

Introduction

This profile provides an overview of the characteristics and performance of Fife’s labour market and business base. It also provides a summary of the business support activity carried out by Fife Council in 2021/22. The profiles are based on a range of publicly available socio-economic data. Whilst many of the data have a time lag, the figures presented are the most up-to-date available at the time of writing.

Unless otherwise stated, the data are broken down to the areas covered by each of Fife Council’s seven [Local Area Committees](#).

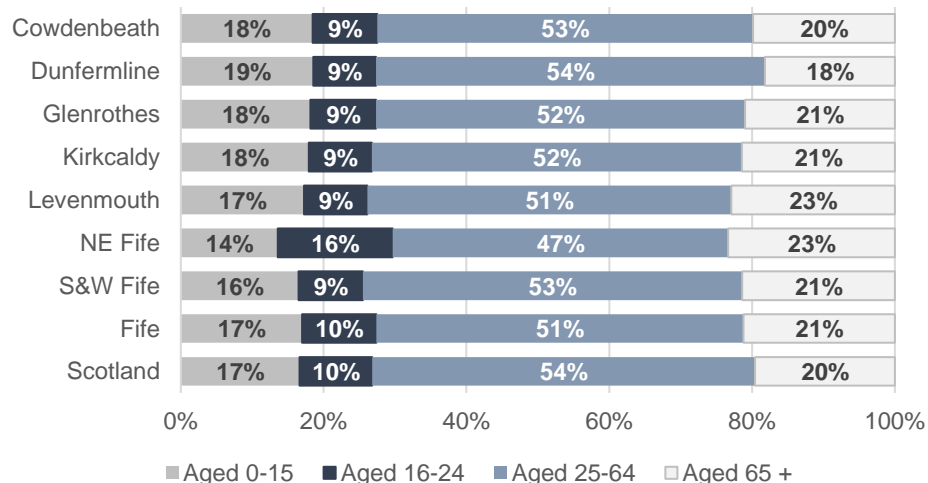
Fife’s Labour Market

Population

Figure 1: Mid-2021 Population Estimates - Fife & Local Area Committee Geographies

Cowdenbeath Area	City of Dunfermline	Glenrothes Area	Kirkcaldy Area	Levenmouth	North East Fife	South & West Fife	Fife
41,768	60,597	49,805	60,462	37,902	74,690	49,506	374,730

Figure 2: Population Structure - Fife & Local Committee Areas



Around 374,730 people live in Fife, 6.8% of Scotland’s population (Figure 1).

Looking at the population structure of Fife and its committee areas (Figure 2):

- Fife has a smaller proportion of its population of working age (aged 16-64 years) than Scotland as a whole – 61% of its population are of working age compared with 64% of Scotland’s population.
- Levenmouth has the smallest proportion of people of working age (60%).
- North East Fife and Levenmouth have the highest proportions of people aged over 65 (23%) whilst Dunfermline has the lowest (18%).
- North East Fife has the largest proportions of people who are of working age (63%) and the lowest proportion of children (14%).
- North East Fife also has the largest proportion of people aged 16-24 years (16%) and the lowest proportion aged 25-64 years (47%).

Source: Mid-2021 Electoral Ward Population Estimates. National Records of Scotland.

Employment

Figure 3: Employment Rates, 12 months to June 2022

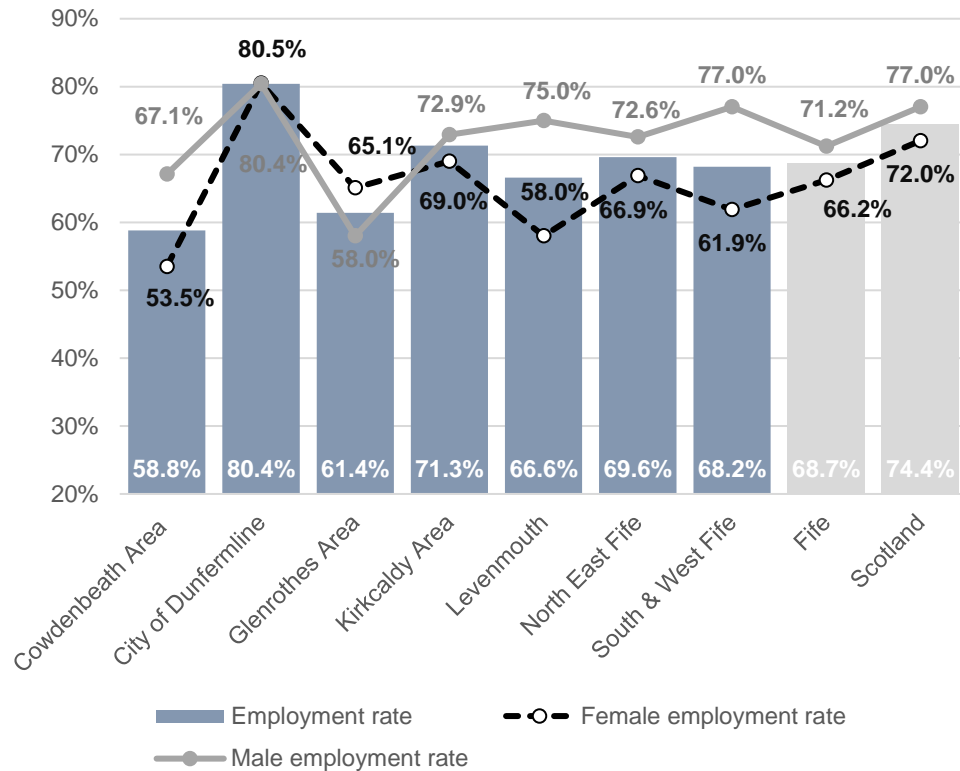
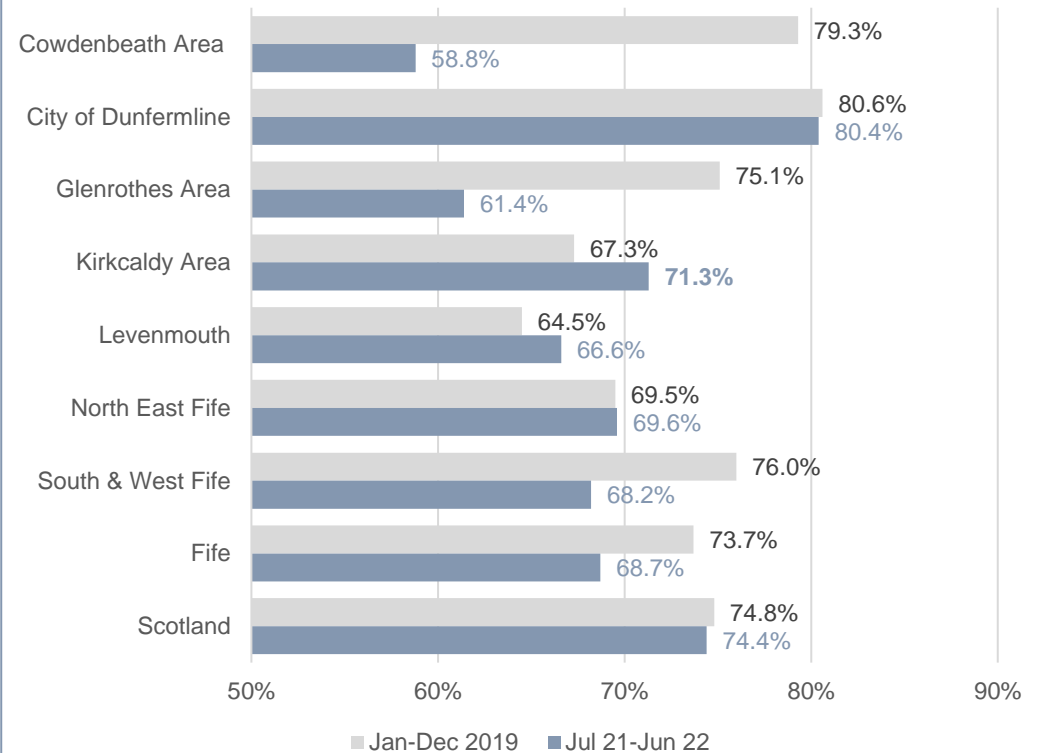


Figure 4: Employment Rate Change 2019-2022



Latest Employment Rates*:

Dunfermline’s latest employment rate (80.4%) is the highest in Fife and above the rate for Scotland as a whole (74.4%) (Figure 3).

The employment rates in the Cowdenbeath and Glenrothes Areas and Levenmouth are considerably lower than the Fife and Scottish rates.

The Cowdenbeath Area’s employment rate is the lowest of all the committee areas in Fife (58.8%).

Dunfermline and the Glenrothes Area are the only parts of Fife where the female employment rate is higher than the male (Figure 3).

Note: *employment rate = the percentage of the working age populations (aged 16-64) who are in employment. As these employment estimates are obtained from a national survey, they are based on a sample rather than the entire population which means they are subject to uncertainty. In addition, rates for committee areas should be viewed with caution due to small sample sizes at this geographic level.

Source: ONS Annual Population Survey, Jan-Dec 2019 and Jul 2021-June 2022.

Employment Rate Change:

The latest figures suggest that employment rates in most parts of Fife have not yet returned to their pre-pandemic levels (Figure 4). Fife's employment rate fell from 73.7% in 2019 to 68.7% in 2022 meaning that more than three in ten of the region's working age population were either unemployed or economically inactive (see sections below).

The highest falls in employment rates were seen in the Cowdenbeath and Glenrothes Areas and South & West Fife.

In Dunfermline and North East Fife, employment rates have returned to their 2019 levels; the Kirkcaldy Area and Levenmouth were the only areas to see their employment rates increase to above the 2019 pre-pandemic level.

Note: As these employment estimates are obtained from a national survey, they are based on a sample rather than the entire population which means they are subject to uncertainty. In addition, rates for committee areas should be viewed with caution due to small sample sizes at this geographic level.

Source: ONS Annual Population Survey, Jan-Dec 2019 and Jul 2021-June 2022.

Unemployment

Figure 5: Unemployment in Fife, Scotland and Great Britain

	2019/20	2020/21	2021/22
Fife (number of people)	7,100	8,700	6,600
Fife (%)	4.1%	5.1%	3.9%
Scotland (%)	3.4%	4.7%	3.4%
Great Britain (%)	3.9%	5.0%	3.8%

The latest unemployment figures for Fife are for the 12 months to June 2022.

Between 2019/20 and 2020/21, Fife's unemployment rate increased from 4.1% to 5.1% as an estimated additional 1,600 people became unemployed during the pandemic.

Between 2020/21 and 2021/22, Fife's unemployment rate fell below its pre-pandemic level to a record low as the estimated number of people who were unemployed fell by 2,100 to 6,600.

Although Fife's latest unemployment rate is higher than the Scottish rate, the gap is narrower than before the pandemic.

Source: ONS Annual Population Survey, 12 months to Jun 2020, 2021 and 2022.

Note: Numbers and % are for those aged 16 and over. % is a proportion of economically active. Unemployment figures are not shown below the Fife level as sample sizes are too small for reliable estimates.

Economic Inactivity

Figure 6: Percentage of the working age population who are economically inactive - Fife & Scotland

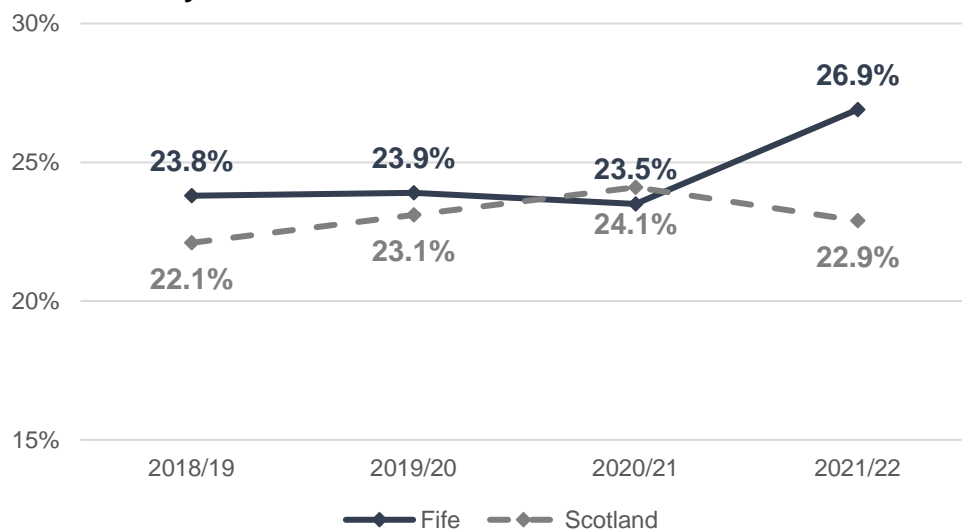
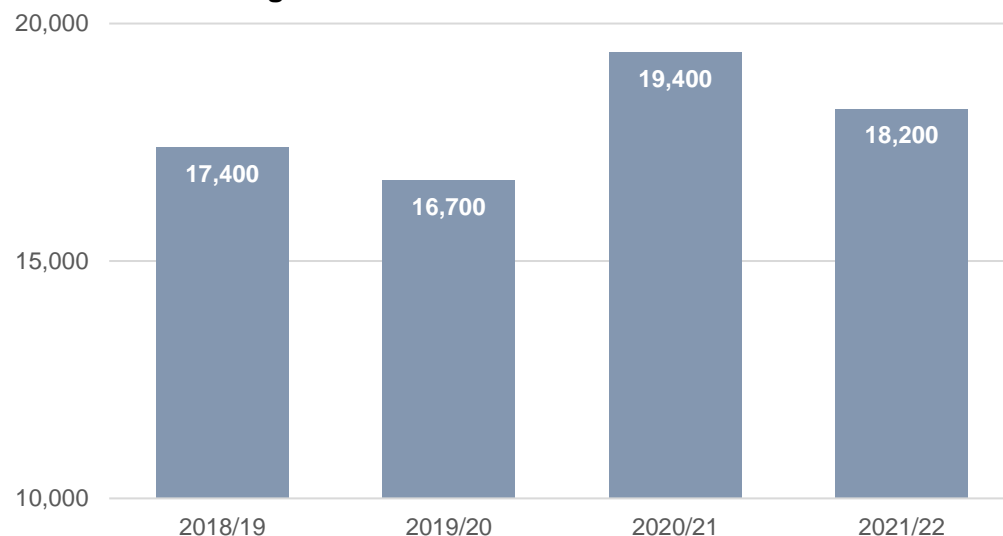


Figure 7: Estimated number of people in Fife who are economically inactive due to long term ill-health



Economic Inactivity in Fife:

Over a quarter (26.9%) of Fife's working aged population (people aged 16-64) was economically inactive - that is they were neither in employment nor actively seeking a job – in the 12 months to June 2022. This represents an estimated 61,000 people.

Fife's inactivity rate is higher than the Scottish rate (22.9%) and also higher than the rate in Fife before the Covid-19 pandemic (23.9%) (Figure 6).

Long term ill-health is the reason 30% of those who are economically inactive in Fife gave for not being in employment or seeking a job. Other reasons included being a student (25.6%), looking after the family/home (19.3%) and being retired (12%).

The estimated number of people in Fife who were economically inactive due to ill-health rose from 17,400 in 2018/19 to 18,200 in the 12 months to June 2022.

Source: ONS Annual Populations Survey, July – June 2018/19, 2019/20, 2020/21 and 2021.22.

Note: Those who are economically inactive are people aged 16 and over without a job who have not sought work in the last four weeks and/or who are not available to start work in the next two weeks, ie they are neither employed nor unemployed.

Figure 8: Proportion of the working age population who were economically inactive, June 2021-July 2022

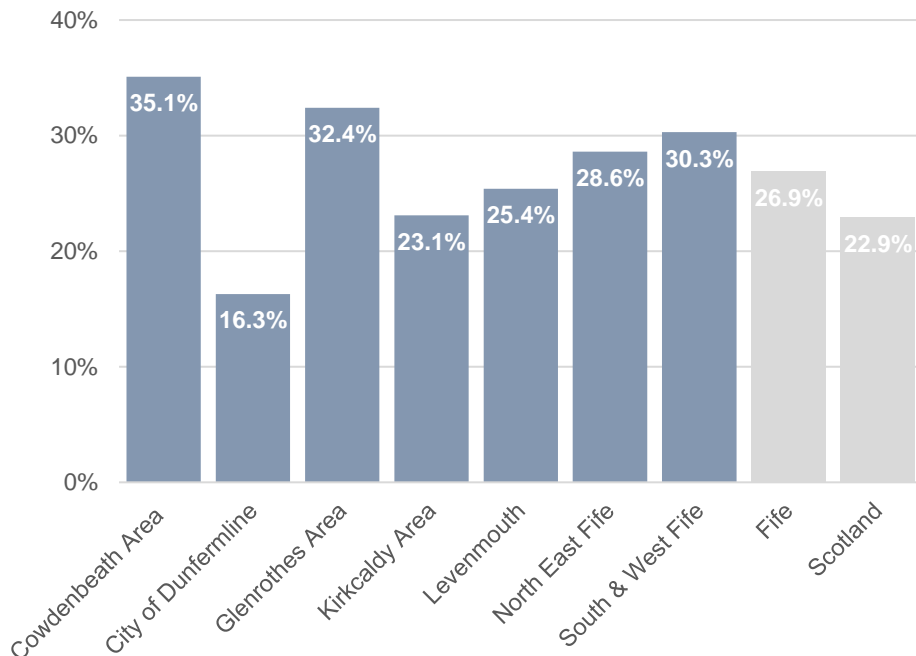
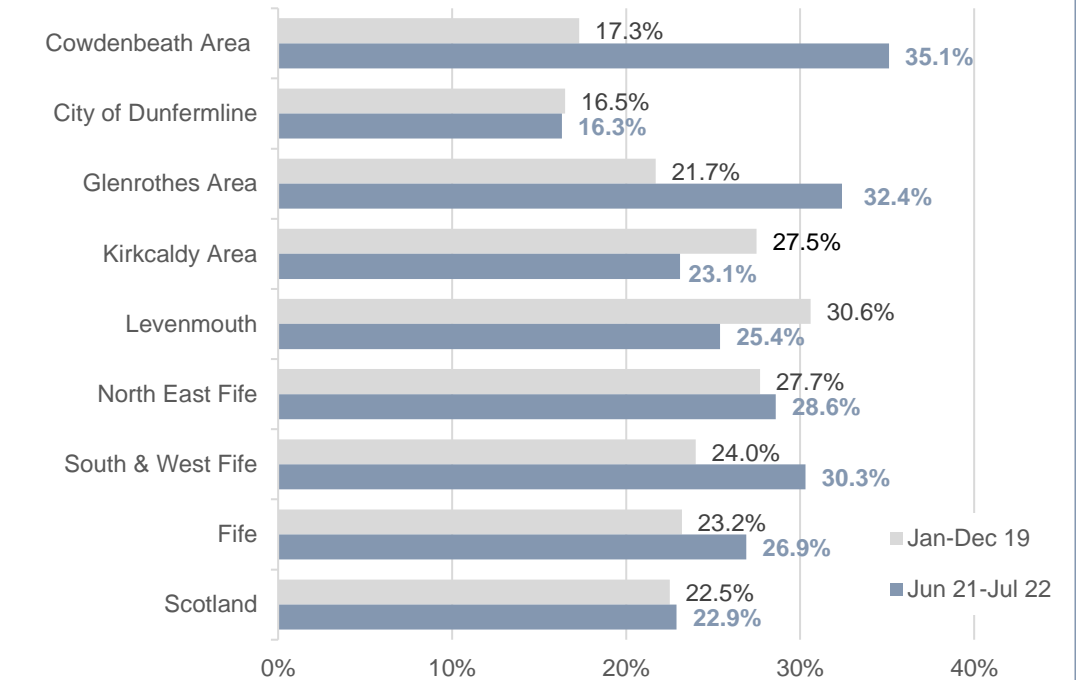


Figure 9: Change in the proportion of the working age population who are economically inactive between 2019 and 2021/22



Economic Inactivity by Committee Area:

Between 2019 and 2021/22, the Cowdenbeath and Glenrothes Areas and South & West Fife saw significant increases in the proportion of their populations who were economically inactive. In Kirkcaldy Area and Levenmouth inactivity rates fell (Figure 8).

Dunfermline is the only area whose economic inactivity rate is lower than both the Fife and Scottish rates (Figure 9).

The Cowdenbeath Area has the highest economic inactivity rate followed by the Glenrothes Area and South & West Fife.

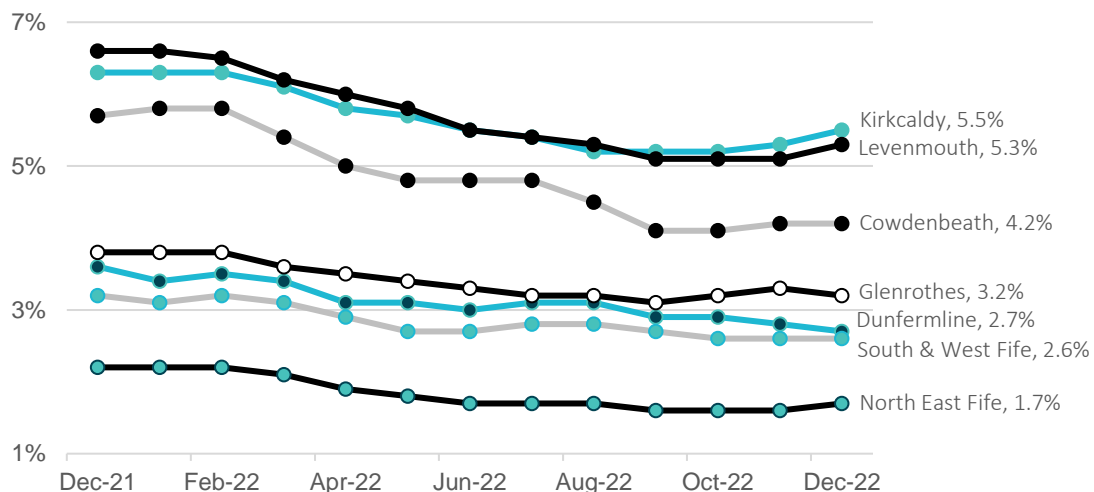
Due to small sample sizes at committee area levels, all these figures should be viewed with caution.

Source: ONS Annual Populations Survey, Jan-Dec 2019 and July 2021-June 2022.

Note: Those who are economically inactive are people aged 16 and over without a job who have not sought work in the last four weeks and/or who are not available to start work in the next two weeks, ie they are neither employed nor unemployed.

People Claiming Out-of-work Benefits

Figure 10: Claimant rates – Fife Area Committees, Dec 2021- Dec 2022



North East Fife has the lowest rate of people claiming out-of-work benefits of all the area committees (Figure 10).

The Kirkcaldy Area and Levenmouth have the highest claimant rates and numbers; this has been the case for some time.

All claimant rates in Fife increased significantly in 2020 following the onset of the Covid-19 pandemic and remained considerably higher than pre-pandemic levels until they started to fall in April 2021. Since September 2022, rates have stabilised or even increased slightly.

In all parts of Fife the latest rates (December 2022) are the same or lower than in 2019. The Kirkcaldy Area and North East Fife are the only areas where more people are claiming out-of-work benefits than before the pandemic (Figure 11).

Source: ONS Claimant Count.

Note: The claimant rate is the percentage of working age (16-64yrs) residents claiming out-of-work benefits.

Figure 11: Claimant count and rate change 2019 to December 2022

Area Committee	2019 Average		December 2022		Difference	
	Claimant Rate	Claimant Count	Claimant Rate	Claimant Count	Claimant Rate	Claimant Count
Cowdenbeath	5.1%	1,328	4.2%	1,095	-0.9%	-233
Dunfermline	3.3%	1,213	2.7%	1,015	-0.6%	-198
Glenrothes	3.6%	1,108	3.2%	970	-0.4%	-138
Kirkcaldy	5.5%	2,002	5.5%	2,015	0.0%	+13
Levenmouth	6.4%	1,450	5.3%	1,210	-1.1%	-240
North East Fife	1.7%	762	1.7%	805	0.0%	+43
South & West Fife	2.7%	836	2.6%	820	-0.1%	-16
All Fife	3.8%	8,753	3.4%	7,980	-0.4%	-773

Occupational Skills

Dunfermline has the highest proportion of people employed in elementary occupations (16.6%) and Levenmouth the lowest (8.0%).

The Cowdenbeath Area has a higher-than-average proportion of people employed in lower-middle skilled jobs with over 40% of jobs in these occupations. This is the highest rate of employment in these occupations of Fife's committee areas.

The Cowdenbeath Area and Levenmouth have a significantly lower proportion of people employed in high skilled jobs such as managers, directors and professionals than Fife and Scotland as a whole, and the lowest proportions of all of Fife's committee areas (19.6% and 21.7% respectively).

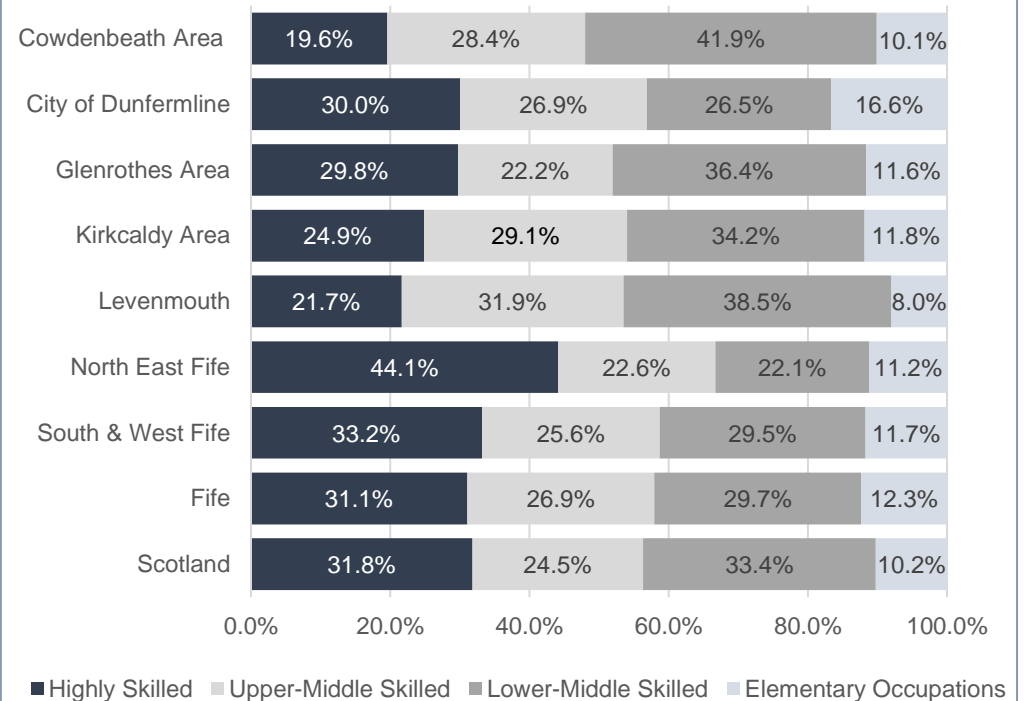
North East Fife has the highest rate of employment of the Fife area committee areas in high skilled jobs (44.1%).

Source: ONS Annual Population Survey, Jan-Dec 2019, 20 & 21.

Note: High Skills: managers, directors, senior officials & professional occupations; Medium-High Skills: associate professional & technical & skilled trade occupations; Medium-Low Skills: admin, secretarial, caring, leisure, sales & customer service occupations & process, plant & machine operatives; Elementary: elementary trades, admin & service occupations.

These estimates should be viewed with caution due to small sample sizes at the area committee level; three-year averages (2019-21) are therefore given for qualifications by committee area.

Figure 12: Employment by Occupation, 2019-21



Qualifications & Skills of Population

Figure 13: Qualifications: Fife 2018-2021

	2018	2019	2020	2021
% of working age population with NVQ 4+ (HND, degree or higher degree)	44.0%	43.3%	51.3%	51.0%
% of working age population with no formal qualifications	8.2%	7.3%	5.9%	7.0%

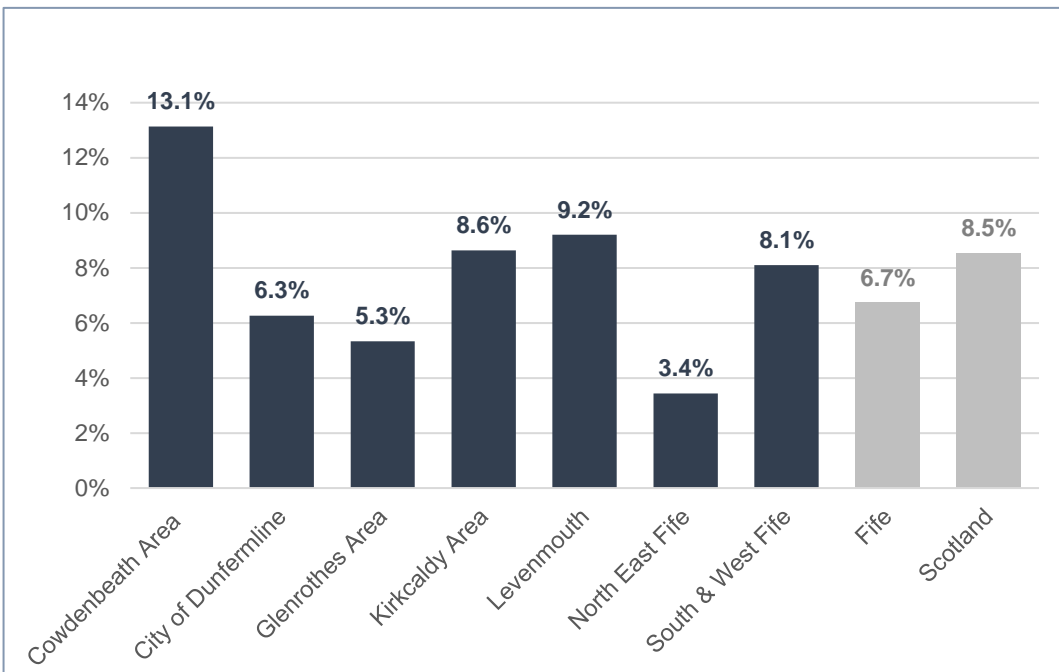
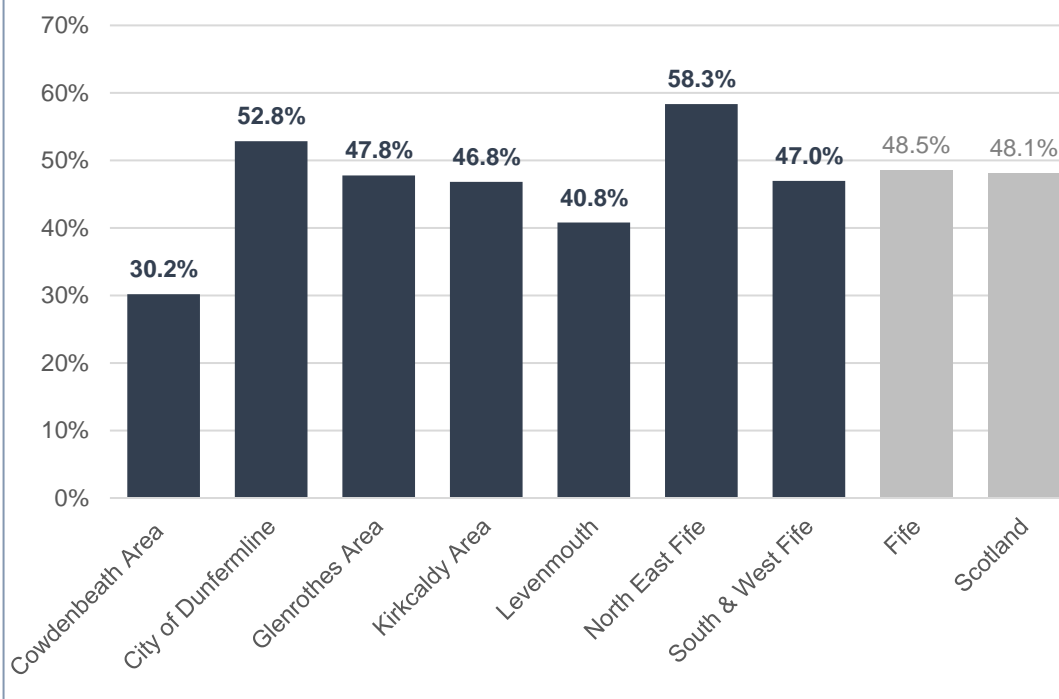


Figure 15: Proportion of 16-64-yr-olds qualified to NVQ 4 or above, 2019-21



2018-2021 Trend in Qualifications:

The qualifications of Fife's working age population showed steady improvement between 2018 and 2020, when the proportion of those aged 16-64 with a NVQ 4 or higher qualification increased from 44% to over 50% and the proportion with no qualifications fell from 8.2% to 5.9% (Figure 13). Between 2020 and 2021 however, the proportions with NVQ 4+ fell and with no qualifications increased.

Qualifications by Committee Area:

The Cowdenbeath Area has a significantly higher proportion of its working age population with no qualifications (13.1%) than Scotland and Fife as a whole (8.5% and 6.7% respectively), and the highest proportion of all Fife's committee areas. The area also has the lowest proportion of people who are qualified to NVQ 4 or above (30.2%) (Figures 14 & 15).

Levenmouth and the Kirkcaldy Area also have higher proportions of their populations with no qualifications than Fife and Scotland overall and lower rates qualified to NVQ 4 or above.

North East Fife has the lowest percentage (3.4%) of its working age population with no qualifications out of all the committee areas in Fife.

North East Fife also has the highest proportion (58.3%) of people qualified to NVQ 4 or above.

Source: ONS Annual Population Survey

Notes: These estimates should be viewed with caution due to small sample sizes at the area committee level; three-year averages (2019-21) are therefore given for qualifications by committee area. NVQ 4 and above qualifications = HND, degree and higher degree level qualifications or equivalent. No qualifications = no formal qualifications held.

School Leaver Destinations and Attainment

Figure 16: School Leaver Destinations and Attainment 2020/21

	Fife	Scotland
Percentage of school leavers achieving a positive initial destination*	93.9%	95.5%
Percentage of school leavers achieving a positive follow-up destination*	89.8%	93.2%
Percentage of school leavers achieving 1+ SCQF Level 5 or better	81.3%	87.7%
Percentage of school leavers achieving 1+ SCQF Level 6 (Higher) or better	58.7%	66.0%

93.9% of Fife's 2020/21 school leavers achieved a positive initial destination*.

Whilst this was higher than the year before, when 91.9% of leavers achieved a positive initial destination, it was lower than the proportion of 2018/19 school leavers who gained a positive initial destination (94.4%).

In addition, the proportion of leavers in a positive destination 9 months after the end of the school year in April 2022 fell to 89.8%, the lowest proportion since 2012/13.

The gaps between the Fife and Scottish initial and follow-up rates have continued to widen.

The percentages of 2020/21 school leavers achieving at least one SCQF Level 5 or 6 are below the figures for Scotland as a whole but are higher than the percentages achieving both qualifications in 2019/20.

Source: Scottish Government, Summary Statistics for Attainment and Initial and Follow-up Leaver Destinations No 4, 2022 Editions.

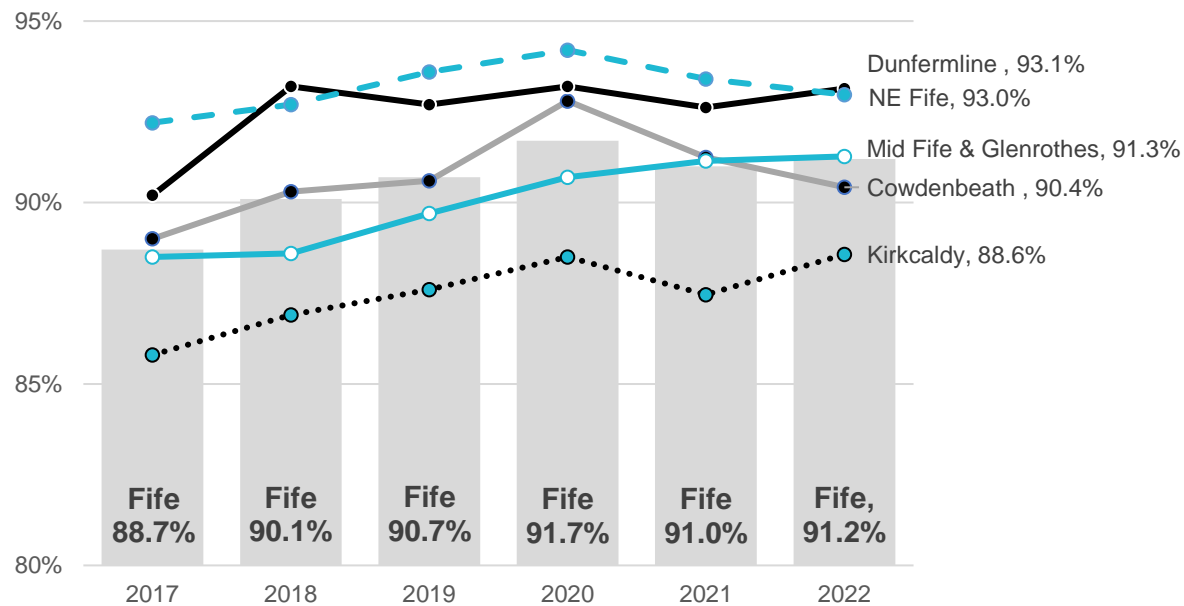
Note: * A young person is deemed to be in a positive destination when they are actively engaged with an organisation for the purpose of learning, training or work (work includes volunteering).

Annual Participation Measure for 16-19 Year Olds

Figure 17: Percentage of 16–19 year olds participating in education, training or employment 2016-2021: Fife and Scotland

Year	Fife					Scotland				
	16-19 year olds	16-year olds	17-year olds	18-year olds	19-year olds	16-19 year olds	16-year olds	17-year olds	18-year olds	19-year olds
2017	88.7%	98.9%	91.7%	86.8%	78.3%	91.1%	98.8%	90.4%	88.9%	83.4%
2018	90.1%	98.7%	93.5%	86.8%	82.3%	91.8%	98.9%	94.6%	89.9%	84.5%
2019	90.7%	99.1%	93.6%	88.2%	82.2%	91.6%	99.0%	94.8%	89.1%	83.9%
2020	91.7%	98.6%	94.5%	89.6%	84.1%	92.1%	99.0%	95.0%	90.4%	84.1%
2021	91.0%	99.0%	92.6%	87.1%	85.0%	92.2%	99.1%	94.3%	89.4%	85.4%
2022	91.2%	99.0%	94.4%	88.7%	82.1%	92.4%	99.3%	95.7%	89.8%	84.2%

Figure 18: Percentage of 16-19 year olds participating in education, training or employment 2017-2022 by Scottish Parliamentary Constituency Areas (SPCAs)



In 2022, Fife saw a slight recovery in the proportion of its 16-19 year olds participating in education, training or employment after the rate fell in 2021. Prior to the pandemic, the rate had been increasing steadily (Figure 17).

Fife's largest increase in participation between 2017 and 2022 was in the 19 year old age group (Figure 17).

The gap between Fife's and Scotland's latest overall participation rate is narrower than in 2017 but wider than in 2020.

All parts of Fife had seen participation increase between 2017 and 2020, and all saw participation fall between 2020 and 2021, apart from Mid Fife & Glenrothes (Figure 18). In 2022, participation increased in the Dunfermline, Kirkcaldy and Mid-Fife & Glenrothes SPCAs, but continued to fall in NE Fife and Cowdenbeath.

Source: Skills Development Scotland, Annual Participation Measure of 16-19 year olds in Scotland, 2022.

Fife Council's Culture of Enterprise Programme

Figure 19: Participation in Fife Council's Culture of Enterprise (CoE) Programme, 2021/22

	Cowdenbeath Area	City of Dunfermline	Glenrothes Area	Kirkcaldy Area	Levenmouth	North East Fife	South & West Fife	Fife
Number of different CoE activities in which schools participated	8	10	9	10	9	11	8	19
Instances of pupil engagement with CoE activities 2021/22*	11,293	30,680	13,679	6,835	12,452	8,990	28,123	112,052
<i>Instances of pupil engagement with CoE activities 2020/21*</i>	<i>3,507</i>	<i>11,360</i>	<i>1,130</i>	<i>873</i>	<i>778</i>	<i>3,309</i>	<i>1,191</i>	22,148

Dunfermline had more instances of pupil engagement with the council's Culture of Enterprise activities than any other committee area followed by South & West Fife.

In all parts of Fife there was a significant increase in the number of pupils participating in 2021/22 compared with 2020/21 due to a continued increase in the delivery of virtual activities and more schools having the capacity to be involved following the lifting of restrictions.

A soft launch of the new Culture of Enterprise (CoE) 'Race to Zero' interactive simulation game based on economy, energy and social management was held with a P7 transition group of pupils at St Columbus RC High School, Dunfermline in June 2022 before being showcased to all Fife high schools the following term.

45 senior phase pupils participated in a CoE Windfarm Project that included 3 days on site to construct a working windfarm. The project was funded by Developing the Young Workforce (DYW) Fife and InterregRICHT as a pilot project.

Source: Fife Council – Economic Development.

Notes: * Instances of pupil engagement = the number of pupils participating multiplied by the number of weeks they were involved in the programme (discounting school holidays).

Earnings

Resident earnings represent the earnings of people who live in the area, but do not necessarily work in the area. Workplace earnings are the average earnings of those who work in the area, but do not necessarily live there.

The Kirkcaldy & Cowdenbeath parliamentary constituency has the highest workplace earnings and Dunfermline & West Fife the highest resident earnings.

The Glenrothes constituency has the lowest resident earnings in Fife, and North East Fife the lowest workplace earnings. North East Fife's workplace earnings are £98.40 lower than its resident earnings.

The proportion of employee jobs with hourly pay below the real living wage fell between 2021 and 2022 to its lowest level – 12.3% - although this rate is still higher than the Scottish rate (9.0%) (Figure 21).

Source: ONS Annual Survey of Hours and Earnings. Areas: UK Parliamentary Constituencies.

Note: Estimates below the Fife level should be viewed with caution due to small sample sizes. Estimates for 2020 and 2021 include furloughed employees and are based on actual payments made to the employee from company payrolls, and the hours on which this pay was calculated, which in the case of furloughed employees are their usual hours. Both the 2020 and 2021 ASHE surveys saw lower response rates than usual. As the data is based on PAYE it does not include the self-employed.

Figure 20: Median Weekly Earnings, April 2022 - UK Parliamentary Constituency Areas, Fife & Scotland

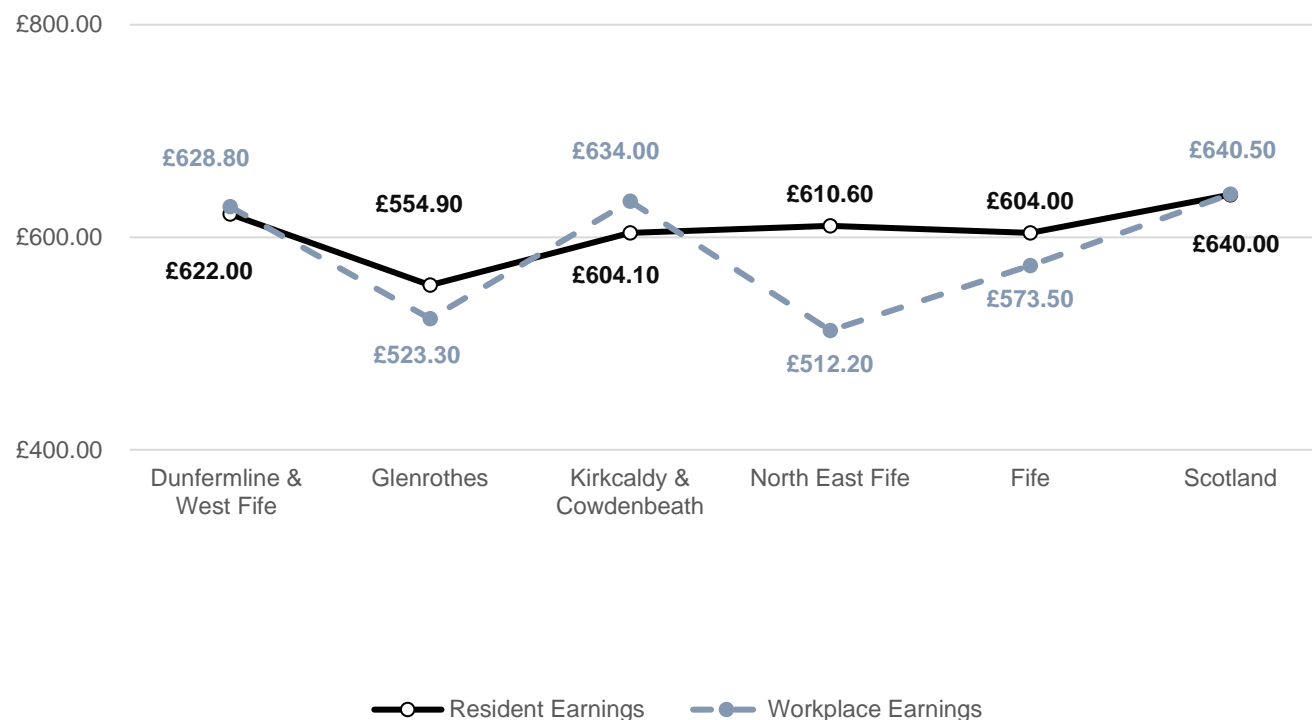


Figure 21: Percentage of employee jobs with hourly pay below Living Wage Foundation Rates

Area/Parliamentary Constituency	Apr-18	Apr-19	Apr-20	Apr-21	Apr-22
Dunfermline & West Fife	21.4%	21.6%	12.1%	19.9%	10.3%
Glenrothes	19.4%	15.9%	14.2%	15.2%	13.3%
Kirkcaldy & Cowdenbeath	19.6%	18.6%	14.5%	13.2%	N/A
North East Fife	22.5%	20.1%	21.4%	18.9%	N/A
Fife	20.6%	18.9%	14.9%	16.8%	12.3%
Scotland	19.4%	16.8%	15.1%	14.5%	9.0%

Fife's Business Base & Key Sectors

Number and Size of Businesses

Figure 22: Number of Enterprises 2022: Scottish Parliamentary Constituency Areas (SPCAs), Fife, Scotland

	Cowdenbeath SPCA	Dunfermline SPCA	Kirkcaldy SPCA	Mid Fife & Glenrothes SPCA	North East Fife SPCA	Fife	Scotland
Number of Enterprises March 2022	1,530	1,905	1,665	1,640	2,410	9,155	173,655
Percentage of Fife Total	16.7%	20.8%	18.2%	17.9%	26.3%	-	-
Change 2020-2022	-400	-115	-240	+10	0	-745	-4,040
Percentage Change 2020-2022	-20.7%	-5.7%	-12.6%	+0.6%	0.0%	-7.5%	-2.3%

Change in Number of Businesses 2020-2022:

Between March 2020 and March 2022, the number of businesses in Fife fell by 745 or -7.5%. This followed a period of sustained growth between 2015 and 2020. The number of businesses fell in all parts of Fife between 2020 and 2021; between 2021 and 2022, Mid Fife & Glenrothes and NE Fife both saw business numbers increase while the other SPCAs saw numbers continue to fall.

Cowdenbeath SPCA saw the largest fall between 2020 and 2022 (400 businesses or -20.7%); Mid-Fife and Glenrothes saw business numbers increase overall (10 more businesses or +0.6%).

The highest decrease in numbers (-740 businesses) was within the micro (0-9 employees) size band. Cowdenbeath and North East Fife both saw a fall in the number of medium-sized businesses (Figure 23).

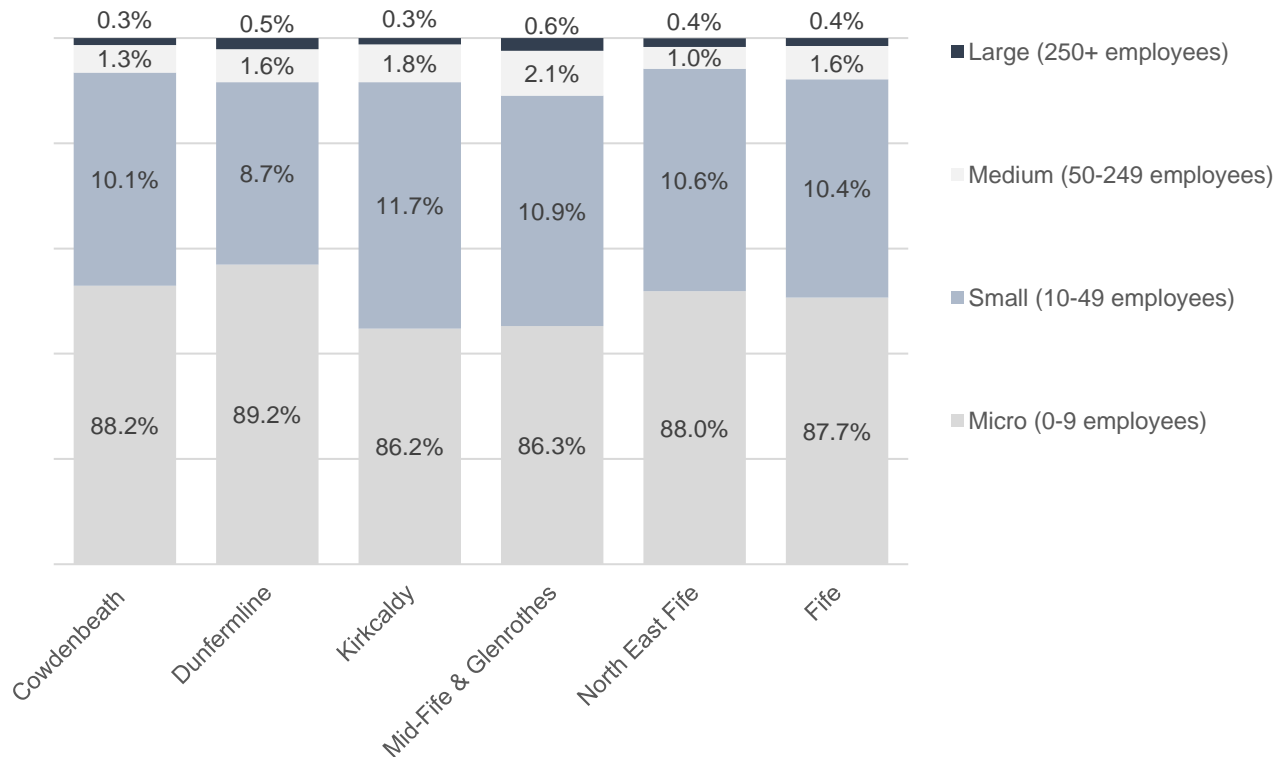
Source: ONS UK Business Counts, 2022.

Note: The number of enterprises registered for VAT and/or PAYE that were live on 12 March 2021. Does not therefore include unregistered enterprises (sole traders and partnerships) who are not VAT and/or PAYE registered. As all numbers are rounded to the nearest zero or 5, all zeros are not necessarily true zeros, numbers below 10 should be viewed with caution and the Fife totals may not equal the sum of the five Fife SPCA figures.

Figure 23: Change in the number of enterprises by Scottish Parliamentary Constituency Area (SPCA) and Size 2020-2022

	Cowdenbeath SPCA		Dunfermline SPCA		Kirkcaldy SPCA		Mid Fife & Glenrothes SPCA		North East Fife SPCA		Fife	
	2022	Change 2020-22	2022	Change 2020-22	2022	Change 2020-21	2022	Change 2020-22	2022	Change 2020-22	2022	Change 2020-22
Micro (0 to 9 employees)	1,350	-410	1,700	-125	1,435	-225	1,420	+20	2,120	0	8,030	-740
Small (10 to 49 employees)	155	+15	165	+5	195	-15	180	-5	255	+5	950	0
Medium (50 to 249 employees)	20	-5	30	0	30	0	35	0	25	-5	145	-5
Large (250+ employees)	5	0	10	+5	5	0	10	0	10	0	35	0

Figure 24: Proportion of businesses by size, Fife, 2022



Businesses by Size:

Kirkcaldy and the Mid-Fife and Glenrothes Scottish Parliamentary Constituency Areas have the highest proportions of small, medium, and large businesses (Figure 24).

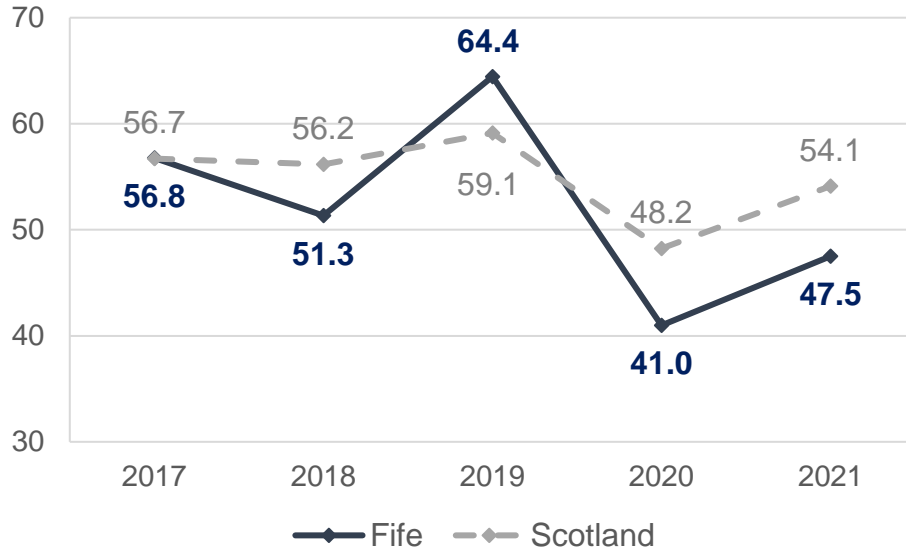
Dunfermline SPCA has the highest proportion of micro businesses (89.2%) followed by Cowdenbeath (88.2%) and North East Fife (88.0%).

Source: UK Business Counts, 2022.

Note: The number of VAT and/or PAYE registered enterprises that were live on 12 March 2022. Does not therefore include unregistered enterprises (sole traders and partnerships) who are not VAT and/or PAYE registered. As all numbers are rounded to the nearest zero or 5, all zeros are not necessarily true zeros, numbers below 10 should be viewed with caution and the Fife totals may not equal the sum of the five Fife SPCA figures.

Business Births

Figure 25: Business start-ups per 10,000 working age adults 2017-2021 - Fife & Scotland



In 2021, both the number of new business start-ups and the business start-up rate in Fife increased after falling the previous year.

A total of 1,100 new businesses started up in 2021, 150 or 15.8% more than in 2020 when 950 business start-ups were recorded – the lowest number since 2012.

In Scotland as a whole, the number of business births increased by 12.2%.

Fife's start-up rate in 2021 was lower than the rate for Scotland as a whole (Figure 23).

Source: ONS Business Demography, UK (2021).

Note: These figures do not include unregistered enterprises (sole traders and partnerships who are not VAT and/or PAYE registered). They should be viewed with caution as they include registered holding companies and duplicate bank accounts.

Business Survival Rates

Figure 26: Survival of New Start Businesses 2021

	Percentage of businesses surviving 1 year (born 2020)	Percentage of businesses surviving 2 years (born 2019)	Percentage of businesses surviving 3 years (born 2018)
Fife	93.2%	73.9%	55.5%
Scotland	94.2%	75.9%	59.0%

For each of the first three years after starting up, Fife's business survival rates were below the Scottish rates. In previous years, Fife's business survival rates have been higher than the national rates.

In 2021, the 3-year survival rate of businesses in Fife (55.5%) was lower than in 2019 (60.3%) and 2020 (58.7%).

Source: ONS Business Demography, UK (2021). Note: These figures do not include unregistered enterprises (sole traders and partnerships who are not VAT and/or PAYE registered).

Distribution of Employment

Figure 27: Number of Jobs in Fife; 2019, 2020 and 2021

	Cowdenbeath Area	City of Dunfermline	Glenrothes Area	Kirkcaldy Area	Levenmouth	North East Fife	South & West Fife	Fife*
September 2019	8,000	29,000	25,000	22,000	10,000	23,000	17,000	138,000
September 2020	8,000	27,000	25,000	23,000	9,000	22,000	16,000	133,000
September 2021	9,000	31,000	24,000	24,000	10,000	24,000	16,000	143,000
% change 2019-2021	+12.5%	+6.9%	-4.0%	+9.1%	0.0%	+4.3%	-5.9%	+3.6%

Change in Number of Jobs:

The number of jobs in Fife increased in 2021 after falling between 2019 and 2020. Employment in Fife in September 2021 was higher than before the pandemic.

Within Fife, employment increased in all areas between 2020 and 2021 apart from the Glenrothes Area and South & West Fife. The Cowdenbeath Area saw the largest proportionate increase in the number of jobs between 2019 and 2021 followed by the Kirkcaldy Area (Figure 27).

Employment by Sector:

North East Fife has the largest share of Fife's jobs in Education, Accommodation & Food Services and Arts, Entertainment & Recreation (43%, 35% and 36% of Fife's jobs in these sectors respectively) (Figure 28).

64% of all employment in Public Administration & Defence Activities in Fife is located in the Glenrothes Area along with 31% of Fife's Manufacturing jobs.

70% of Fife's jobs in Agriculture, Forestry & Fishing* are located in Levenmouth.

88% of all employment in Financial & Insurance activities in Fife is located in Dunfermline, along with 64% of Fife's jobs in the Information & Communication sector.

Nearly a third (30%) of people in Fife working in the Human Health & Social Work Activities sector are employed in the Kirkcaldy Area.

Source: ONS Business Register & Employment Survey.

Note: * The Fife totals include farm agriculture while the committee area figures exclude farm agriculture. Employment estimates include employees plus the number of working owners who receive a share of the profits but are not paid via PAYE. They do not however include those who are self-employed operating below the VAT threshold with no employees. The level of rounding applied varies by estimate, so zeros may not be true zeros and the data may not add up to the totals shown.

Figure 28: Employment by Sector, Fife 2021

Sector	Cowdenbeath Area	Dunfermline	Glenrothes Area	Kirkcaldy Area	Levenmouth	North East Fife	South & West Fife	Fife
A : Agriculture, forestry and fishing*	15	10	40	25	600	100	75	865
B : Mining and quarrying	0	0	10	20	0	75	20	125
C : Manufacturing	1,000	1,000	4,000	1,500	1,750	1,250	3,000	13,000
D : Electricity, gas, steam and air conditioning	100	0	150	0	0	35	150	400
E : Water supply; sewerage, waste mgmt	50	400	175	100	35	50	175	1,000
F : Construction	900	1,250	1,000	1,750	450	1,250	1,250	8,000
G : Wholesale and retail trade; vehicle repair	1,500	4,500	3,000	5,000	1,500	4,500	2,500	23,000
H : Transportation and storage	600	4,000	500	800	700	500	700	8,000
I : Accommodation and food service activities	400	1,750	1,250	1,500	500	3,500	800	10,000
J : Information and communication	50	2,250	100	450	20	175	700	3,500
K : Financial and insurance activities	30	3,500	100	175	30	75	300	4,000
L : Real estate activities	100	250	350	200	100	300	100	1,500
M : Professional, scientific and technical acts	200	1,750	500	1,000	400	900	1,250	6,000
N : Administrative and support service acts	200	1,750	600	1,250	400	1,000	1,000	6,000
O : Public admin, defence, social security	600	900	7,000	1,000	175	500	1,000	11,000
P : Education	1,250	2,250	1,500	1,750	900	6,000	1,000	14,000
Q : Human health and social work activities	1,250	4,000	3,000	6,000	2,000	2,500	900	20,000
R : Arts, entertainment and recreation	300	500	350	500	225	1,250	350	3,500
S : Other service activities	200	600	600	450	200	800	350	3,000
Total Employment*	9,000	31,000	24,000	24,000	10,000	24,000	16,000	137,000

Source: ONS Business Register & Employment Survey

Note: * excludes farm agriculture. Employment estimates include employees plus the number of working owners who receive a share of the profits but are not paid via PAYE. They do not however include those who are self-employed operating below the VAT threshold with no employees. The level of rounding applied varies by estimate, so zeros may not be true zeros and the data may not add up to the totals shown.

Support to Businesses in Fife

Figure 29: Financial Support Given to Businesses in Fife, 2021/22

	Cowdenbeath Area	Dunfermline	Glenrothes Area	Kirkcaldy Area	Levenmouth	North East Fife	South & West Fife	Fife
Number of businesses supported	9	19	13	20	7	15	8	91
Value of financial support*	£9,140	£32,449	£31,747	£34,505	£4,276	£36,963	£4,806	£153,886
Jobs created as a result of financial support	7	19.5	16	22	2	42	4	112.5

Source: Fife Council Economic Development.

Note: * In addition to this support, Fife Council and Business Gateway Fife paid out over £34 million in grants to Fife's businesses from the Scottish Government's Coronavirus Business Support Funds.

Figure 30: Number of Business Start-Ups supported by Business Gateway Fife, 2021/22

	Cowdenbeath Area	Dunfermline	Glenrothes Area	Kirkcaldy Area	Levenmouth	North East Fife	South & West Fife	Fife
No. of businesses receiving Expert Help	10	16	19	15	5	15	17	97
No. of businesses accessing business growth services	96	170	162	178	76	274	145	1,101*
No. of Business Gateway-supported start-ups	80	102	80	125	51	93	72	603
No. of jobs created from Business Gateway	101	122	100	159	71	133	91	777
Turnover generated	£2,180,500	£2,935,000	£2,484,500	£3,693,300	£1,440,200	£2,522,900	£2,105,000	£17,361,400

Source: Business Gateway Fife.

Note: * total excludes 83 businesses with an invalid or non-Fife postcode

Support to Businesses:

£153,886 of financial support was given to 91 Fife businesses by Fife Council in 2021/22, support which helped create 112.5 jobs (Figure 29). These figures include repayable grants provided through the Fife Council funded Fife Investment Fund as well as non-repayable trade development and workforce upskilling grants funded through the EU funded SME Competitiveness Fund (current funding for the SME Competitiveness Fund ends in March 2023). Fife Council and Business Gateway Fife also **approved over 3,000 applications to, and paid out over £34 million in grants from**, the Scottish Government's Coronavirus Business Support Funds during 2021/22.

Business Gateway Fife (BGF) supported **603 new business start-ups in 2021/22**, 85 more than in the previous year and the highest number across all Scottish local authority areas. This support is expected to help create 777 jobs, 102 more than in 2020/21 (Figure 30). In addition, BGF supported 1,219 existing businesses to grow. BGF has returned to full pre-Covid delivery of front-facing services; workshops and webinars continue to be delivered online.

A new **£1.2m Net Zero Transition Fund** is providing grants of up to £3k to SMEs to support measures which will help them progress towards net carbon emission with funding from the Scottish Government Local Authority COVID Economic Recovery (LACER) fund.

The **Trade Development Programme** supported 36 businesses to attend and exhibit at 7 trade shows. **33 businesses were supported at 9 International Trade Pathway Webinars**. The events were part of a programme of workshops and training designed to support Fife businesses to access new markets being delivered by Fife Council in partnership with Business Gateway Fife, Fife Chamber of Commerce and Scottish Development International.

The **Supplier Development Programme** helped 663 Fife businesses improve their tendering skills. 1,007 Fife companies are now registered with the programme (84 more than the previous year) which offers expert training, support and information to help businesses win public sector contracts. In April, 39 Fife businesses attended a Meet-the-Contractor event to learn about supply chain opportunities arising from the **Halbeath Learning Campus and Westfield Energy Plant** and 126 businesses attended a **Meet-the-Buyer event in November**. Over 30 events took place during the 13th **Fife Business Week** in November 2022 attracting 700 registrations from businesses.

Phase 2 of improvements to the **InvestFife website** are complete and work is underway on Phase 3 development to improve the customer journey.

Fife Council provides **383 business units in 45 locations throughout Fife**. Occupancy is currently at 92%; an occupancy of over 90% was maintained throughout and post Covid. New units are being developed in Levenmouth, Fife Interchange North, Kirkcaldy and Cowdenbeath and investment is also scheduled for the Council's existing portfolio of business units throughout Fife.

The Council's use of **employment land and business premises** to support business growth included:

- The disposal of around 2 acres to Donaldson Timber Engineering Ltd at Levenmouth Business Park, Buckhaven to allow for future expansion;
- Disposal of circa 11 acres to Inchdairnie Distillery Ltd and 8 acres to Wemyss Vintage Malts Ltd at Osprey Road, Glenrothes for maturation warehousing;
- Disposal of around 0.6 acres of land at Cartmore Industrial Estate in Lochgelly to Purvis Group Ltd;
- The lease of circa 4,200 sq.ft of office accommodation at Iona House, John Smith Business Park, Kirkcaldy to Copart Limited; and,
- Commencement of construction of 7 new-build industrial units extending to 741 sq.m of space at Levenmouth Business Park in Buckhaven, supported by a funding contribution from the Levenmouth Reconnected Programme to maximise economic benefits from the proposed rail link.

Remediation of Vacant & Derelict Land

Figure 31: Extent of Vacant & Derelict Land in Fife 2021

Area Committee	Total Amount of Vacant & Derelict Land (ha)	Proportion of Fife's total Vacant & Derelict Land
Cowdenbeath	48.6	6.8%
Dunfermline	12.6	1.8%
Glenrothes	126.1	17.5%
Kirkcaldy	41.7	5.8%
Levenmouth	68.3	9.5%
North East Fife	68.8	9.6%
South and West Fife	352.7	49.1%
Total Fife	718.8	100.0%

Source: Fife Council Vacant & Derelict Land Audit 2021 (published June 2022)

In 2021, there were 212 vacant & derelict land sites across Fife amounting to 719 hectares (Figure 13). Since 2020, 10 sites representing 11.48 hectares of land have been brought back into use. Derelict land has a broader impact both in terms of total area (596.9 ha) and in the number of individual sites (155).

South & West Fife contains the largest proportion of vacant & derelict land (49% of Fife's total) and the Dunfermline Area the lowest. Six sites each covering more than 20 hectares are located in South & West Fife.

Since 2015/16, Fife Council has been one of five local authorities to receive funding from the Scottish Government's Vacant & Derelict Land Fund; in 2021/22, Fife was awarded £1.451 million from the fund.

Figure 32 below details a selection of current, proposed and completed projects supported by the Vacant & Derelict Land Fund.

Figure 32: Projects in Fife supported by the Vacant and Derelict Land Fund (VDLF)

Area Committee	Project
Cowdenbeath	<ul style="list-style-type: none"> • Ground stabilisation in support of Industrial estate regeneration at The Avenue, Lochgelly to support and unlock Fife i3 investment*. • Demolitions, ground remediation and stabilisation in advance of proposed mixed-use affordable housing and commercial developments in town centre sites in Cowdenbeath and Lochgelly (in partnership with Kingdom Housing and Ore Valley Housing Associations) to support and unlock Fife i3 investment*.
Glenrothes	<ul style="list-style-type: none"> • Industrial estate regeneration on a site at Queensway Industrial Estate, Glenrothes which is now complete with all new units let. VDLF investment complemented by Fife i3 investment*.
Kirkcaldy	<ul style="list-style-type: none"> • The proposed acquisition and remediation of a former Waste Transfer Site in Kirkcaldy.
Levenmouth	<ul style="list-style-type: none"> • Making the former Flax Mill at Silverburn Country Park, Levenmouth, wind and watertight in advance of redevelopment works. • Site remediation and preparation works for the oil and gas decommissioning facility at Energy Park Fife now being operated by Cesscon Decom Ltd. • Industrial estate regeneration at Muiredge and Mountfleurie. • Ground investigations and remediation projects in support of the SEPA-led 'Leven Programme' one of which won a national (UK-wide) Brownfield Award for Best Preparatory Work in October 2022.
North East Fife	<ul style="list-style-type: none"> • Ground remediation/preparation works to the east of the Eden Campus in Guardbridge for the installation of a solar photovoltaic array which was officially opened in May 2022. • Demolitions, ground investigations and preparation in advance of a mixed-use affordable housing and commercial development at the Bonnygate/Inner Court in Cupar in partnership with Kingdom Housing Association. • Ground de-contamination and preparation work at the site of the former Abertay Steelworks in Tayport. Ownership of the site was taken over by the local Community Trust and now hosts a new-build Community Hub, called the Larick Centre.
South and West Fife	<ul style="list-style-type: none"> • Industrial estate regeneration at Hillend in Dalgety Bay to complement Fife i3 investment*.
All Fife	<ul style="list-style-type: none"> • Support for the implementation of the Climate Fife Plan and its associated Sustainable Energy Action Plan (SECAP) including part-funding an ongoing Community Renewables Feasibility Study led by the Fife Community Climate Action Network focussed on a range of vacant and derelict sites which could host solar photovoltaic arrays on sites across Fife.

Source: Fife Council

Note: * Investment from the Fife Industrial Innovation Investment (i3) Programme funded by the Edinburgh & South-East Scotland City Region Deal – see Figure 33 and section below.

Strategic Investment

Figure 33: Fife Industrial Innovation Investment (i3) Programme Investment Status

Area Committee	Sites	Status at November 2022	Tranche 2 (2022-25) Sites ¹	Expected Completion
Cowdenbeath	The Avenue, Lochgelly	Site Servicing completed	Enterprise Hub, Cowdenbeath	2024/25
Dunfermline	Fife Interchange, Dunfermline (Site Servicing)	Statutory Consents obtained. Site Servicing completed during 2021/22.	Fife Interchange, Dunfermline (new units)	2024/25
Glenrothes	Queensway Industrial Estate, Glenrothes	All new business units fully let.	Queensway Industrial Estate (refurbishment)	2024/25
Kirkcaldy	Dunnikier Business Park, Kirkcaldy	Completion of 7 new business units; 6 of the 7 units completed in September are let.	John Smith Business Park (new units) ²	2025/26
Levenmouth	Levenmouth Business Park	Utility work being carried out.	Levenmouth Business Park (new units) ²	2026/27
South & West Fife	Hillend and Donibristle Industrial Estates, Dalgety Bay	Site Acquisition completed. (Site R). 8 new business units handed over to FC in November 2022. Fully Let.	Site W New Build Site B: Site Acquisition & Servicing Site R: Site Servicing	2022/23 2024/25 2024/25
North East Fife (Tay Cities Region Deal)	Eden Campus, Guardbridge, University of St Andrews	Statutory consents process underway for first buildings. Dry Lab opening in January 2023.	Enterprise Hub	2024/25

Notes:

1. There is a third tranche of activity for this investment programme from 2025/2028; these projects are not included as they are subject to approval for the Full Business Case in 2024/25.
2. These projects are conditional on the approval of the Business Case for Tranche 3 of the Programme.

Strategic Investment:

The **Fife Industrial Innovation Investment Programme (Fi3P)** is a £50 million ten-year programme delivered by Fife Council with funding support from the Edinburgh and South-East Scotland City Region Deal. The programme is delivering new industrial, office and business space and serviced employment sites within existing business clusters in Mid and South Fife adjacent to growth corridors (M90 and A92) (Figure 33). The Fi3P started in April 2019; Tranche 1 (Years 1-3) was completed in March 2022 and Tranche 2 started in April 2022.

The **University of St Andrews' Eden Campus** in Guardbridge is being developed as part of the Tay Cities Region Deal.

In January 2023, the UK and Scottish Governments announced that the **Firth of Forth would host one of Scotland's first Green Freeports**. The successful bid by a public-private consortium led by the Forth Ports Group and including Fife, Falkirk and Edinburgh City Councils includes the creation of an internationally-renowned port and shipbuilding, manufacturing and logistics cluster at Rosyth.

The **Arrol Gibb Innovation Campus** was officially launched in April 2022. A collaboration between Babcock International, the Universities of Edinburgh and Strathclyde, Fife College, Fife Council, Scottish Enterprise and Skills Development Scotland, the Campus at Babcock International's Rosyth facility will see the development of leading expertise in five core capabilities on one site. The first facility to open for business in the Campus was the new £4.6m Fastblade testing facility for tidal turbine blades developed by Babcock International and the University of Edinburgh as part of the Edinburgh and SE Scotland City Region Deal which was officially opened in May 2022.

The Levenmouth Reconnected Programme has approved funding for Levenmouth Business Park (£714k), Silverburn Park Flax Mill (£500k), the Community Trade Hub's Positive Futures Project (£200k) and the CLEAR Buckhaven and Methil's Buckhaven Green Network Enhancement Initiative (£180k).

Fife Council has an allocation of £13.4m from the **UK Shared Prosperity Fund** for expenditure in 2022/23, 2023/24 and 2024/25. The Investment Plan for spending Fife's allocation for 2022/23 (circa £2m) has been approved by the UK Government and the Council has entered into a Memorandum of Understanding for the 3 years to March 2025. Grants for years 2 and 3 will be determined based on the delivery of the Investment Plan and its outputs.

In January 2023 it was announced that one of the five bids submitted to the **UK Levelling Up Capital Fund** had been successful. The Glenrothes UK Parliamentary Constituency bid was awarded £19.4m for the regeneration of Riverside Park in Glenrothes (£4.98m) and support for the Levenmouth active travel network including delivery of Phase 1 of the River Leven riverside path network (£14.43m).

Town Centres

Figure 34: Percentage of vacant town centre units 2019-2022

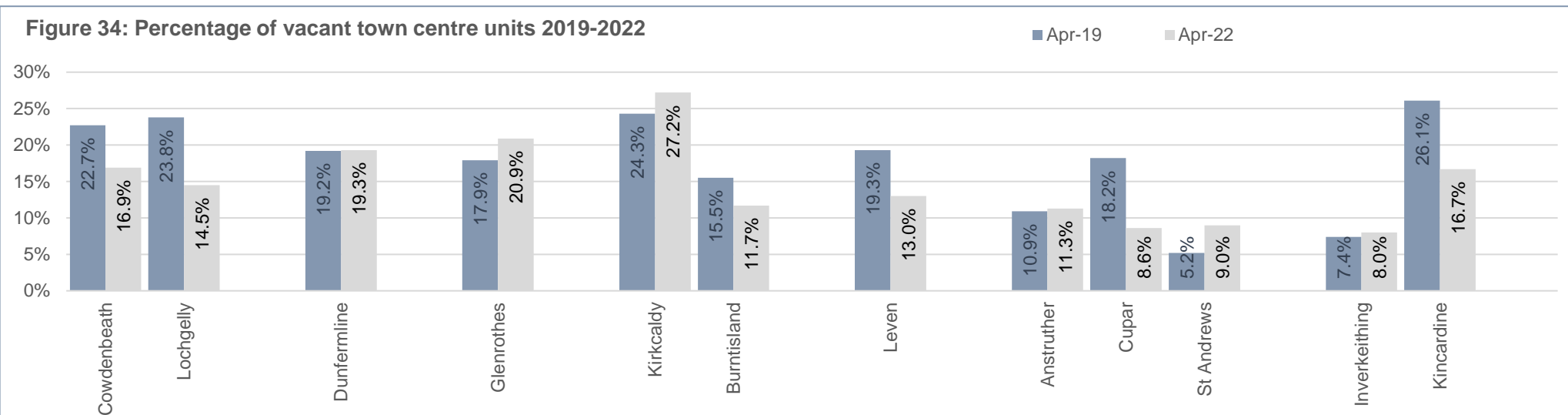


Figure 35: Town Centre Vacancy rates, April 2022 (provisional)

Area Committee	Town Centre	% of Vacant Units	% of Vacant Floor Space
Cowdenbeath Area	Cowdenbeath	16.9%	15.0%
	Lochgelly	14.5%	17.7%
Dunfermline Area	Dunfermline	19.3%	28.8%
Glenrothes Area	Glenrothes	20.9%	24.5%
Kirkcaldy Area	Kirkcaldy	27.2%	31.1%
	Burntisland	11.7%	12.6%
Levenmouth	Leven	13.0%	13.5%
North East Fife	Anstruther	11.3%	13.6%
	Cupar	8.6%	9.8%
	St Andrews	9.0%	8.0%
South & West Fife Area	Inverkeithing	8.0%	7.6%
	Kincardine	16.7%	36.4%

St Andrews, Cupar and Inverkeithing have the lowest vacancy rates of Fife's main town centres (Figure 35).

The highest vacancy rates are found in Kirkcaldy and Kincardine.

Whilst Dunfermline, Glenrothes, Kirkcaldy, Anstruther, St Andrews and Inverkeithing saw the proportion of vacant units rise between 2019 and 2022 (Figure 34), Cowdenbeath, Lochgelly, Burntisland, Leven and Cupar all saw vacancy rates fall.

Source: Experian GOAD Data (Fife Council).

Town Centre Activity:

- Current delivery of the **Town Centre Capital Programme** funded by the Scottish Government's Place-Based Investment Programme includes work at Glenrothes Bus Station and the Kirkcaldy Waterfront.
- Fife's £2.75m allocation for 2022/23 from **Place-Based Investment Programme** will support eight projects:
 - St Margaret's House in Dunfermline (Phase 1)
 - a Leven place-making project between the new railway station and existing bus station
 - phase 2 of the refurbishment of 9 Esplanade by the Kings Theatre Trust
 - major public realm and streetscaping works in Kincardine
 - Dunfermline Athletic Football Club Rosyth Community Facilities
 - Energy Efficient Enterprise Estate at Lochgelly Business Park
 - a Fife-wide Building Improvement Grant Scheme offering grants for shopfront improvements, building repairs and upper floor conversions.

Difficulties continue to be experienced in the delivery of projects at present, however, due to global issues around availability of materials and rapidly increasing costs.

- The Town Centre Development Unit is leading a pilot **cross-service approach to increase the provision of housing in Fife's town centres housing** during 2022/23 and 2023/24.
- A new **Town Centre Business Energy Efficiency and Digital Grant Fund** has been launched. Financed by the Local Authority COVID Economic Recovery (LACER) Fund the fund provides grants of up to £5,000 to SMEs. This initiative is delivered in partnership with Climate Action Fife Partnership, who help to market the grants to small town centre businesses and facilitate independent energy efficiency audits where needed.
- A funding package has been agreed to facilitate the demolition and clearance of the former **Postings Shopping Centre** in Kirkcaldy.
- The **Scotland Loves Local Gift Card (Fife)** is continuing for a further year.
- The second phase of public realm improvements on **Kirkcaldy waterfront** started on site in July 2022, including a project to reinvigorate the community greenspace at Volunteers Green.
- Work on the **Kirkcaldy gap site assisted living housing development and adaptations hub** continues to progress.
- A Phase 1 of works are underway at **St Margaret's House Dunfermline** to start the process of securing the long-term future of the building
- Work is ongoing on the **Inverkeithing built heritage programme** with the contract to restore and refurbish the Grade A listed Town House now on site.

Tourism

Figure 37: Volume and Value of Tourism, Jan-Dec 2021

STEAM* Indicators	St Andrews	Dunfermline Area	Kirkcaldy and Mid Fife	NE Fife (exc. St Andrews)	Fife
Visitor numbers	377,340	528,260	467,480	373,900	1.75m
% change in visitor numbers 2020-2021	+44.4%	+75.1%	+45.6%	+48.2%	+53.5%
% change in visitor numbers 2019-2021	-44.6%	-35.3%	-36.4%	-33.7%	-37.5%
Economic impact (direct, indirect & induced)	£78.52m	£67.36m	£66.71m	£65.24m	£227.83m
% change in economic impact 2020-2021	+95.1%	+111.6%	+91.6%	+74.0%	+92.4%
% change in economic impact 2019-2021	-44.6%	-35.3%	-36.4%	-33.7%	-37.5%
Number of Full Time Equivalent (FTE) jobs supported by tourist expenditure	1,042	1,017	992	1,292	4,343
% change in number of FTE jobs 2020-2021	+45.1%	+58.7%	+52.4%	+20.6%	+41.0%
% change in number of FTE jobs 2019-2021	-23.4%	-27.5%	-25.6%	-7.1%	-20.8%

Source: Fife STEAM Reports for 2010-2021 - FINAL, Global Tourism Solutions (UK) Ltd.

*STEAM is a tourism economic modelling tool owned by Global Tourism Solutions (GTS) UK Ltd and is used by most Tourism Destination areas in the UK.

Notes: The areas relate to Fife's Local Tourist Associations (LTAs) as follows: St Andrews=St Andrews LTA; NE Fife=Cupar & North Fife and East Neuk LTAs; Kirkcaldy & Mid Fife=Levenmouth and Heartlands of Fife LTAs; Dunfermline Area=Dunfermline & West Fife LTA.

Figures are not available at a lower level than these four areas. Economic impact figures are indexed to 2021 prices.

Figure 38: Volume and Value of Tourism, Jan-Jun 2022

STEAM* Indicators	Fife
Visitor numbers	1.139m
% change in visitor numbers 2021-2022	+137.6%
% change in visitor numbers 2019-2022	-9.8%
Economic impact (direct, indirect & induced)	£167.39m
% change in economic impact 2021-2022	+170.2%
% change in economic impact 2019-2022	+23.4%
Number of jobs supported by tourist expenditure (FTEs)	4,663
% change in number of FTE jobs 2021-2022	+73.1%
% change in number of FTE jobs 2019-2022	+3.1%

Source: Fife Interim Draft STEAM Report for Jan-June 2022, Global Tourism Solutions (UK) Ltd.

*STEAM is a tourism economic modelling tool owned by Global Tourism Solutions (GTS) UK Ltd and is used by most Tourism Destination areas in the UK.

Notes: Figures are not available below the Fife level. Economic impact figures are in historic prices. These figures are subject to change in the final 12-month trend reports. The 2022 data cannot be directly compared with previous years due to the inclusion of Airbnb occupancy data. Work is also ongoing to improve the accuracy of day visitor figures. FTE=Full Time Equivalent

Volume and Value of Tourism:

- In 2021, there was significant improvement in the volume and value of tourism to Fife compared to 2020, though figures were still well below the pre-pandemic levels:
 - 1,747 million people visited Fife in 2021, 53.7% more than in 2020, but still 37.5% fewer than in 2019.
 - The economic impact of tourism in 2021 was up by 95.1% on 2020, but still 22.2% less than in 2019.
 - The estimated FTE jobs supported by tourism in Fife in 2021 was up by 41.0% on 2020, but still 20.9% lower than in 2019.
- The Dunfermline Area saw the greatest rate of recovery in 2021.
- Initial figures for the first 6 months of 2022 suggest that for Fife as a whole: visitor numbers were only 10% below 2019, pre-pandemic numbers; the industry supported a higher number of FTE jobs; and the economic impact of visitor spend had increased compared with the same period in 2019.

Fife Tourism Activity:

- The [Fife Tourism Partnership website](#) has been relaunched, providing information and support for tourism businesses.
- The **150th Open Golf Championship** at the Old Course, St Andrews in July 2022 attracted a record audience of 290,000 visitors and showcased Fife to a global audience.
- Over 90 people attended the in-person **Fife Tourism Conference** in March 2022. Held at the Dean Park Hotel, the event's themes were digital skills, inclusive, sustainable tourism and retaining talent.
- The new **Welcome to Fife QR code** was launched in June 2022. Giving visitors quick access to tourism information via their mobile phones, the QR code is on display at bus stations, public toilets, parks and other public space and a toolkit has been developed to encourage businesses to promote the code.
- In 2022 many major tourism events took place for the first time since 2019. Fife Council's support for events through the **Strategic Events Fund** has returned to focus on in-person events with an emphasis on sustainability and attracting visitors from outwith Fife. In 2022, £41,570 was awarded through the fund to support 7 events.
- A new fund to support local event organisers was launched. Funded by the UK Government's Shared Prosperity Fund, the **Fife Events Development Fund** provides grants of between £200 and £10,000 to new and existing events taking place between November 2022 and March 2023. Events taking place within town centres were prioritised and in 2022 £49,986 was awarded to local event organisers to support 40 separate events.
- A **sustainable tourism action plan** has been developed and a working group to take it forward will be formed in early 2023.

Fife Tourism Activity (continued):

- **Consumer marketing campaigns** included partnership working with the Herald, Scotsman and Times and an autumn campaign carried out with VisitScotland targeting the retiree and family markets.
- An insights project is underway looking at the **profiling of Fife's potential visitor market**.
- Work is being carried out with VisitScotland to identify and work with businesses who could benefit from the **travel trade market**.
- £35k funding was secured from VisitScotland's Rural Tourism Infrastructure Fund (RTIF) to produce a **Strategic Tourism Infrastructure Development Plan** for Fife. The Plan will be used to inform future applications to the RTIF to continue the **Fife Outdoor Tourism Infrastructure Programme** a partnership project between Fife Council and the Fife Coast and Countryside Trust to provide a network of parking, toilets, interpretation and EV/EB charging points in key visitor 'hotspots' to improve the management of visitors and encourage sustainable tourism practices.
- The **Fife Coast and Countryside Trust** has introduced trial parking charges for overnight motorhomes at Kingsbarns and Elie Ruby Bay beaches. The money raised will be ringfenced to facilitate safe parking, extend the opening hours of public toilets and create a network of chemical toilet disposal points. A new motorhome leaflet has also been produced by FCCT to give guidance to those visiting Fife with a motorhome.
- **World Host Training courses** are being delivered to businesses in partnership with Fife College.
- A multi-agency **hospitality and careers day** is taking place in January 2023, with six schools taking part.
- In April 2022, Fife Council agreed to implement a **licensing scheme for short-term lets** through Housing Services supported by Protective and Legal Services. The deadline by which hosts need to get a licence has now been delayed by six months from 31st March to the 30th September 2023.

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