%
Jobs created as a result of financial support	6	58.5	10.3%

Source: Fife Council – Economic Development

Geography: Dunfermline Area Committee

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

	Dunfermline	Fife	% of Fife total
Number of businesses receiving Expert Help	12	96	12.5%
Number of businesses accessing business growth services	10	86	11.6%
No. of Business Gateway start-ups	96	615	15.6%
No. of jobs created from Business Gateway	122	812.5	15.0%
Turnover generated	£2,533,000	£18,350,981	13.8%

Source: Business Gateway Fife

Geography: Dunfermline Area Committee

Business Counts, 2020

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

Source: ONS UK Business Counts Geography: Dunfermline Scottish Parliamentary Constituency

Business Counts by Employment size, 2020

	Number of businesses	% of Dunfermline Businesses	% of Fife Businesses
Micro (0 to 9 employees)	1,825	90.3%	20.8%
Small (10 to 49 employees)	160	7.9%	16.8%
Medium (50 to 249 employees)	30	1.5%	20.0%
Large (250+ employees)	5	0.2%	14.3%
Total	2,020	100%	24.3%

Source: UK Business Counts

Geography: Dunfermline 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:

- 16.2% the jobs created in Fife due to financial support from Fife Council were in Dunfermline.

Business Base:

- Dunfermline has the second highest number of businesses of Fife's Scottish parliamentary constituencies. It is home to a fifth (20.4%) of the Fife total.
- Micro businesses (those employing 0 to 9 employees) make up 90.3% of Dunfermline's business base. Only Cowdenbeath has a higher rate (92.2%). Dunfermline is home to a fifth (20.8%) of Fife's micro businesses, only North East Fife has a higher proportion (24.2%)
- Large employers in the Dunfermline area include: NHS Fife; Amazon; Sky; Lloyds Banking Group; Nationwide Building Society; Optos; CR Smith; TechnipFMC; Tesco; and Asda.
- New business units are to be built on **Fife Interchange North** as part of the Fife Industrial Innovation Investment (i3) Programme funded by the Edinburgh and South East Scotland City Region Deal.
- Dunfermline is home to **Fife Leisure Park**. Adjacent to junction 3 of the M90, it is one of the largest in Scotland with over 250,000 sq.ft of retail and leisure accommodation.
- A 'build now, pay later' decision was taken by Fife Council in August 2020 to allow the delayed extension to **Halbeath Retail Park** to get under way. Planning approval for the retail extension has also been extended until April 2021. The initial application, approved in 2017 was for nine new shops – including a Lidl supermarket and M&S Foodstore – and was forecast to support 200 jobs..

Employment by sector, 2019

Sector	Dunfermline	Fife	% of Fife total
A : Agriculture, forestry & fishing*	10	4,500	0.2%
B : Mining and quarrying	0	250	0.0%
C : Manufacturing	1,750	14,000	12.5%
D : Electricity, gas, steam & air conditioning supply	10	350	2.9%
E : Water supply; sewerage, waste mgmt & remediation	400	1,000	40.0%
F : Construction	1,250	7,000	17.9%
G : Wholesale & Retail Trade; Repair of motor vehicles	4,000	20,000	20.0%
H : Transportation & Storage	2,000	6,000	33.3%
I : Accommodation & Food Service activities	2,000	10,000	20.0%
J : Information & Communication	2,250	4,000	56.3%
K : Financial & Insurance activities	2,500	3,000	83.3%
L : Real estate activities	300	1,250	24.0%
M : Professional, scientific & technical activities	1,750	7,000	25.0%
N : Administrative & support service activities	1,750	7,000	25.0%
O : Public Admin, Defence; Social Security	1,000	12,000	8.3%
P : Education	2,250	13,000	17.3%
Q : Human health & social work activities	3,500	19,000	18.4%
R : Arts, entertainment & recreation	600	4,000	15.0%
S : Other service activities	600	3,500	17.1%

Source: ONS Business Register & Employment Survey * Excludes farm agriculture.

Geography: Dunfermline Area Committee

Commentary:

Sector Employment:

- The three largest employment sectors in Dunfermline are, Wholesale & Retail Trade; (including Repair of Motor Vehicles & Motorcycles), Human Health & Social Work activities and Financial & Insurance activities.
- 83.3% of all employment in Financial & Insurance activities in Fife is located in the Dunfermline area. This is likely to be largely due to the number of banking services, such as Lloyds Banking Group, located in the area.
- Over half of Fife's jobs in the Information & Communication sector and a third of jobs in Transport & Storage are located in the Dunfermline area.

Recent company activity:

- Investment from Germany will allow **Dunfermline Athletic** to develop a youth academy and new training facilities. Hamburg-based DAFC Fussball GmbH has taken on 30% of the club's enlarged share capital, with an option to acquire a further 45.1%. Dunfermline has been run by fans group Pars United since 2013.

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- **Liberty Space**, which owns and manages over 180 office and warehouse units in Dunfermline, Kinross and Dundee, is investing in new office space in Fife to expand its portfolio.
- **TechnipFMC** has confirmed it is to enter into 'collective consultation' with its workforce in Dunfermline as it plans 60 redundancies.
- Dunfermline-based **Optos**, the world leader in retinal imaging devices, reported pre-tax profits of \$25.4 million for the year ending 31 March 2020, down from \$31.6 million in 2019. The decline was put down to Covid-19 impacting sales in the final 2 months of the financial year.
- Lambert Smith Hampton (LSH), acting on behalf of **Knight Frank Investment Management (KFIM)**, announced it has brokered a deal to acquire the company's main Scottish Amazon fulfilment centre in Dunfermline for an undisclosed sum
- **Amazon** announced in September 2020 that 1,200 jobs would be created at its fulfilment centre in Dunfermline. A total of 200 permanent roles were being made while a further 1,000 positions were seasonal.
- **BAE Systems** confirmed that it is recruiting 1,250 new trainees in 2021 – 850 apprentices and 400 graduates - across the UK, the highest number the company has ever taken on in a single year. Around 100 of the roles will be at the company's sites in Dunfermline and Glasgow.
- Dunfermline-based ventilation company Sustainable Homes Scotland, trading as **Paul Heat Recovery Scotland**, became employee-owned with 12 staff given a stake in the business.
- Dunfermline-headquartered nationwide fine food distributor, **The Cress Company**, is moving to a new larger depot in Pitreavie Business Park in May due to increased sales in 2020 and 2021.

Covid-19 Updates:

- Dunfermline-based **eCom Scotland** reported a surge in demand for its online learning services with more than 55,000 people engaged in e-learning programmes.
- Electronics manufacturer, **Dynamic EMS**, has been manufacturing parts for ventilators and networking transmission products.
- Dunfermline-based glazing firm **CR Smith** reported a 22% increase in home extension enquiries as a result of more people working from home.
- **Cineworld** has confirmed it plans to reopen its 127 outlets in May following the easing of Covid-19 restrictions in the UK as part of the Government's road map to economic recovery. This includes the premises in Dunfermline.
- A **community testing centre** opened at the Tryst Centre in Dunfermline, with Covid-19 vaccination centres for the area established at Dunfermline Athletic Football Club's East End Park stadium and Dunfermline East Church.

Tourism



Tourism Indicators, 2019

	Dunfermline Area	Fife
Total day trips	2,229,000	8,442,222
Visitor spend	£105,617,000	£459,615,495
Tourism value	£137,141,000	£651,467,000
Actual tourism related employment	2,775	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 Dunfermline increased by 10% from £124 million to £137 million. The number of visitor trips increased by 5% and visitor spend increased by 10%, with visitor spend per trip increasing from £45.16 to £4738.
- Only St Andrews (2.7m) had more tourism day visits in Fife than Dunfermline. Day visits to Dunfermline accounted for around 26% of Fife's total day visits

Fife Tourism Success:

- 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 three sections in the area – Culross to Dunfermline, North Queensferry to Dunfermline and Dunfermline to Lochore Meadows. 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.
- Almost £1.5m is being spent on the construction of three major multi-use paths in Fife. The pathways will link Crossgates and Fordell Firs, then on to Dalgety Bay; Kinghorn and Burntisland - part of National Cycle Route 76; and Thornton to Glenrothes - part of National Cycle Route 766.
- Dunfermline & West Fife Local Tourist Association was awarded funding from Visit Scotland's Growth Fund for further promotion of the area. An e-book has been created and this will be complemented by blogger activity later this year. There will be a social media marketing/promotion campaign and partners will be encouraged to share widely to achieve maximum coverage.
- Dunfermline Heritage Partnership brings together the organisations based in the town's heritage quarter to ensure joined-up development and promotion of the area. Examples of recent collaboration included a joint 'passport' for various attractions during school holidays and coordination of opening times/ticketing between the Abbey Church and Abbey & Palace sites to make the experience better for visitors. Dunfermline was named an "awesome staycation" destination for people to visit when lockdown measures are eased by digital magazine 'About Manchester'. The website describes Dunfermline as a "hidden gem" that is a great spot for a family weekend away.
- Augmented Reality App, In the Footsteps of Kings has expanded into Dunfermline with an activation panel situated at Dunfermline Carnegie Library & Galleries. The app has had over 2500 downloads.
- Welcome Walks in Dunfermline started in the summer of 2019 with a volunteer town ambassador who will share some of the town's stories on the way.

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- Funding from the Scottish Enterprise Tourism Destination Development Fund has supported the development of six walking trails around Dunfermline that can be accessed for free via mobile phone. International Connections, Right Royal Toun, Dunfermline's Soundtrack, St Margaret's Journey and Bruce Street. Another two trails are available through the Messenger App, one for families; Fantasy Safari and one for adults; Dunfermline's Mysteries.
- VisitScotland's first ever Instameet, organised in collaboration with Welcome to Fife, was held in Dunfermline and took in sites such as Dunfermline Abbey and Dunfermline Carnegie Library & Galleries. An InstaMeet is a way for people in the Instagram community to meet one another and take photos around their city together.

Tourism activity during Covid-19:

- Tourism businesses were signposted to sources of guidance and financial support.
- 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 using a 'Love Fife Later' video campaign, 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 Jan 2021.
- Due to the Covid pandemic the 2020 and the 2021 Outwith festival was cancelled.
- Knockhill Racing Circuit received a grant of £330,000 from a Scottish Government funding package distributed by sportscotland to help spectator sports survive the impact of lost ticket revenue.

Economic Impact of Covid-19 on Business Base

Sector	Dunfermline		Scotland	
	Number of businesses (Scottish Parliamentary Constituency) ¹	Estimated Employment (Dunfermline Area Committee) ²	Estimated share of businesses that are currently trading ³	Estimated share of workforce on furlough ⁴
Wholesale & retail trade; repair of motor vehicles	60	4,000	88.2%	18.1%
Health and social work activities	80	3,500	100.0%	5.2%
Information and communication	195	2,250	99.0%	12.1%
Accommodation & food services	130	2,000	33.0%	66.0%
Transportation & storage	40	2,000	93.2%	21.2%
Professional, scientific & technical services	415	1,750	99.6%	9.1%
Administrative & support services	180	1,750	95.1%	16.9%
Manufacturing	110	1,750	96.7%	8.6%
Construction	240	1,250	94.0%	12.8%
Arts, entertainment & recreation	160	600	50.4%	66.2%
All Industries	2,020	28,000	82.8%	20.8%

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 25: estimated share of businesses that are currently trading 22 Feb – 7 Mar 2021])
4. Business Impact of Coronavirus (Covid-19) Survey (BICS) Weighted Scotland Estimates (Scottish Government [Wave 25: share of workforce on furlough leave 8 Feb – 7 Mar 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/March 2021.
- With the exception of Accommodation & Food Services and Wholesale and Retail Trade, the sectors employing the largest number of people in Dunfermline are those where almost all businesses are currently trading

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