

# **Fife Strategic Assessment**

# **2017**

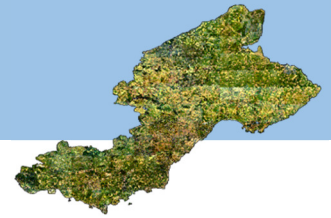


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**Fife Council Research Team**

**Report number 10**

# 1. Introduction



Knowing how Fife is doing is a sensible starting place for trying to make it better. There are always good and bad aspects, knowing what these are is key to achieving genuine improvement.

The Fife Strategic Assessment presents a challenging overview of Fife for those involved in providing services, developing strategy and drawing up policies. It draws on a wide range of existing research and work undertaken specifically for the assessment. The 2015 Fairer Fife Commission<sup>1</sup> challenged researchers in Fife to be more independent in reporting their findings. In that spirit, the report has not been produced in a consensual style and partners and key players have not been asked to 'check' that it fits with current messages or policy direction. The purpose of the report is to provoke debate about the state of Fife, the rate of improvement and what really matters to us. It is an attempt to give a realistic, balanced view of Fife, compared with other regions to provide context which incorporates the uniqueness of Fife itself.

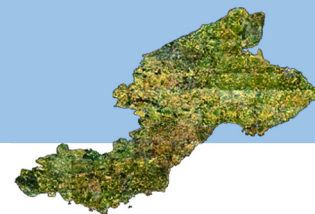
Particularly important is to move beyond statistics and indicators and begin to build a picture of the area, strongly grounded in verifiable research. The way in which different aspects of life in the area work together is important to understanding the area as a whole. Everything is interconnected and it is important to bear this in mind and consider Fife as a whole rather than as a series of thematic silos, each completely disconnected from each other.

Fife is effectively split into 7 areas for governance purposes. As part of the assessment process, these areas were subject to Local Strategic Assessments<sup>2</sup> to provide a starting place for considering Fife as a whole. This information was then combined with a range of other sources to develop the assessment.

We have sought to compile a series of key findings and then to identify the dilemmas facing us and to provoke discussion about them. Dilemmas are where we can see what needs to be done, but where making progress is difficult because there are conflicting issues or perceptions. If we do not tackle these high level dilemmas, we will find ourselves engaged in activity which does not address the big issues of the day. Instead we will engage in stop gap projects and activities which do not quite do what we need while giving the false assurance that all is well because plenty of activity is taking place.



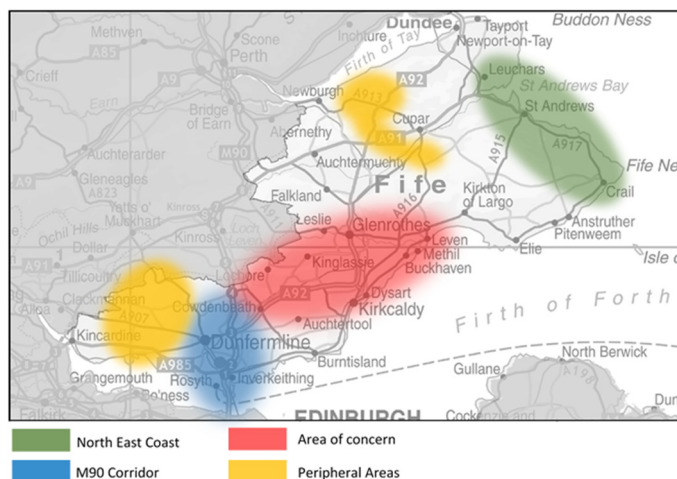
## 2. Key Findings



When summarising the findings of the Strategic assessment it is essential first to recognise the complex and highly interactive social, economic and environmental landscape of Fife. While simplification will help with understanding issues, it can be a hindrance to finding genuine solutions too.

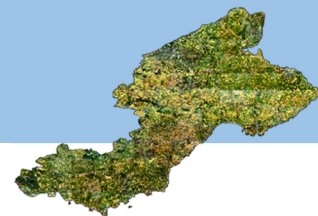
Overall Fife is doing adequately well, rather than exceptional. There are of course a range of very impressive, even ground breaking initiatives, but these are perhaps not achieving the scale or impact we aspire to. The result is that for the most part, we track with rather than buck national trends in community planning indicators. These average figures across Fife can hide very different stories at a local level. The typical experiences, expectations and life chances of someone living in one of our most challenged communities can be hugely different to those in well off communities. Fife is at a real crossroads in respect of this type of inequality. In our most deprived areas, premature death is increasing year on year, while the situation improves in the least deprived areas. The current context is very much one of uncertainty due to national and international change, such as Brexit. The impact of welfare reform changes on people and the economy will be significant, hitting those areas which are the most deprived hardest. Ongoing austerity measures mean that other forms of support will be challenging and future demographic change is likely to put further pressure on services. Audit Scotland are, for instance, warning of the potential unsustainable situation with social and health services in the current climate.

A key component of understanding how well Fife is doing is the economy. While whole Fife figures suggest that the economy is tracking the rest of Scotland, again locally there is a very mixed picture with the Glenrothes and Mid Fife parliamentary constituency having the third highest level of unemployment in Scotland. GVA in Fife, a measure of how well the economy is doing per head of population is about a third lower than the rest of Scotland, representing a very significant challenge and a potential lack of resilience to future issues. The assessment identifies the potential to use existing assets more effectively to lever more value for the community, for instance increasing and diversifying the tourism sector.



**Figure 2.1 Key Assessment Areas**

Key zones of Fife as seen in the assessment. Red shows the area of concern stretching across central Fife, while those areas doing relatively well are in green and blue. Areas in yellow appear to be affected by being relatively isolated.

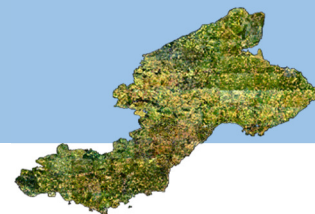


## The Findings -

- **National and International context** currently has more impact on local issues than usually experienced. This includes the tail end of the 2008 recession, Brexit, welfare reform and uncertainty around constitutional matters.
- While progress with **Community Planning outcomes** is adequate, there is a tendency to track national averages and changes rather than to perform at exceptional levels.
- **Demographic change** continues to be a major strategic challenge, particularly over 75's and the declining ratio of working age people who support the wider population economically and otherwise.
- An **area of strategic concern** is evident around mid-Fife, this relates to some of the lowest outcomes in Scotland and a serious disconnect between the resources required and the scale of the issues. The area is generally doing less well than would be expected based on its demographics. Issues include deprivation, significant unemployment (3<sup>rd</sup> worst in Scotland), neighbourhood disconnection and poorer health.
- **Demographic groups of concern**, where people are doing less well than would be expected include those in rural areas and those who live in constrained or hard pressed circumstances.
- **Inequality** continues to increase and this is a major risk to Fife.
- Making **better use of assets** is seen as a key opportunity to improve outcomes, this includes for tourism and various public assets.
- **Welfare reform** will have a significant impact on people but will also impact the local economy.
- Fife continues to face **economic challenge**, with a much lower GVA than might be expected, localised very high unemployment and a challenging economic climate ahead.
- **Climate change** remains the main environmental challenge with the risk from flooding being a major concern.



### 3. Profile of Fife



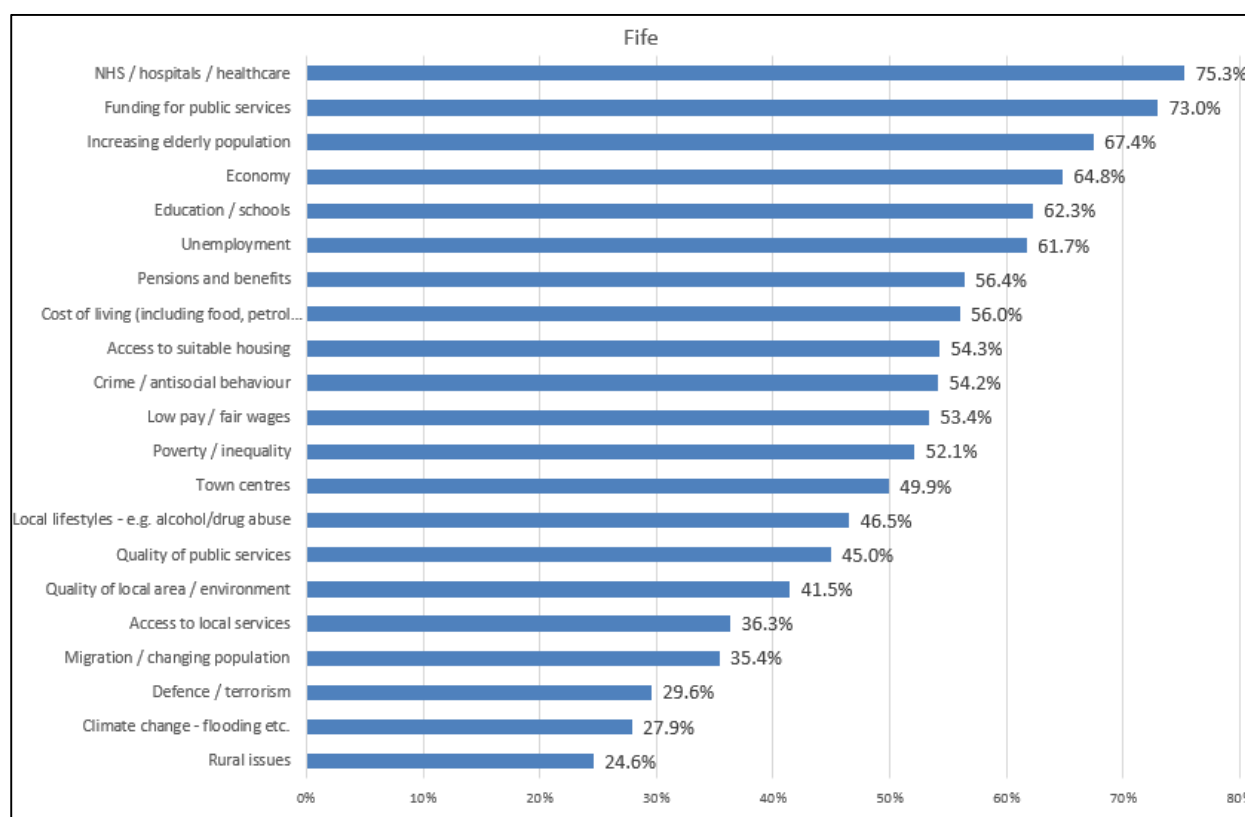
Fife is the third largest local authority area in Scotland, by population, and the largest not to include a large city.

Fife has a population of over 368,000 <sup>3</sup> - larger than the population of Iceland – covering a more densely populated area that is bounded to the north by the River Tay and to the south by the River Forth.

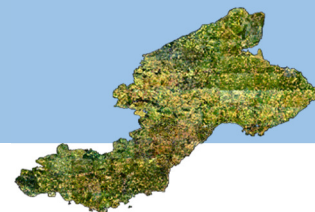
Two out of three people live in an urban area within Fife, in one of Fife's large towns, the largest of which are Dunfermline, Kirkcaldy, Glenrothes and the group of towns forming Levenmouth. One in six people live in one of Fife's smaller towns, including Cupar and Cowdenbeath, while the remaining one in six live in a rural area of Fife.



Whilst the south and west is dominated by larger urban areas and an industrial economy, the east is predominantly agricultural and the scenic east coast, including the town of St Andrews, is popular with tourists as a visitor destination.

Local people identify the three main issues for Fife as NHS / hospitals /health care, Funding for public services, and an increasing elderly population. These are closely followed by concerns about the Economy, Education and Unemployment

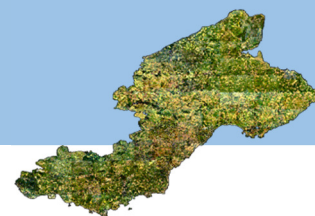


**Figure 3.1 – Community perceptions of what is a major issue in the area (Fife People's Panel, Survey 24, 2015) <sup>4</sup>**






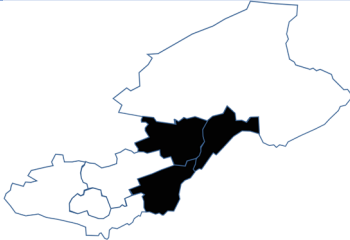

POPULATION		AREA	
368,970 <sup>3</sup>  5.4% INCREASE expected by 2039		1312(SQ km) <sup>5</sup> 1.7% of Area of Scotland 6.9% of Scotland's population	
CHILDREN	WORKING AGE	OLDER PEOPLE	
64,305 <sup>3</sup> 1.2% INCREASE expected by 2039	230,842 <sup>3</sup> 7.3% DECREASE expected by 2039	73,823 <sup>3</sup> 46.3% INCREASE expected by 2039	
HOUSEHOLDS		60.4% owner occupied <sup>7</sup> 22.7% social rented <sup>7</sup> 13.9% private rented <sup>7</sup> 31.8% live alone <sup>7</sup>	
174,427 <sup>6</sup>  77.4% with at least one car/van <sup>7</sup>		12.4% in low income <sup>9</sup> 19.4% children living in low income households <sup>11</sup>	
£340median weekly income (after housing) <sup>8</sup> 36% in fuel poverty <sup>10</sup> 11% extreme fuel poor <sup>10</sup>			
ECONOMY	MAIN EMPLOYMENT AREAS		
67.6% Economically active <sup>7</sup> of which - 57.8% Employed Full Time <sup>7</sup> 20.1% Employed PartTime <sup>7</sup>	23.8% Education & Health <sup>7</sup> 19.1% Finance & Professional <sup>7</sup> 18.6% Wholesale Retail and Transport <sup>7</sup> 10.0% Manufacturing <sup>7</sup>		
WELFARE AND BENEFITS			
1.9% Job Seekers Allowance <sup>12</sup>	WELFARE REFORM CHANGES: EXPECTED LOSS TO LOCAL ECONOMY		
1.7% JSA (16 to 24 year olds) <sup>12</sup>	£153 million per year <sup>13</sup>		
11% employment deprived <sup>9</sup>	£660 per working age adult <sup>13</sup>		

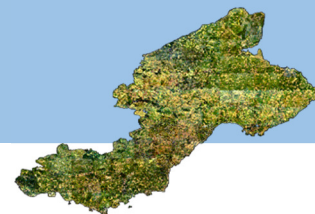
## 4. Local Perspectives



The seven Local Strategic Assessments <sup>2</sup> identified a range of priorities at local level (Figure 4.1). Some of these were of strategic significance and these are summarised in table 4.1 below. The implications of demographic change was of concern in all areas while the other emerging priorities tend to depend on the character of the areas involved.

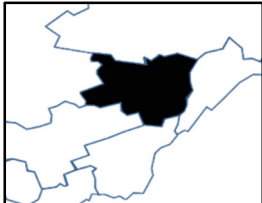
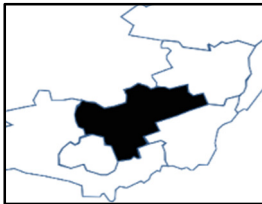
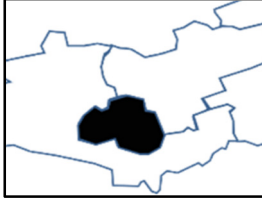
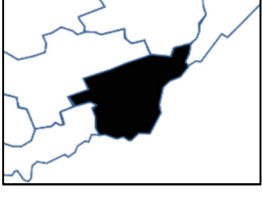
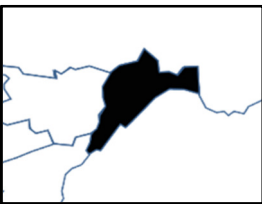

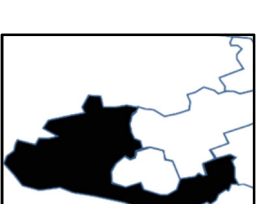
**Table 4.1 Cross Cutting Strategic Issues Identified Across the Local Area Assessments**

Local Strategic Assessments	Strategic Issue Identified
	<b>A. Demographic Change</b> All areas identify the changing population as an issue. The overall population is increasing, with higher numbers of older people in particular. However, it will also bring larger numbers of school age children in some areas and these differences across Fife will be important
	<b>B. Better Use of Local Assets</b> Better use of assets for both the community and local economy was seen as important. While assets included facilities in public ownership, the main thrust of the issue is around using local landscapes, heritage and culture, particularly for as yet untapped tourism potential.
	<b>C. Improving Connectivity</b> Connecting outlying and rural areas more effectively was seen as an issue. This includes connecting potential workforces to jobs and education. Parking in towns and in residential areas was seen to be a barrier as were public transport pricing and accessibility.
	<b>D. The Changing Economy</b> Local economic issues are seen as particularly important in central Fife. Despite the lengths of time involved, these issues often relate to the demise of traditional industries and the resulting dislocation of population from more economically robust areas, particularly the bridgeheads.
	<b>E. Underlying Causes of Poverty</b> Tackling the drivers of poverty are particularly important in central Fife. These relate to the changing economy and connectivity, but also longer term issues have reduced ambition and aspiration in communities which creates considerable inertia to change.

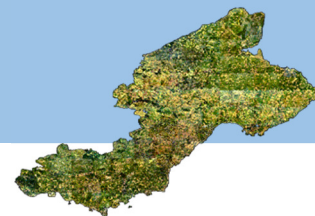


## Figure 4.1 Local Strategic Assessment Findings

Summary findings from each of the Area based 2016 Local Strategic Assessments. Full details are available in the individual reports.

<b>GLENROTHES</b>	<ul style="list-style-type: none"> <li>Tackling the changing employment sectors</li> <li>The changing demographic requirements</li> <li>Creating better connections to outlying areas</li> </ul>	
<b>COWDENBEATH</b>	<ul style="list-style-type: none"> <li>Tackling underlying causes of poverty such as low aspirations, access to employment and housing</li> <li>How to use local assets to better effect for the area</li> <li>Gearing up for significant future demographic change</li> </ul>	
<b>DUNFERMLINE</b>	<ul style="list-style-type: none"> <li>Levering the full and already existing potential of the area for tourism and business may require a step change</li> <li>Significant demographic change ahead</li> <li>Health and wellbeing related issues are identified as important public concerns</li> </ul>	
<b>KIRKCALDY</b>	<ul style="list-style-type: none"> <li>Significant changes to the demographic profile</li> <li>Connections around the area</li> <li>Tackling areas of deprivation</li> <li>Changing the economic profile</li> </ul>	
<b>LEVENMOUTH</b>	<ul style="list-style-type: none"> <li>A changing older population is a challenge</li> <li>Lack of ambition and poor perception of the area is seen as a barrier</li> <li>Significant local assets which could generate tourist and employment potential</li> <li>Economic outlook is challenging</li> </ul>	
<b>NORTH EAST FIFE</b>	<ul style="list-style-type: none"> <li>Issues around rurality and isolation are challenging</li> <li>Demographic change, especially an older population which is expected to increase</li> <li>Availability of affordable housing and connectivity to jobs</li> <li>Increasing wider tourism and mitigating the effect of the winter</li> </ul>	
<b>SOUTH WEST FIFE</b>	<ul style="list-style-type: none"> <li>Challenging demographic change</li> <li>Need to make better use of existing tourism potential</li> <li>Connectivity and issues similar to those of rurality</li> </ul>	

## 5. National and International Context



The current wider national and international situation is important in considering Fife in a strategic context, possibly more so than any time in recent history.

The effects of the global economic crisis and the post 2008 recession are still being felt in Fife and this is an important context to be aware of. Currently, the main challenge is one of uncertainty. This is driven by changes in Britain's international relationships, particularly leaving the European Union (Brexit) <sup>14</sup> but also potentially in other ways such as the changing administration in the USA. The need to develop different trading arrangements with countries out with the EU such as China, India and the USA along with potentially the EU itself in a relatively short timescale is creating uncertainty and is likely to be challenging. This is expected to have a significant negative effect on the Scottish Economy, but less severe than the UK as a whole. 10 years from now, it is anticipated that there will be reduced level of trade with other EU countries. The impact is estimated to be that GDP for Scotland will be between £3bn and £8bn lower than it is now, with between 30,000 and 90,000 fewer people in employment. This will almost certainly impact upon Fife. In percentage terms, mining, refined petroleum and onshore oil and gas activities, face the largest potential reductions in employment and output. In absolute terms, the largest reductions are expected in wholesale and retail, transportation, accommodation and food sectors.

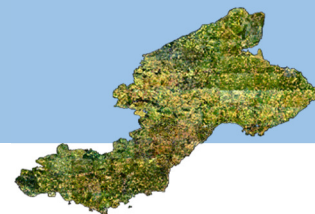
Under the Scotland Act (2016), certain areas of social security will be devolved to the Scottish Parliament to determine the structure and the value of the payments <sup>15</sup>. This amounts to 17% of all social security spend (£3bn) in Scotland. This includes benefits for carers, disabled people and those who are ill, as well as discretionary housing payment and other social fund payments (cold weather, winter fuel, maternity grant, and funeral payments). Scottish Parliament will also have powers over support to unemployed people through employment programmes. Welfare reform changes are likely to not only impact those in need of welfare, but also local economies where those monies would have been spent.

The Scottish Parliament has agreed to increase the top four bands of council tax (E-H) from April 2017 <sup>16</sup>. This will mean that the average band E household will pay an additional £105 per year, while the highest band (H) will pay an extra £517. This increase in council tax will raise around £100 million across Scotland. The Scottish Government intends to redistribute this additional income amongst all Scottish councils, to help improve national educational attainment. Fife is expected to be a beneficiary rather than a loser from this redistribution.

Audit Scotland's review of the NHS in Scotland 2016 found that NHS Boards are struggling to keep up with rising demand and cost pressures <sup>17</sup>. This strengthens the case for changing the way services are delivered. At the same time, Social Work services in Scotland are at a watershed. Current approaches to delivering social work services will not be sustainable in the long term <sup>18</sup>. There has been limited shift to prevention to meet the increased demand associated with demographic change. If services across Scotland continue to be delivered in the same way, an additional £510-£667m would be needed by 2020 (a 16 to 21% increase). Paying the Living Wage to adult care workers contracted to provide services will require an additional £199 million per year by 2020.



## 6. Population Change



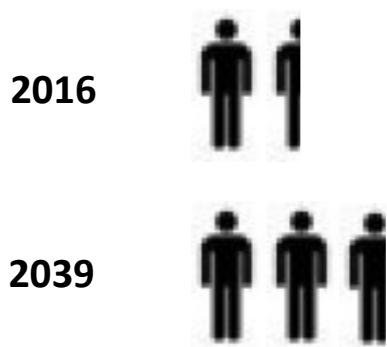
Changing demographics is one of the biggest challenges faced by Fife. Methods used nationally for projecting future population have changed recently<sup>3</sup>. These changes are to be welcomed and serve to damp down the levels of population growth previously identified to more realistic levels and are likely to more accurately predict the population levels seen at the next census. These projections identify a population which will grow over the next 25 years by 4.9%, which is a slower rate than previously projected.

The rate of increase of children will be relatively modest at 1.2%, peaking at 2023. Most increases are expected at secondary school age over the next 10 years.

The increase in older people to 2039 is expected to be around 46.3%, making this a strategic challenge. Growth levels in Fife's older age groups have remained unchanged from previous years' projections, making this the most reliable age group for predicting future numbers. The 75+ age group makes up three quarters of the predicted growth in older age groups increasing by 28,000 people by 2039.

Numbers of working age people will decline by 7.3% to 2039. Partly due to demographic change (3.5% decrease in age 16-64) but also due to pensionable age changes. A steady decrease in the number of people in the younger working ages (20-34) and mid-level working ages (35-49) is expected over the next 10-12 years before levelling off to 2039. Older working age (50-64) numbers are expected to increase by around 5,500 up to 2022, before declining to levels similar to those of younger working age groups by 2039. Brexit's potential to negatively impact on the migration of EU nationals is also a factor here.

Key to considering population change is the dependency ratio (figure X). This is the ratio between those of working age and the rest of the population. It gives a good indication of the capability of society to support children and older people. Currently there are 1.5 people dependent on each working age person, by 2039 this will rise to 2.8. An increase of 87% suggesting that this will become a strategic issue. Had changes to pensionable age not been brought in, this figure would have been 4.3 or a 187% increase, which would not have been sustainable.



**Figure 6.1 Change in the number of people dependent on each working age person**

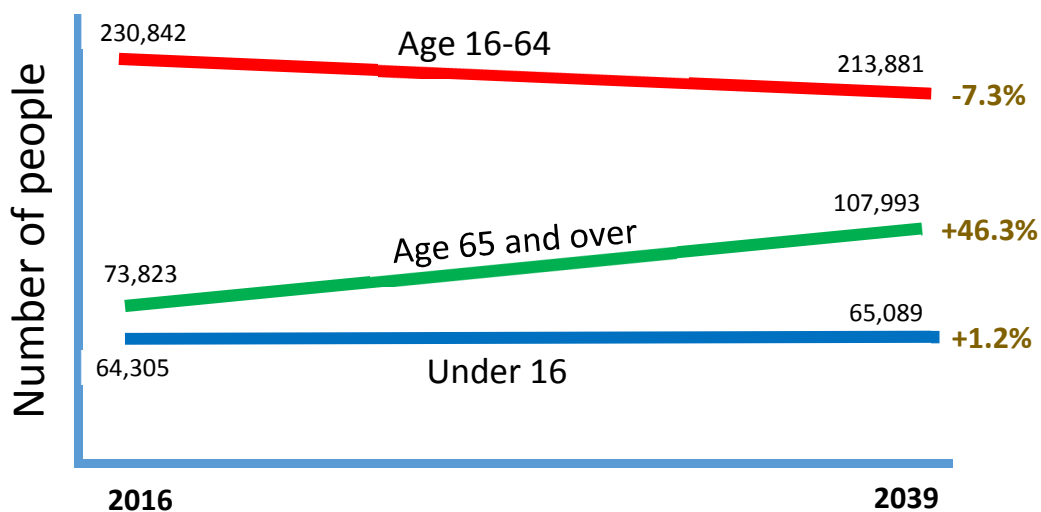
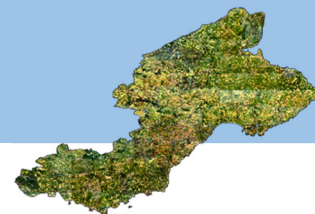


Figure 6.2 Projected population change for different age groups

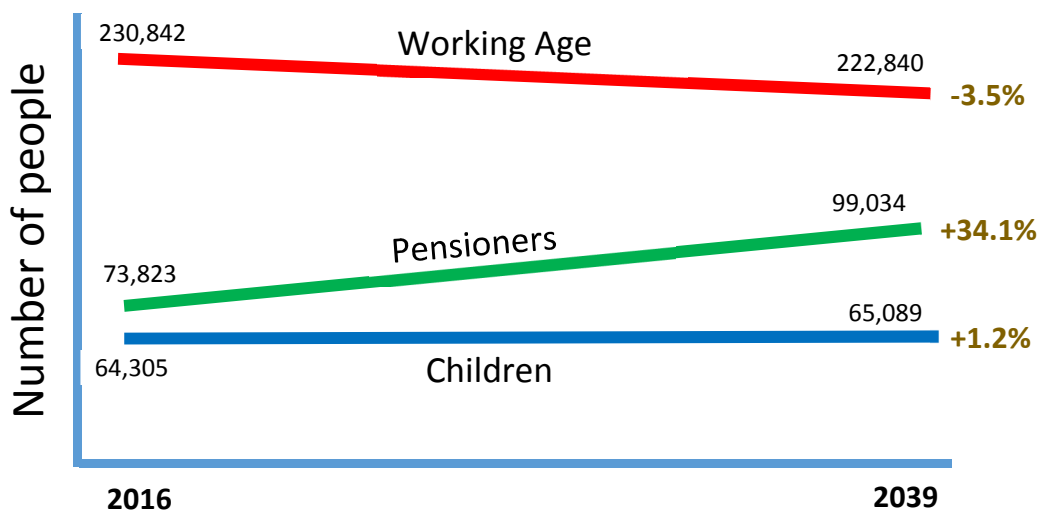
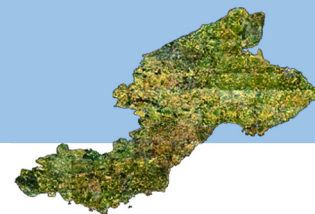


Figure 6.3. Projected population change for different life stages  
(Includes corrections for changing pension age)

# 7. Community Planning Outcomes



Community planning requires a good understanding of differences in outcomes across and within different neighbourhoods in Fife.

The Community Planning Outcomes Profiling Tool (Improvement Service, 2016) <sup>19</sup> uses a set of high level indicators to illustrate how different Community Planning Partnerships compare in relation to key life outcomes. This includes key life outcomes across early years, older people, safer and stronger communities, health and wellbeing, employment and economy.

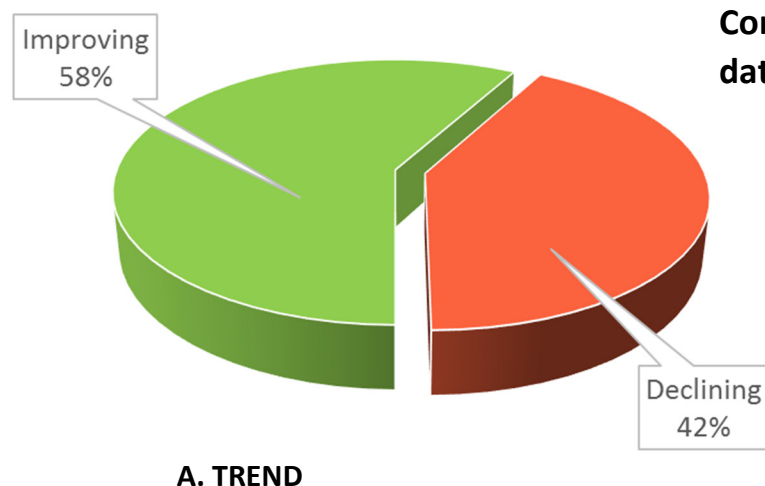


**Figure 7.1 Percentage of National Community Planning Outcome Profile Indicators which are tracking with the Scottish Average.** <sup>19</sup>

About a third of 16 indicators are tracking above (better than) the Scottish average

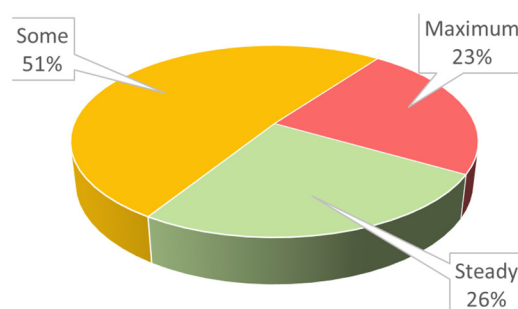
(Tracking means it is following the Scottish average)

Adapted from Improvement Service Source



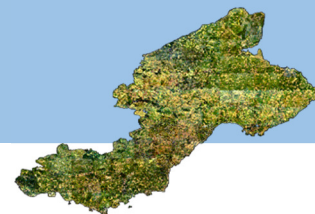
**A. TREND**

**Figure 7.2 The 3 year trend for 43 Fife Community Plan Indicators for which data was available at 2015/16** <sup>20</sup>

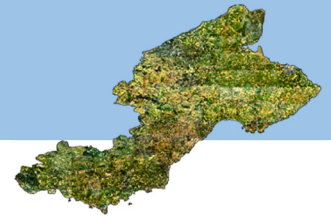


**B. CHANGES IN TREND OVER TIME**

(steady – no change, some – 1 change, Maximum – 2 changes, i.e. changed every year)



## 8. Fife as a Place



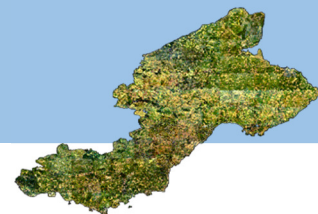
Fife residents rate where they live similarly in comparison to the rest of Scotland, with 56% feeling that it is a very good place to live <sup>20</sup>. Two out of three adults living in Fife perceive that their neighbourhood has stayed the same in the last three years, compared to just over half of adults living in Fife's most deprived areas, where a further one in five people perceive that their neighbourhood has improved over the last three years.

Places define us, give us a sense of belonging and are the backdrop to everything we do. Having good places to live our lives in can enrich us and make it easier to achieve our ambitions. Creating good places is genuinely difficult. Not least because circumstances change and a place that was ideal at one time may be less ideal at another. For instance, many towns and villages sprang up around the Fife coalfields, bringing jobs and thriving communities. When mining stopped, those communities remained but began to struggle as investment in the area reduced and there were fewer jobs for people. The location itself stayed much the same, but the sense of place, of having everything connected and working for the people, was reduced. Similarly, in our largest towns, that feeling of belonging that is found in many small towns and villages can be difficult to find. This can often mean that tailoring solutions to particular neighbourhoods is replaced by generic approaches, which further weakens the sense of ownership.

The Place Standard provides a way of identifying where improvement is needed across Fife: People in Fife tend to view where they live with mixed feelings, generally seeing it as adequate but with room for improvement <sup>22</sup>. Fife is generally seen as being safe and having good natural spaces, but where greater improvement could be achieved in relation to work and the local economy and in how they can influence what is going on around them to provide a greater sense of control (Figure 8.3). Depending on their interests and outlook on life, different people can view place in different ways. Our requirements of place change as we change, whether we grow older, have families or become less able. Most places are therefore multi-purpose; how 'good' they are will differ from person to person and from time to time.

People living in North East Fife, Dunfermline and Levenmouth generally rate their area most positively, while those living in Kirkcaldy or Glenrothes tend to rate their area less positively. There is variability within communities, and there are some significant differences between groups of people. For instance, women have a more positive view, and perceptions of place vary with age, while those with disabilities find it more difficult to move around. As expected in such a diverse area, there is significant difference between different parts of Fife. Note there is no obvious link between how people rate their place and the Scottish Index of Multiple Deprivation (SIMD) <sup>22, 23</sup>.



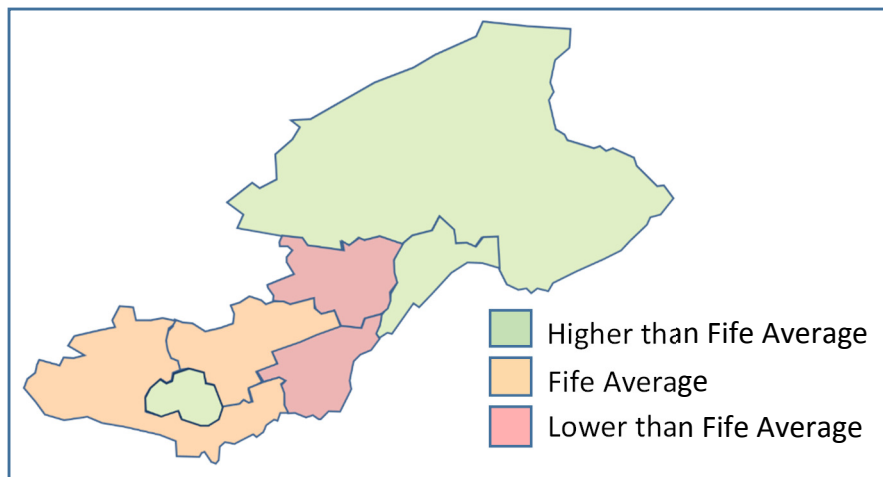
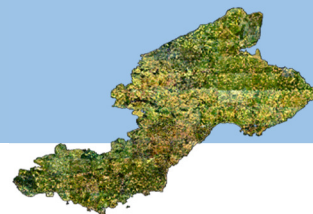


The trend is towards people holding similar views across all of Fife, but modified by the particular views of each area <sup>22</sup>. Notable exceptions are:

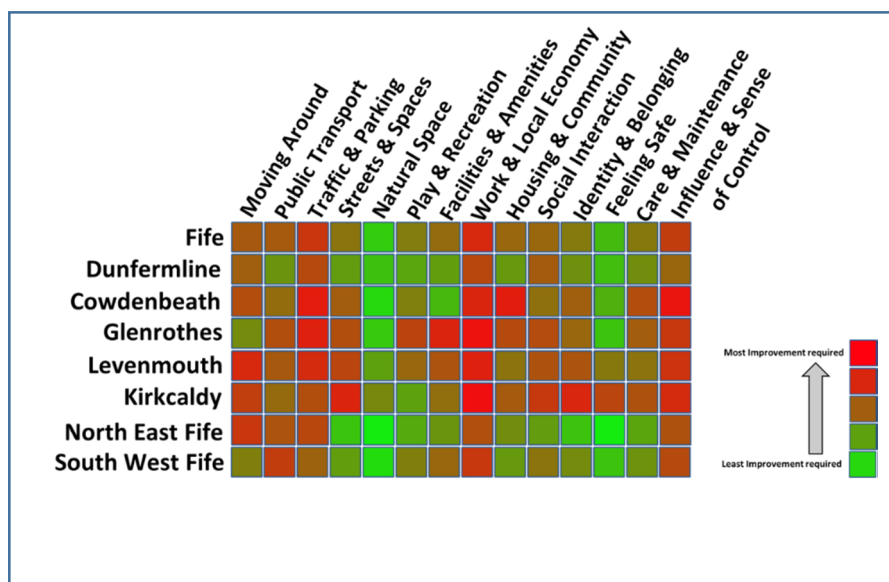
- People in Kirkcaldy and Levenmouth areas feel less safe than might be expected.
- People in Glenrothes and South west Fife find it easier to get around than elsewhere.
- Public transport is viewed more positively in Dunfermline.
- Kirkcaldy's streets and spaces are seen to have the most scope for improvement.
- Glenrothes' play, recreation, facilities and amenities are thought to need more improvement than may be expected looking across Fife as a whole.
- Housing and community have most room for improvement in Cowdenbeath
- North East Fife appears to do better for social interaction and identity, and belonging



**Figure 8.1 Aspects of Place which are considered to require the most improvement.**

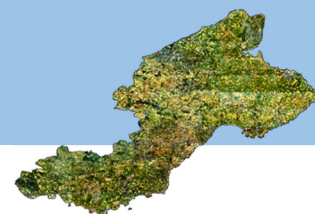


**Figure 8.2 Area Committee based map showing variation in the view of Place across Fife**



**Figure 8.3 Colour Shaded Diagram of how different aspects of Place are viewed across Fife**

# 9. Living in Fife



People's need for services varies throughout their life, and depending on the timing of life events. How people interact with, and how likely they are to get involved in the design and delivery of services in their local area, will depend on what directly affects them, or their families at particular points in their life.

In young people, through family nurture approaches and the implementation of a Curriculum for Excellence in Fife schools, improvements have been seen in literacy and numeracy levels in Fife by the end of P1, and at other key stages, including the end of P4 and P7 <sup>24</sup>.

At secondary school level (SCQF 4), the majority of pupils achieve required levels of literacy (92.1%). Numeracy (88.4%) has been improving in both the most and least deprived areas, but improvement has been slower in the most deprived areas. 67.7% of pupils achieved 3, 4 or 5 National 5 qualifications (which have replaced Standard Grades), which qualifies them for the most selective Modern Apprenticeships. 58.3% of pupils achieved one or more Higher, qualifying them to progress to college, for example to undertake an HNC. 41.1% of pupils achieved 3, 4 or 5 Highers, qualifying them to progress to Higher Education.

Although 92.1% of school leavers in Fife go on to a positive destination, the percentage going on to Higher Education (34.7%) is lower than Scotland, while participation in Further Education (34.5%) is higher than in other parts of Scotland.

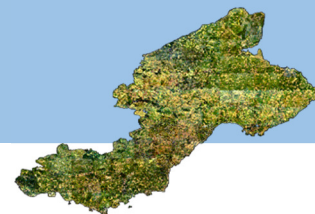
The opportunities and life chances of individuals are linked to their household circumstances, including income, employment, health, education, access to services, and housing, all of which are fluid and can change over time. Taking each of these different areas of life can help to build a picture across different parts of Fife.

**Table 9.1 Distribution of 20% most deprived datazones in Fife by SIMD Domain, showing change from 2012 to 2016 <sup>9</sup>**

Makeup of the index	SIMD Domain	No of datazones in 20% most deprived		Change
		2016	2012	
28%	Income	95	93	+2
28%	Employment	103	99	+4
14%	Health	73	36	+37
14%	Education, Skills and Training	97	92	+5
9%	Geographic Access	94	95	-1
5%	Crime	81	76	+4
2%	Housing	14	9	+5

Gradual increases in inequality are being seen over time, but still within what might be expected for Fife's share of Scotland's population (Table 9.1 and Figure 9.3 A).

However, not all people living in deprived areas are deprived, and not all people who are deprived live in deprived areas, suggesting that we need to understand the different types of



people and types of household in different parts of Fife, and to look at how well they are doing, both within Fife, and relative to other similar types of people living elsewhere in Scotland.

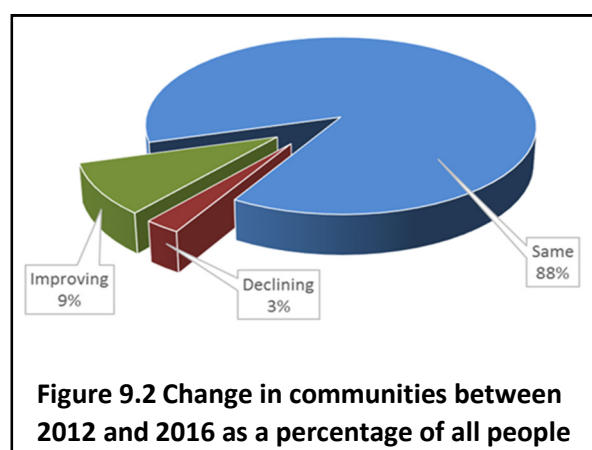
Analysis of each Fife neighbourhood, relative to its peer group (based on 67 clusters of similar neighbourhoods across Scotland) (Figure 9.3 B) highlights that there are large swathes of areas in Fife – which although they do not feature among the most deprived in Scotland - are not doing as well as other similar types of neighbourhoods elsewhere in Scotland <sup>25</sup>. People living along the M90 corridor appear to be doing well relative to other similar communities elsewhere in Scotland.

When we look at this based on the main type of household within each area (2011 Census Output Area Classification) (Table 9.2 and Figure 9.4) we can see that deprived neighbourhoods in Fife are not doing as well as might be expected, and that rural areas, although relatively less deprived within Fife, are similarly not doing as well as might be expected for other similar types of households elsewhere in Scotland <sup>26</sup>.

For 88% of people living in Fife there has been little change in how their community is doing relative to other similar people elsewhere in Scotland between 2012 and 2016 (Figure 9.2) <sup>25, 26</sup>

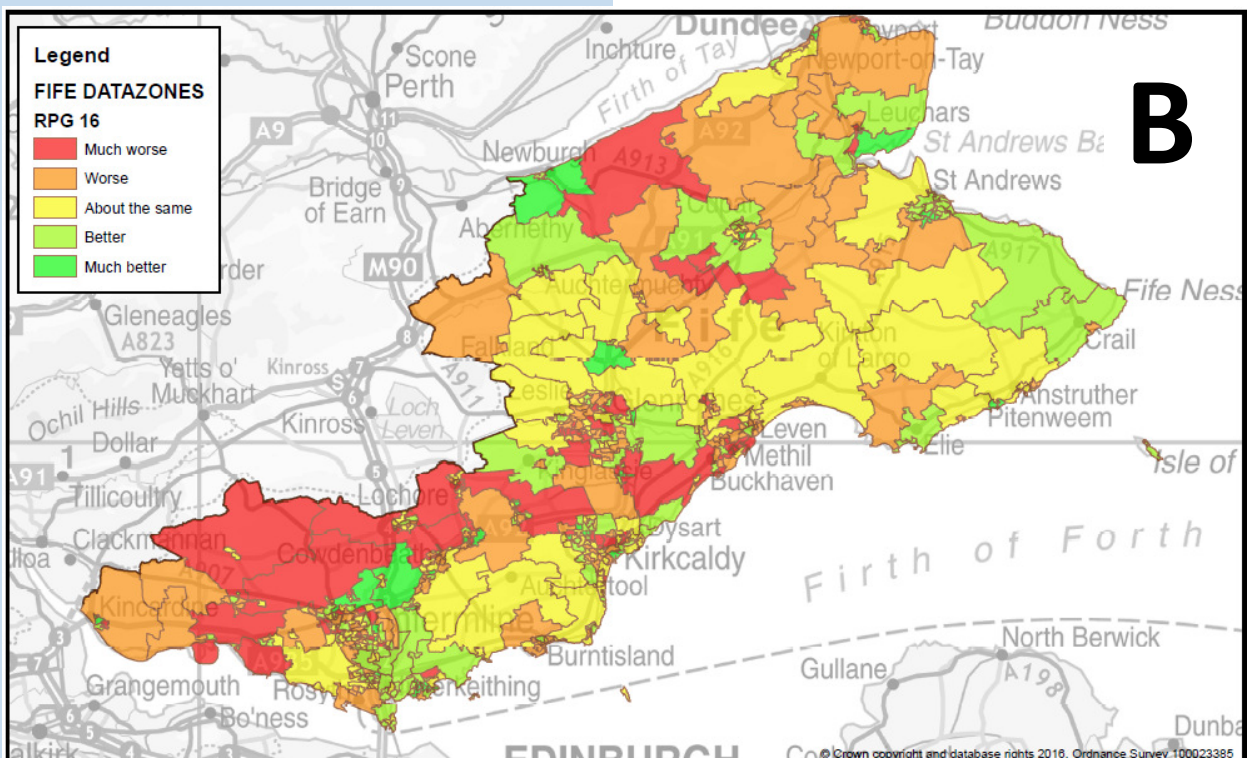
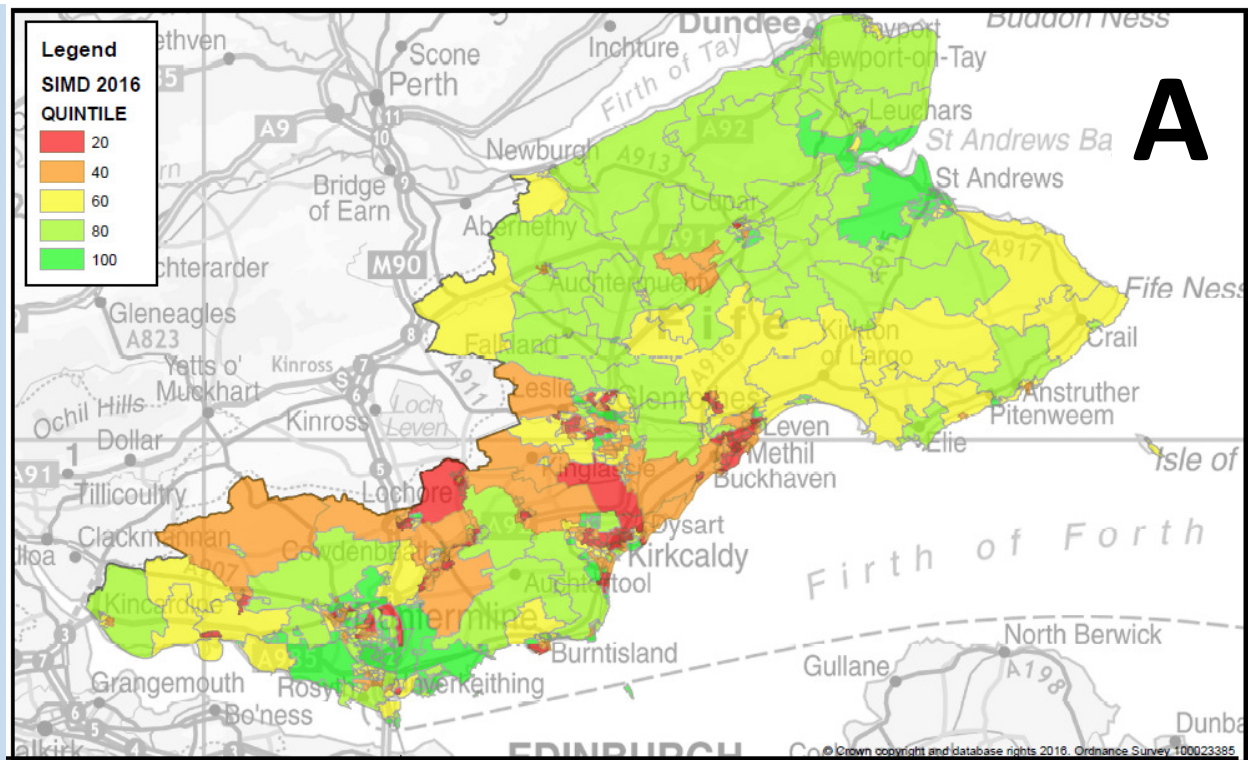
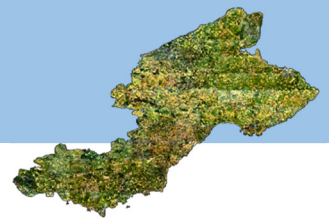
9% of Fife communities have improved relative to other similar people in other parts of Scotland.

3% of people in Fife are doing worse in 2016 relative to how they were doing in 2012.



Students (mainly St Andrews), and Professional Service Cosmopolitans, are doing particularly well in Fife compared to other similar people elsewhere in Scotland. While Fife has a relatively small minority ethnic population, multi-ethnic suburban households, and hard-pressed ethnic households are doing much better in Fife than other similar types of people elsewhere in Scotland.

There is considerable variation in how well different types of retired households are doing, with retirees in rural areas not faring as well as retirees in suburban areas.

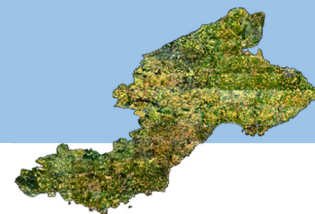


**Figure 9.3 Scottish Index of Multiple Deprivation (SIMD) 2016.**

A. SIMD by quintile, from red (most deprived) to green (least deprived) <sup>9</sup>

B. SIMD for each area compared to demographically similar areas in Scotland. <sup>9, 25</sup>





Community Category		RPG	Change
RURAL	Ageing Rural Flat Tenants	-0.5	
	Agricultural Communities	-6.4	
	Detached Rural Retirement	-7.9	↑
	Established Farming Communities	-3.3	
	Older Farming Communities	-2.0	
	Renting Rural Retirement	-5.7	↑
	Rural Employment and Retirees	-8.2	
	Rural Life	1.5	
	Rural White-Collar Workers	0.2	↑
	Rural Workers and Families	1.4	↑
COSMO-POLITAN	Migrant Commuters	2.0	
	Migrant Families	2.2	
	Professional Service Cosmopolitans	11.2	
	Student Communal Living	11.4	
	Student Digs	11.0	
	Students and Professionals	12.4	↑
URBANITES	Communal Retirement	-3.9	
	Delayed Retirement	-0.6	
	Families in Terraces and Flats	3.7	
	Multi-Ethnic Professionals with Families	2.2	
	Self-Sufficient Retirement	-0.2	
	White Professionals	5.2	
SUBURBANITES	Ageing in Suburbia	3.8	
	Comfortable Suburbia	2.5	
	Detached Retirement Living	0.8	
	Indian Tech Achievers	1.8	
	Multi-Ethnic Suburbia	11.4	
	Older Workers and Retirement	1.4	
	Semi-Detached Ageing	0.2	
	White Suburban Communities	1.6	↑
CONSTRAINED CITY DWELLERS	Ageing Communities and Families	-1.6	
	Challenged Transitionaries	-2.3	
	Constrained Young Families	-5.7	
	Deprived Neighbourhoods	-14.1	
	Eastern European Communities	-6.8	
	Endeavouring Flat Dwellers	-1.3	
	Hampered Aspiration	0.9	
	Multi-Ethnic Hardship	-5.5	
	Outer City Hardship	-5.5	
	Retired City Hardship	6.2	↑
	Retired Communal City Dwellers	-5.6	↑
	Retired Independent City Dwellers	-11.0	
	Transitional Eastern European Neighbourhoods	-2.4	
HARD PRESSED LIVING	Ageing Industrious Workers	-2.0	↑
	Ageing Rural Industry Workers	-2.2	
	Deprived Blue-Collar Terraces	-6.7	↓
	Hard-Pressed Ethnic Mix	9.7	↑
	Hard-Pressed European Settlers	0.6	
	Hard-Pressed Rented Terraces	-5.5	
	Industrious Hardship	-5.4	
	Industrious Transitions	-4.7	
	Renting Hard-Pressed Workers	-2.5	
	Young Hard-Pressed Families	-0.8	



**Table 9.2 Community Types in Fife compared to demographically similar communities in Scotland.** <sup>25, 26</sup>

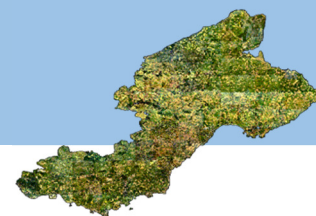
Communities are the Office for National Statistics Census Output Area Classifications 2011.

RPG is relative to Peer group index, zero is same, negative is less favourable, positive is better. Colours show red as poorest performing to green, best performing

Change shows direction of change from 2012 to 2016, no arrow indicates no significant change.



# 10. Poverty



Poverty is one of the most intractable problems faced by the people of Fife. Not only does it result in poorer life outcomes for individuals, but a vicious spiral is set up which makes it increasingly unlikely an area will be released from poverty as time goes on.

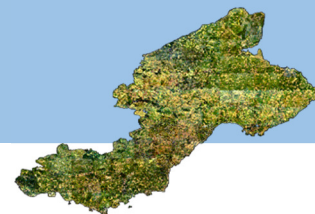
It is estimated that £1 in every £5 of public money is spent dealing with the consequences of poverty. Consideration of the issue of poverty in Fife is set against a backdrop of austerity, squeezed public sector budgets, and the need to make large scale savings in the cost of delivering local public services.

More than two thirds of all money spent by Scottish Councils is on pro-poor, very pro-poor or neutral-poor services. Councils across Scotland, including Fife, have sought to make the required savings from back office or pro-rich services. While Councils have sought to minimise cuts to pro-poor services, it will be difficult to avoid making cuts to services to lower-income groups, given that these services account for such a large share of total expenditure <sup>27</sup>.

Social Impact of the 2016-17 Local Government Budget: Savings as a share of Expenditure						
Classification	Types of services			Fife	Scotland	
Pro-Rich		Parking		Museums & Galleries	15%	12%
Neutral-Rich		Road Construction		Parks & Open Space	8%	7%
Neutral		Pre-primary Education		Waste Management	8%	6%
Neutral-Poor		Libraries		Secondary Education	1%	2%
Pro-Poor		Older Persons Social Work		Local Authority Public Transport	2%	2%
Very Pro-Poor		Social Work for Children & Families		Citizens Advice	5%	4%
Back Office		Finance		Support	17%	17%

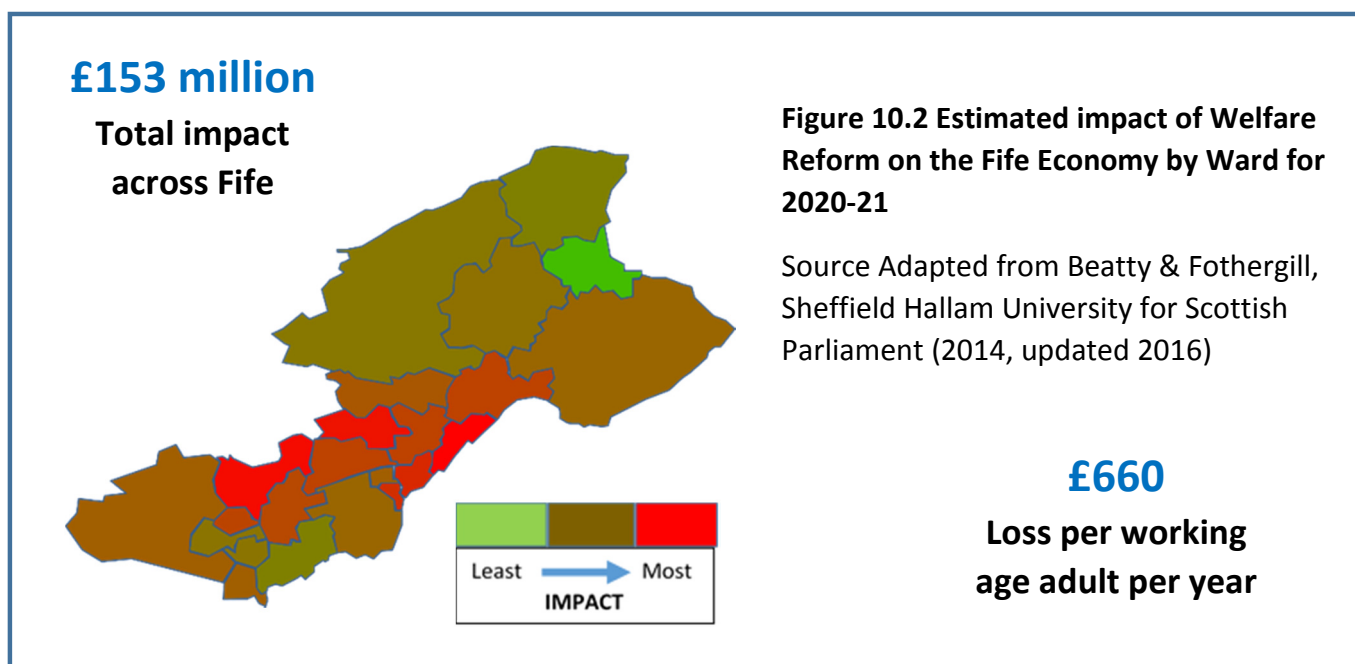
**Figure 10.1 The Social Impact of the 2016-17 Local Government Budget. Distribution of savings as a share of expenditure on pro-rich, neutral or pro-poor services, Scottish Parliament Information Centre (2016)**

The public do not always see poverty as an issue that local authorities should be tackling <sup>28</sup>. There is the question of whether public authorities actually themselves believe that they are able to influence and prevent poverty. Often communities are limited in their ambitions about what action they might take to help people through, and out of, poverty in their local neighbourhoods.

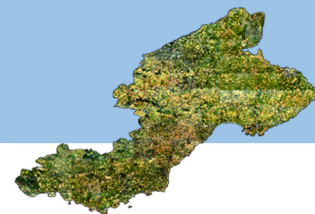


The UK government has been making major changes to the system of welfare in the UK, the impact of which has not yet fully been seen in Fife. The next welfare reform changes being introduced in Fife are to the Benefit Cap (reduced to £20,000 per household). These are expected to affect around 400 households, and most will see the changes take effect from December 2016. Locally, additional funding has been provided to mitigate the impact of welfare reforms, but this funding is temporary, and not guaranteed over the longer term.

Significant amounts of money have been lost to the local economy as a result of benefit changes. The estimated financial losses for Fife claimants from post-2015 welfare reforms by 2020-21, adds £74m per year to the original estimate (£107m for Fife, revised downwards to £78m), an additional loss of £320 per working age adult per year. The total of this is around £153m<sup>13</sup>. The map below (Figure 10.2) shows the estimated loss for Fife, with poorer areas hit hardest:



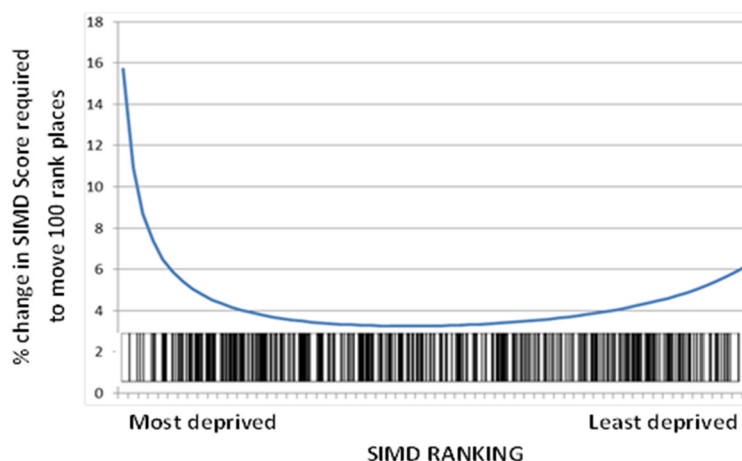
It is common to take a place based approach to tackling poverty in Fife, based on an area's relative ranking on the Scottish Index of Multiple Deprivation. However, it requires different levels of effort and resource to effect change in different neighbourhoods to effect improvement in these neighbourhoods both within Fife and across Scotland. It is most difficult to effect change in the most deprived neighbourhoods, suggesting that major infrastructure changes, or a critical mass of coordinated activity by partner agencies may be required, rather than small scale funding of neighbourhood projects. With limited public money available, more might be achieved by focusing on improvements in areas that are relatively less deprived, from which there might be benefits to the wider community, including the most deprived areas of Fife.



A particular aspect of poverty is the way in which it interconnects with other issues. A range of feedback mechanisms means that a poor area will be relatively difficult to improve than a better off area (Figure 10.3) <sup>29</sup>. As an area moves further into poverty, a range of behaviours, expectations and wider perceptions begin to emerge which make it less and less likely that the area will move out of poverty. A situation is created where mitigating the symptoms of poverty rather than addressing the underlying causes becomes increasingly more likely. This includes the effects of ill health, crime, anti-social behaviour and lack of ambition. This creates a vicious spiral, breaking this cycle requires multi-agency approaches often over long periods of time.

The chart shows that the most deprived areas require a greater magnitude of improvement in the absolute SIMD score to improve in rank than other areas, at the most extreme requiring a fourfold improvement for the same rank change as seen in the majority of datazones.

The 'DNA' chart at the base shows the distribution of datazones on this chart in Fife.



**Figure 10.3 Relative effort required to improve SIMD ranking by level of deprivation in Fife.**



# 11. Health and wellbeing

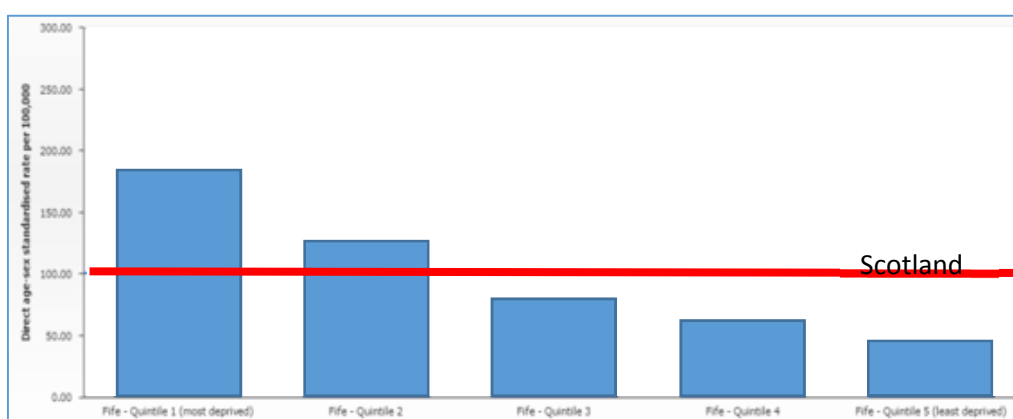


One of the most persistent and important challenges faced in Fife across all age groups and in all areas of Fife are inequalities between the health of people living in the most and least disadvantaged circumstances in Fife, and this is not reducing. The latest Scottish Index of Multiple Deprivation (SIMD16) <sup>9</sup> reveals a relative worsening of Health in Fife, particularly in parts of Central Fife.

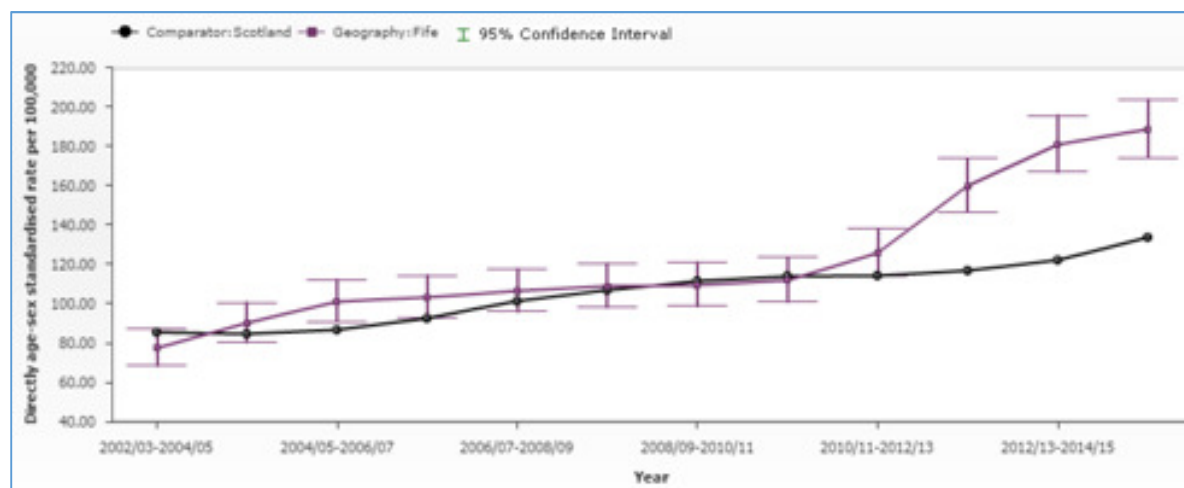
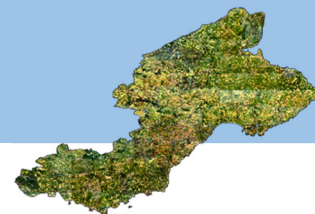
People experiencing disadvantaged life circumstances are more likely to develop a long term condition at an earlier age, experience more health problems during their lives and have shorter lives.

For example in the most disadvantaged areas of Fife compared to the least:

- Improvements in mortality rates (15-44 year olds) <sup>30</sup>, have been greater in least deprived areas, with 4 times as many dying prematurely in most deprived areas (Figure 11.1):
- Life expectancy is less for both men (8 years) and women (7 years), and the gap is widening in relation to premature mortality (deaths under the age of 75) <sup>31</sup>.
- Hospital admissions due to alcohol are 6 times higher. Alcohol related admissions are increasing in the least deprived areas of Fife <sup>32</sup>.
- Drug-related hospital stays are more than 18 times higher <sup>33</sup>. This has increased sharply in the last five years across both most and least deprived areas (Figure 11.2). Fife has the 4<sup>th</sup> highest number of drug-related deaths per 1,000 problem drug users <sup>34</sup>.



**Figure 11.1 – All cause mortality (15 to 44 year olds) by SIMD Quintile, ScotPHO profiles**



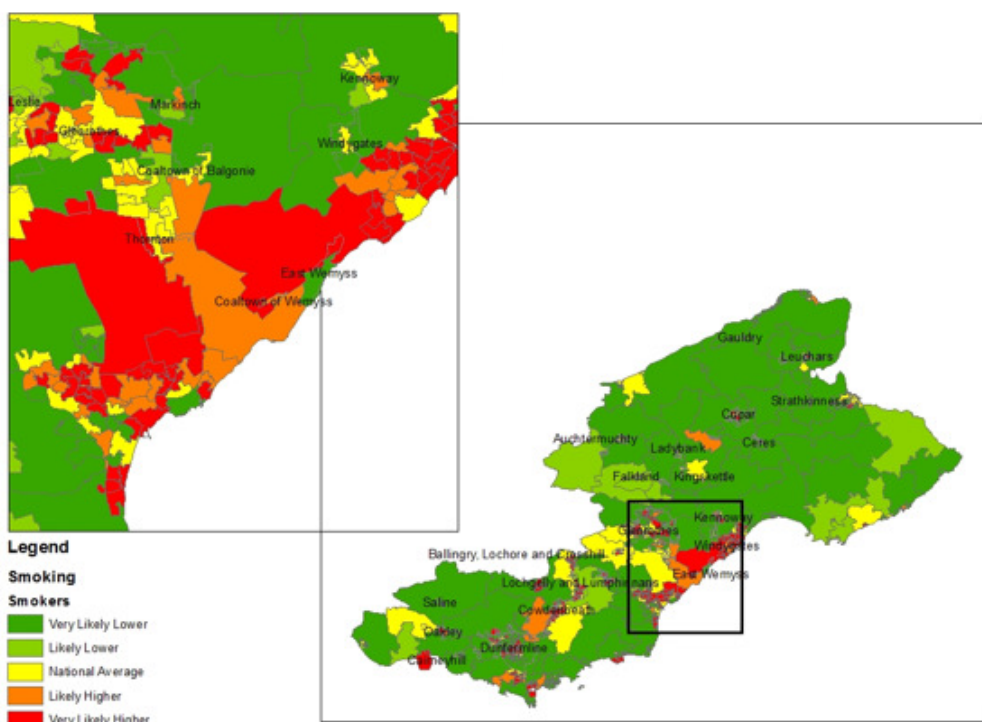
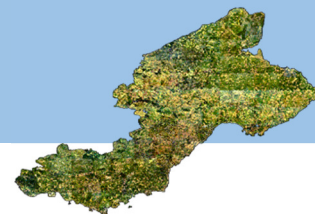
**Figure 11.2 – Trends in drug-related hospital stays, ScotPHO profiles**

Where people in Fife are generally living longer (77.7 yrs Males, 81.5 yrs Females), a person aged 65 is expected to live for a further 18 years on average, but only 10 of those in good health <sup>35</sup>.

Fife, like Scotland, has an increasing number of people living with one or more long term conditions - estimated 48% of the adult population of Fife <sup>36</sup> - with increases also seen in prevalence of specific conditions such as diabetes <sup>37</sup>. While Fife has one of the highest proportions of people achieving recommended physical activity guidelines in Scotland it has low levels of healthy eating and high levels of obesity <sup>38</sup>.

Mental health conditions contribute significantly to the number of long term conditions with a third of population now estimated to have been affected <sup>39</sup>. People with a long term condition are more likely to be admitted to hospital, stay longer once there and may require ongoing support in their own homes which provides challenges for both health and social care <sup>40</sup>.

Long terms conditions are not just experienced by people in older age but increasing age is associated with increasing multiple morbidity; 65% of people aged 65 and over have more than one long term condition <sup>41</sup>. It is estimated that there could be 9,500 people affected by dementia living in Fife in the next 15 years <sup>42</sup>. As the size of our older population, and the number with complex multiple needs, grows they will require increased health and social care provision and new and innovative ways of delivering the services required.



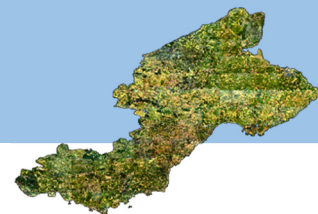
**Figure 11.3 – Small area estimates of Smoking prevalence (Source: Scottish Survey Core Questions, Scottish Government, data in development, 2016) <sup>43</sup>**

Our health behaviours contribute significantly to our health outcomes and play a key role in the development of a range of both acute and chronic or long term conditions.

While smoking rates in Fife have been gradually decreasing, smoking attributable admissions, smoking pregnancy and smoking prevalence in school aged children are significantly worse in Fife than Scotland. Smoking rates are more than 2.5 times higher in the most deprived compared to the least deprived areas <sup>44</sup>.

Cancer remains the leading cause of death in Fife followed by heart disease but mortality rates for both of these conditions have reduced as have rates of people being diagnosed with these conditions <sup>45</sup>. However, there were still more than 1,000 deaths and more than 2,000 new cases of cancer in Fife last year, of which lung cancer was the main cause <sup>46</sup>.

## 12. Economic Fife



The economic picture across Fife varies greatly. Top level figures are encouraging, examples include turnover increased 18% in 3 years, better business survival have improved 15% in 3 years to 2015 tourism doubling in 5 years to 2014 and increasing employment rate (1.8% in 3 years). Generally economic performance mirrors that of Scotland as a whole (figure 7.3) and there are real economic challenges both locally and likely to come from the national context e.g. Brexit.

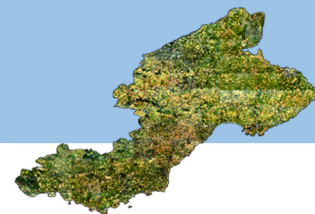
The top level figures can hide significant local issues which are often of significant strategic importance. In particular the Mid Fife and Glenrothes parliamentary constituency has the 3<sup>rd</sup> highest level of unemployment in Scotland <sup>47</sup>, and the associated deprivation is resulting in significantly reduced life outcomes.

Town centres are identified by local community planning groups as a concern <sup>2</sup>. Vacancy rates in Fife town centres at 15% are significantly higher than Scotland as a whole (10%) <sup>48</sup>. While Fife has a relatively large number of town centres (50 or so depending on definitions used), there are relatively few major economic areas (Figure 12.1) <sup>49</sup>. This hints that the perception that the number of these centres is unsustainable may be correct.

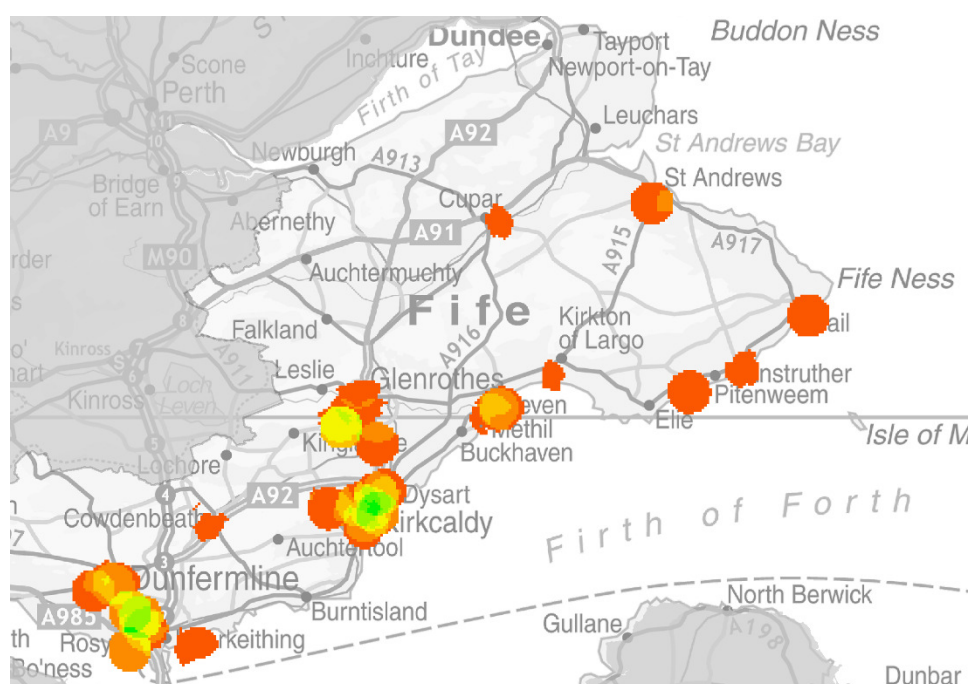
The survival of new businesses is lower than the national average, although this is improving <sup>50</sup>. Generally Fife has slightly fewer small (10-49 employees) than expected but more medium (50-249) <sup>51</sup>. A number of recent significant closures such as Longannet Power Station and Tullis Russel Papermakers have had the potential to create major strategic issues, but intervention measures have mitigated the worst of this. Working life in Fife is similar to national averages, with median pay only slightly below this <sup>52</sup>. Employment rates suffered as a result of the post 2008 recession and while this has not fully recovered, it is on target to do so (Figure 12.3) <sup>53</sup>. Generally output is lower than expected and GVA is 31% lower than the national average <sup>54</sup>.

The greatest success is in the tourism sector, with a 104% increase from 2008 to 2015 <sup>55</sup>. However, there is a strong perception in local community planning groups that this is improvement against a low baseline when considering the potential for tourism in Fife <sup>2</sup>. This improvement has occurred since the 2008 recession and reflects the rise of stay at home holidays. There are examples of under used local assets which have tourist potential. These include a range of outdoor activities and cultural, historic and natural heritage. The challenge will be to develop this new demand while continuing to support and enhance existing demand (e.g. winter provision in existing tourist offerings).

Both welfare reform changes and public sector austerity is likely to impact the Fife economy <sup>13</sup>. Welfare reform (£153m) and austerity (£14m) will result in £167m less going into the local area which will significantly impact the economy. To put that in context, it is around 3.5% of Fife's total GVA <sup>54</sup>, although not all of it will be spent locally.



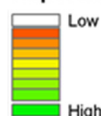
The economic issues affecting the central parts of Fife only partly have their roots in limited jobs. Levenmouth has some of the most deprived parts of Scotland <sup>9</sup>, employment opportunity on the doorstep is limited whether measured by PAYE companies (Figure 12.4) or industrial employment activity (Figure 12.5) which are two measures of employment availability.

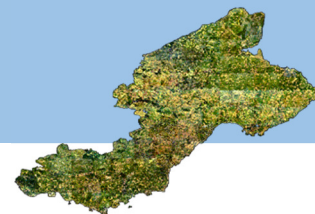


**Figure 12.1 Centres of Reported Business Turnover in Fife** <sup>49</sup>

Source: MINTUK Companies Data

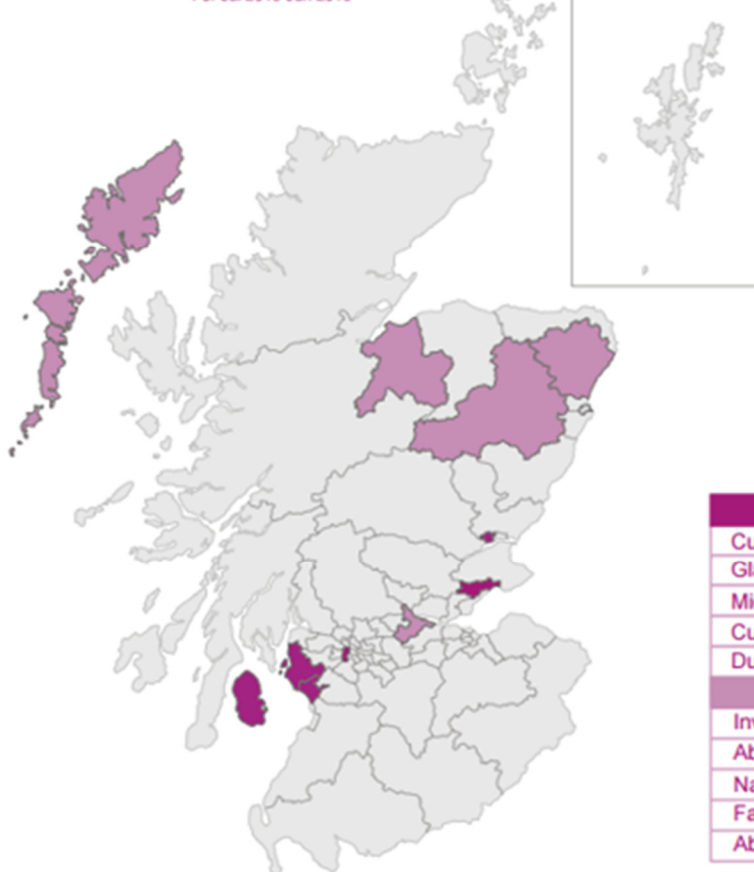
**Reported Companies Turnover**





### Constituencies with highest and lowest rates of unemployment

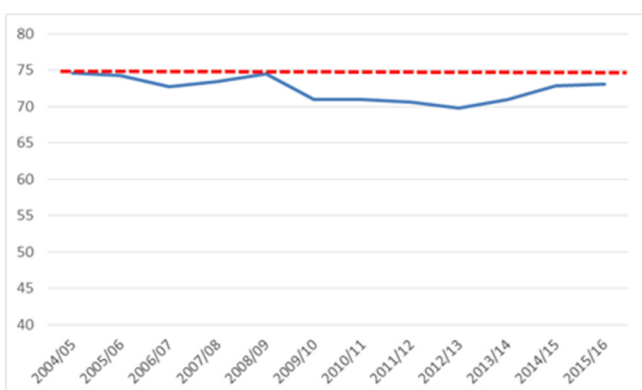
For Jul 2015-Jun 2016



**Figure 12.2 – Constituencies with highest and lowest rates of unemployment.** <sup>47</sup>

July 2015 – June 2016, SPICe Labour Market Update, October 2016

Highest	
Cunninghame South	10.5%
Glasgow Pollok	10.2%
Mid Fife and Glenrothes	10.1%
Cunninghame North	9.6%
Dundee City West	9.5%
Lowest	
Inverness and Nairn	2.2%
Aberdeenshire West	2.3%
Na h-Eileanan an Iar	2.5%
Falkirk East	2.5%
Aberdeenshire East	2.6%

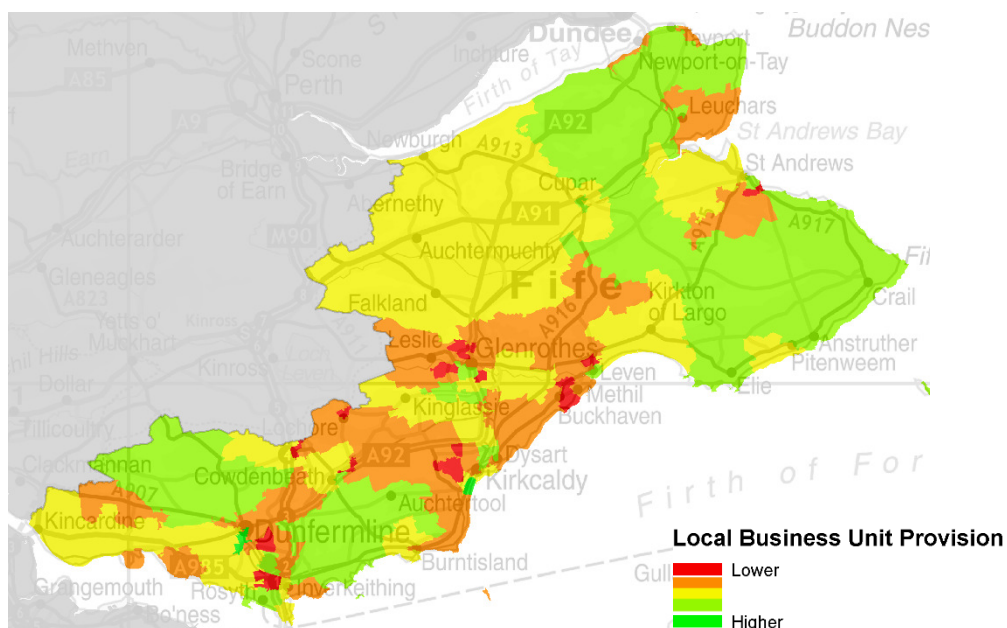
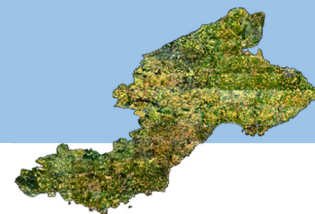


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Level at  
recession

—  
Employment  
rate

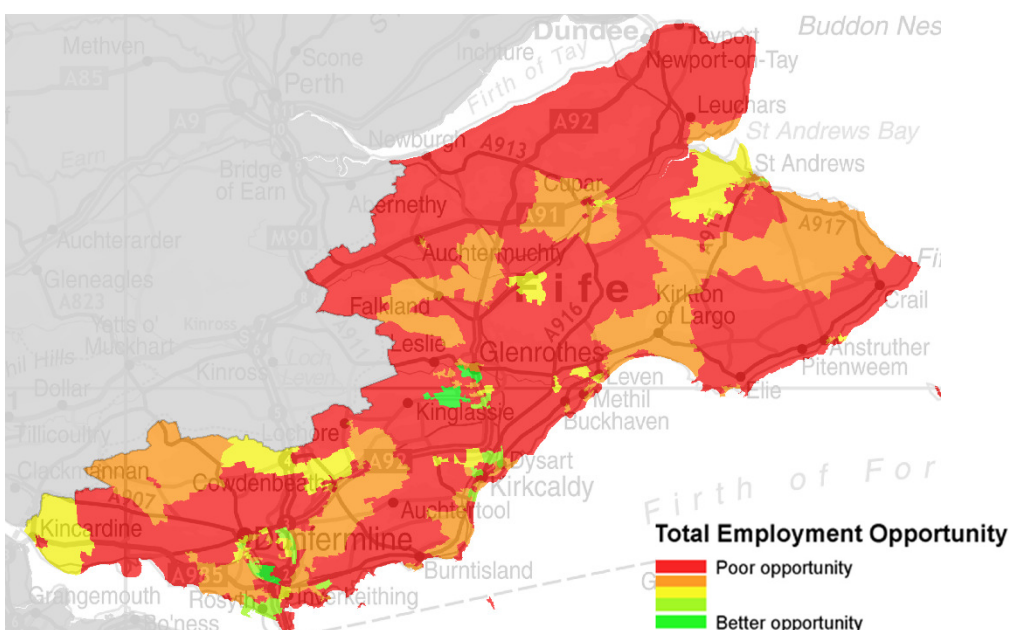
**Figure 12.3 Employment rate compared to level at 2008 recession** <sup>53</sup>





**Figure 12.4 Pay As You Earn (PAYE) Businesses of all types per head of population** <sup>56</sup>

Based on NOMIS UK Business Count information

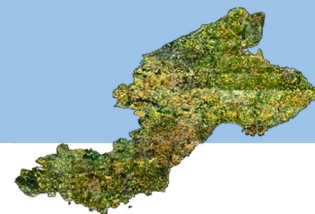


**Figure 12.5 Industrial Employment Opportunity across all sectors** <sup>57</sup>

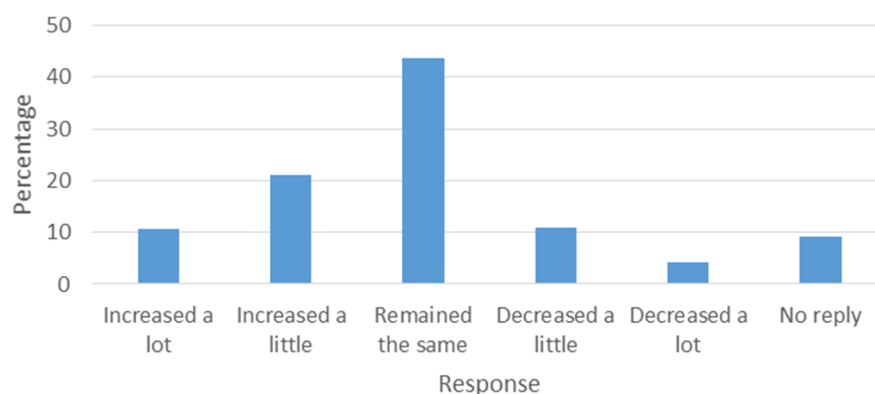
(Excluding farm agriculture)

NOMIS Official labour market statistics, workplace employee survey 2015

# 13. Safer Fife

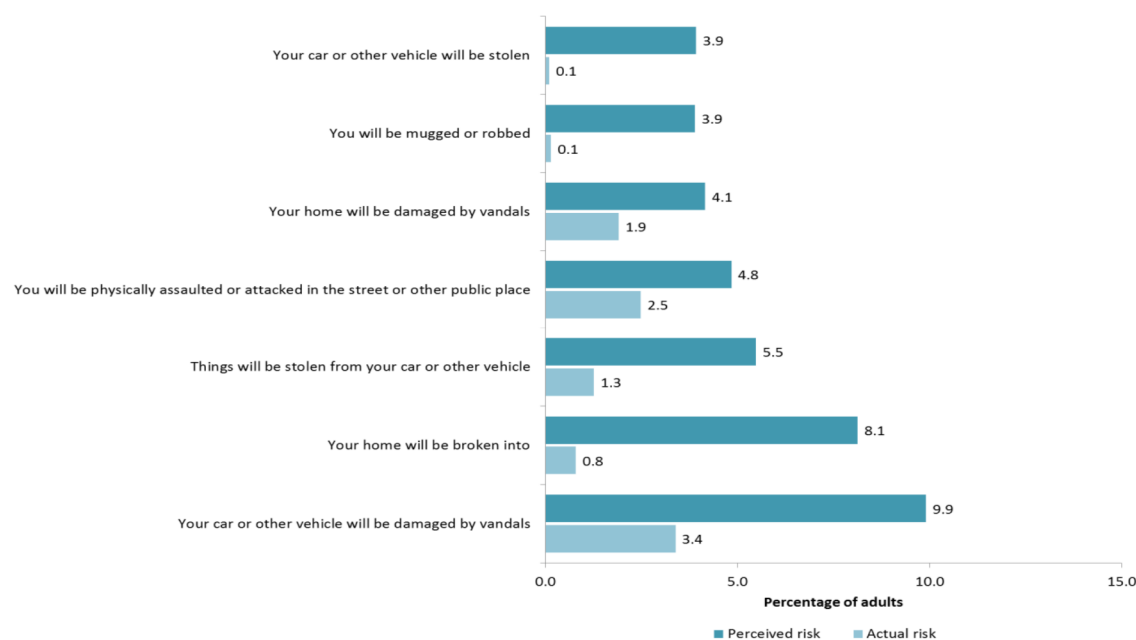


Fifers continue to rank antisocial behaviour as their top local policing priority, with drug dealing/misuse, violent crime, housebreaking and child abuse also identified by residents as priority areas. In comparison to the Scottish average, Fifers are more likely to say that crime in their local area has decreased over the last year, or remained the same.

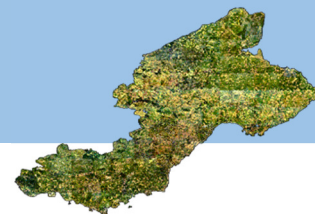


**Figure 13.1 Perception of Crime in Fife #Yourviewcounts in Fife, Police Scotland (2016)**

Despite this there remains a disconnect – at both a Scottish and Fife-wide level - between fear of crime and the likelihood of residents becoming victims of crime. This leads to residents in areas of low crime over-estimating their risks of becoming victims.



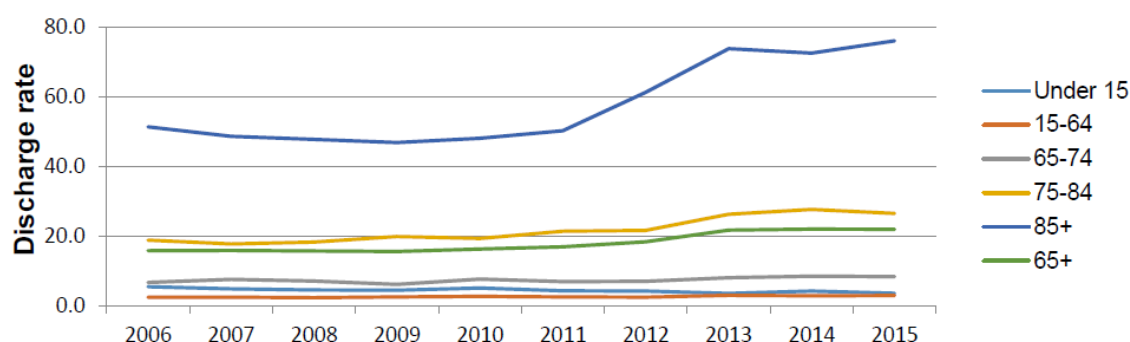
**Figure 13.2 Perceived versus actual risk of being a victim of a crime (Scottish Crime & Justice Survey 2014/15)**



While overall charge numbers reduced between 2014/15 and 2015/16, Assaults (both serious and common), Vandalism and Threatening and abusive behaviour were among the charge types to increase over this period. Recent crime trends have seen an increase in rural thefts, with North East Fife particularly affected. Following the EU referendum, while reported instances of Hate Crime increased by 41% in England and Wales, crimes reported to Police Scotland represented a lower total, over the same period.

The total number of road casualties in Fife has continued to fall, mirroring a sustained national reduction. Although collisions involving young drivers (aged 25 or under) still feature disproportionately in crash statistics, a consistent reduction has been seen in this age group, due to a priority focus in this area.

While Fife has a lower rate for unintentional injuries for adults and children, admissions for falls have seen a marked increase, particularly in the 85+ age group. Falls account for two-thirds of unintentional injuries, and half of falls admissions are for those aged 75+. Falls are the primary factor linked with 89% of hospital admissions for this age group. Falls are linked to half of hospital admissions for the 0 to 14 age group.

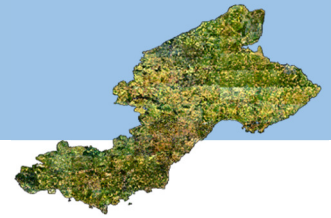


**Figure 13.3 - Emergency hospital fall discharge rates (Fife), Years ending 31 March, 2006-2015**

Kirkcaldy and Levenmouth are both linked with a higher proportion of deaths from unintentional injuries than might be expected. Cowdenbeath area has a greater proportion of ambulance calls and Accident and Emergency attendances than is expected for its share of the Fife population.

Fife continues to have a lower rate of accidental dwelling fires, and the proportion of casualties arising from accidental dwelling fires has decreased over the last five years. Living alone and smoking are both factors strongly linked with accidental dwelling fires in Fife. There is a strong link between accidental dwelling fires and deprivation.

# 14. The Fife Environment



The way we manage that environment is key to how we deliver a wide range of outcomes from health and wellbeing, economic outcomes and reducing the effects of climate changes. The Fife environment is also a key asset, for instance, the outdoor space being voted number 1 for 8 consecutive years in Scotland from a tourist perspective <sup>63</sup>.

The environment is generally of good quality in Fife. Air quality remains high with issues tending to be short term and rare. Only one street in Dunfermline remains problematic in this regard (Appin Crescent) while another site in Cupar has improved <sup>64</sup>.

Fife has achieved relatively good levels of household recycling for some years. Over half (57.1%) of all waste is diverted from landfill <sup>65</sup>. While performance in this regard looks stable, the monitoring regime does not recognise some types of recycling (e.g. wood going to biomass plants) which produces lower figures than may otherwise be the case.

Climate change is a significant concern, particularly in regard to flooding and extreme weather events. Fife is reducing its carbon footprint in all sectors except transportation, which has increased 0.5%. However, overall carbon footprint has improved 19.9% between 2005 and 2014. Over half (55.4%) of all electricity used in Fife is from renewable sources, with a significant shift in development from wind and biomass production to solar <sup>66</sup>.

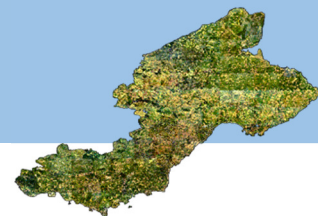
Reducing the impact of future climate change will be a strategic priority for some time, with the impact likely to be major for 3% of all households due to flooding. Protecting these households is estimated to cost in the region of £323 million <sup>67</sup>. Solutions involving 'natural services' are being employed. These are cheaper and often more sustainable long term. Shoreline management options include soft defences, such as stabilising sand dunes (Figure 14.1), while developing wetlands to minimise the impact of flooding not only provides an engineering solution but addresses the development of a priority habitat in Fife.



**Figure 14.1 Soft engineering at West Links, St Andrews.**

These defences can be more cost effective and resilient than hard engineering. In this example it is being used to protect a site with a worldwide reputation.





Greenspace quality is variable across Fife, generally while there are some outstanding individual examples of high quality greenspace, most areas are of reasonable or poorer quality (Figure 14.4) <sup>68</sup>. Access to this space is also very variable across Fife (Figure 14.5) when considered at a population level. There may be scope to consider how we are using our greenspace assets, particularly as research suggests green infrastructure can boost town centre trade by 40%, reduce water runoff in residential areas by 10% and in cost terms £1 of volunteer spend returns £4 of benefit.

**Figure 14.2 Wild flower planting to enhance greenspace**

Beveridge Park, Kirkcaldy



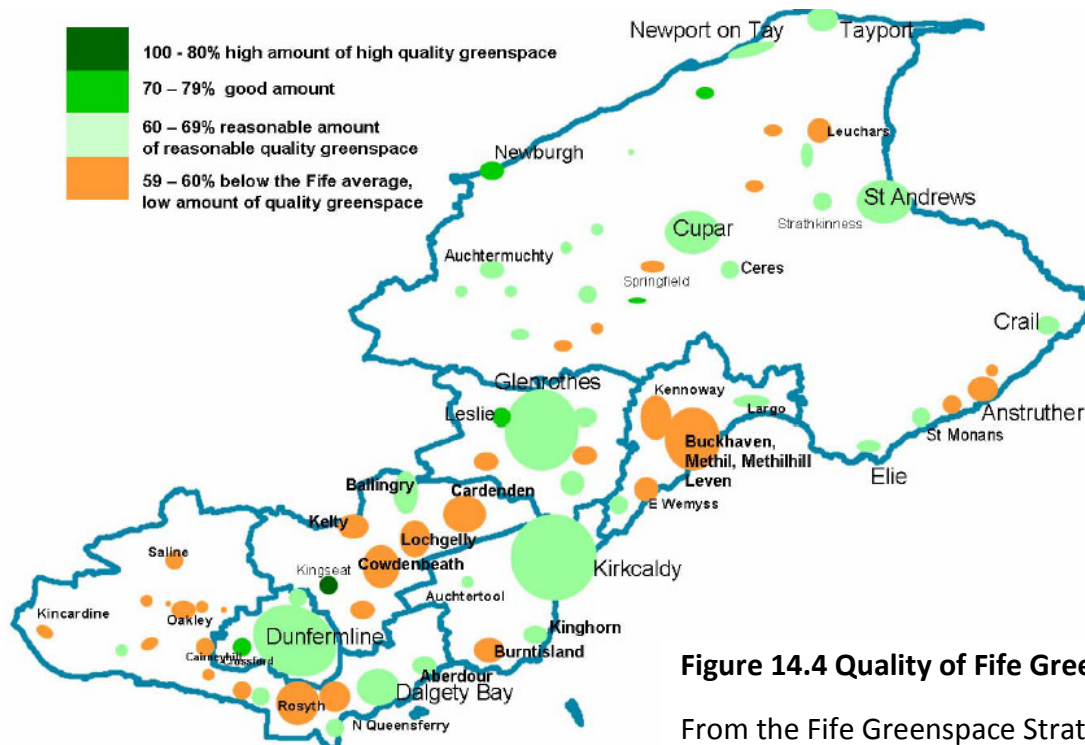
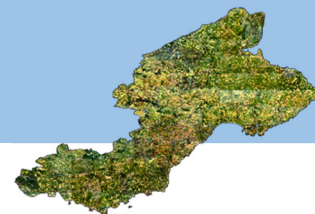
The natural heritage (biodiversity) of Fife is a significant asset. Stunning landscapes and interesting wildlife are a key driver of a significant portion of tourism <sup>69</sup>. This natural heritage in itself has value, however in terms of natural services and tourism potential it has monetary value. There are a range of 'iconic' species in Fife, which have perhaps been underutilised as a driver for tourism, education and wellbeing. These include the relatively recently reintroduced White Tailed Eagle which has previously increased tourism to the Island of Mull, Seals, Otters, Puffins and others.



**Figure 14.3 Iconic Species in Fife**

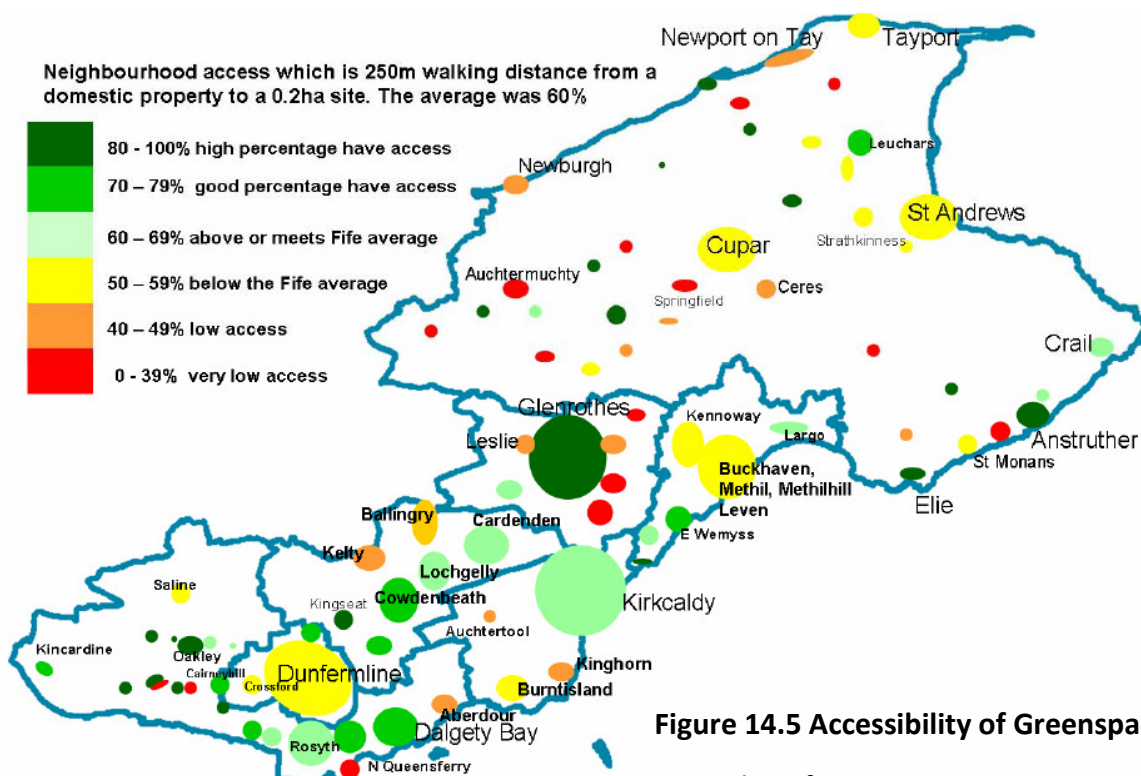
These are species which are exciting to the public and can be used to drive tourism and spearhead efforts to improve biodiversity.

Left, White Tailed Eagle  
Above right, Puffins  
Below right, Red Squirrel



**Figure 14.4 Quality of Fife Greenspace**

From the Fife Greenspace Strategy 2011-16, 2010

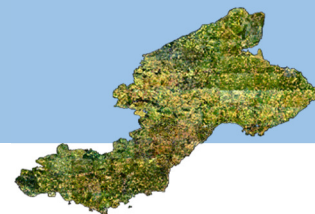


**Figure 14.5 Accessibility of Greenspace**

From the Fife Greenspace Strategy 2011-16, 2010



# 15. Connections



How people and neighbourhoods connect in different ways is critical to understanding the strategic position of an area. This can include transport links, training for jobs, housing availability and access to education.

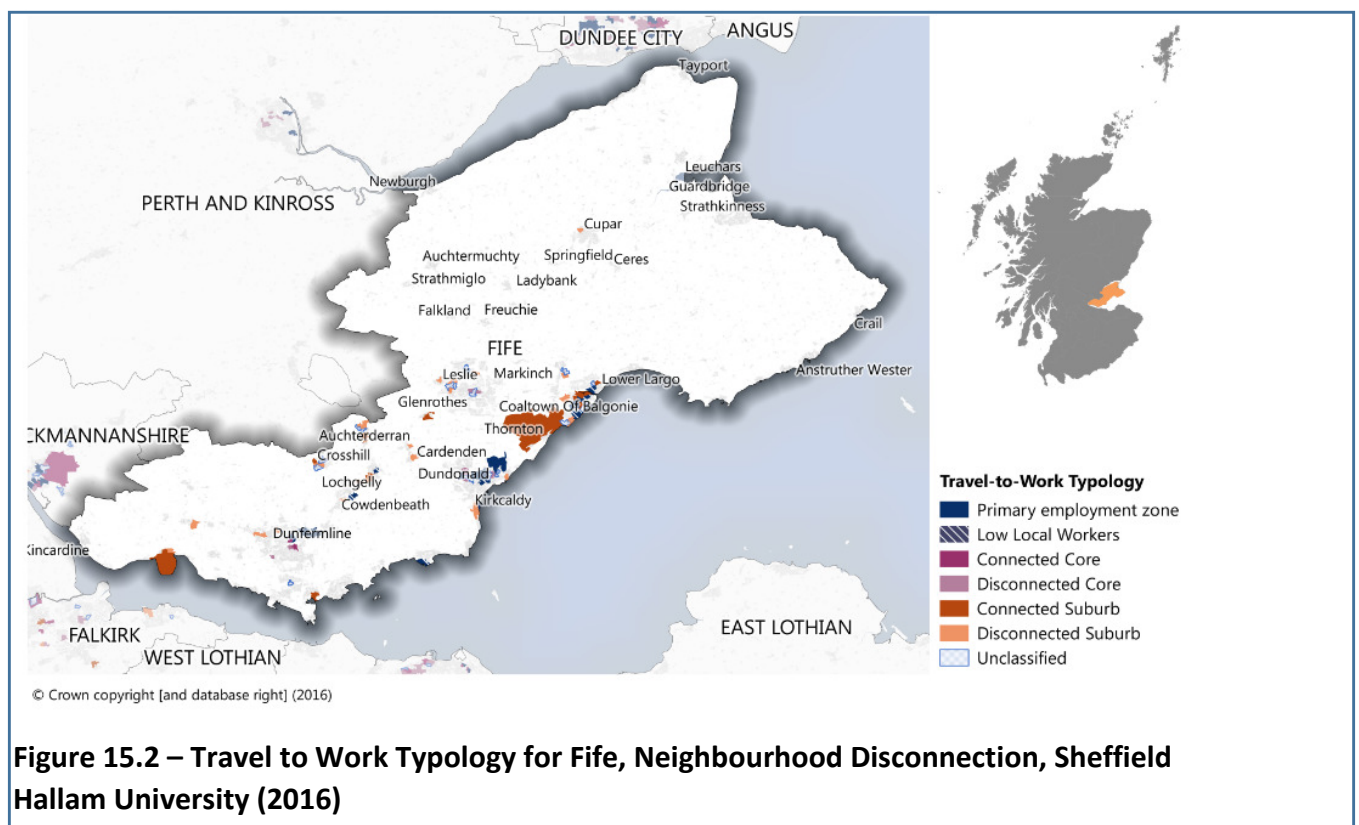
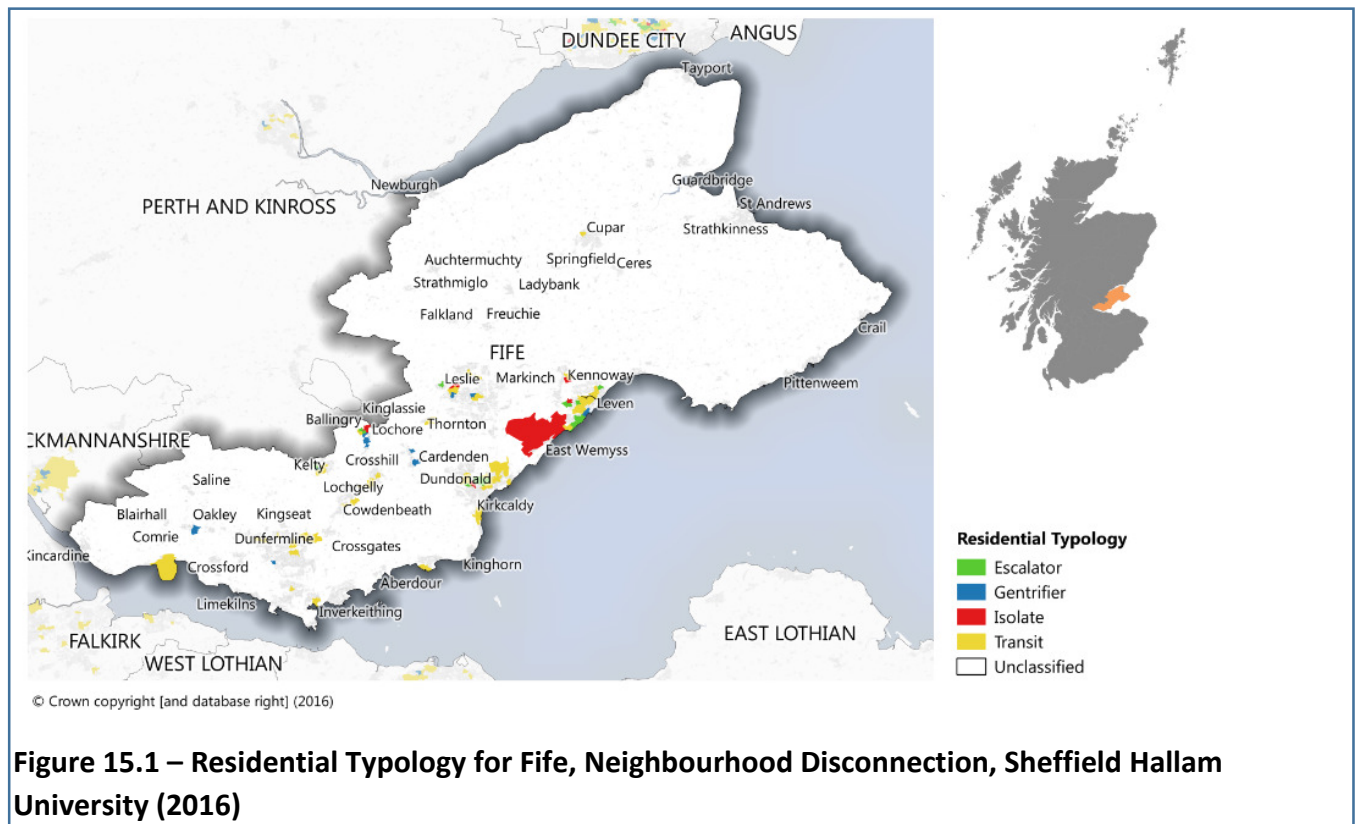
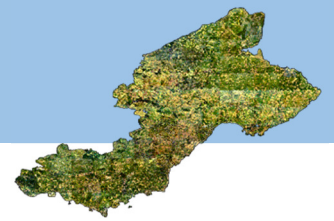
Analysis of deprived areas over time across the UK (Overcoming deprivation and disconnection in UK cities, Sheffield Hallam University (2016) figures 15.1 and 15.2) highlights that not all deprived areas are the same, with areas varying by residential mobility, the patterns by which people move in and out of deprived areas:

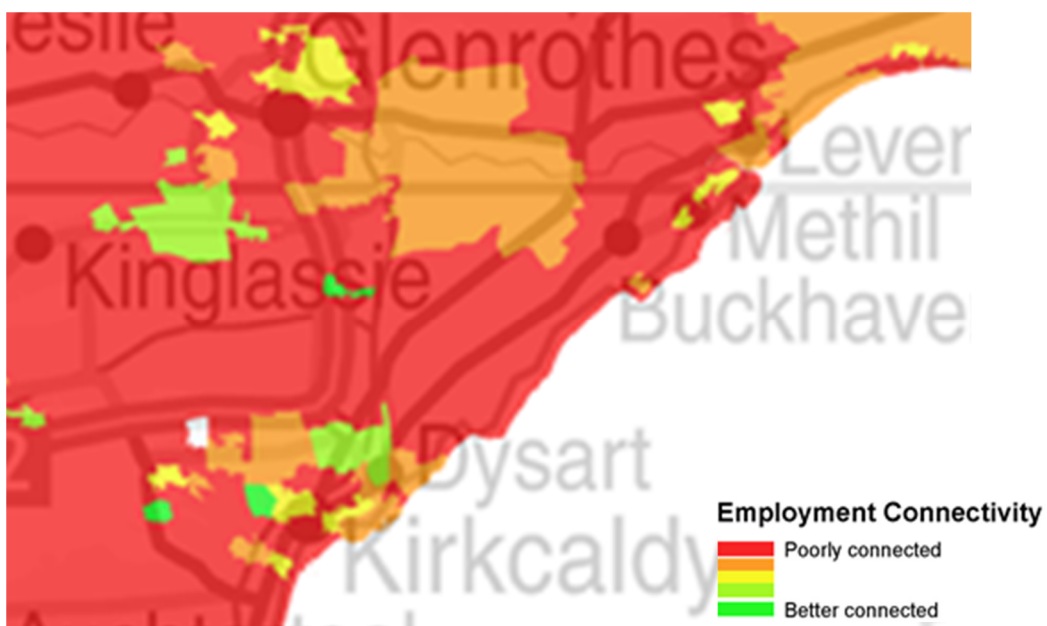
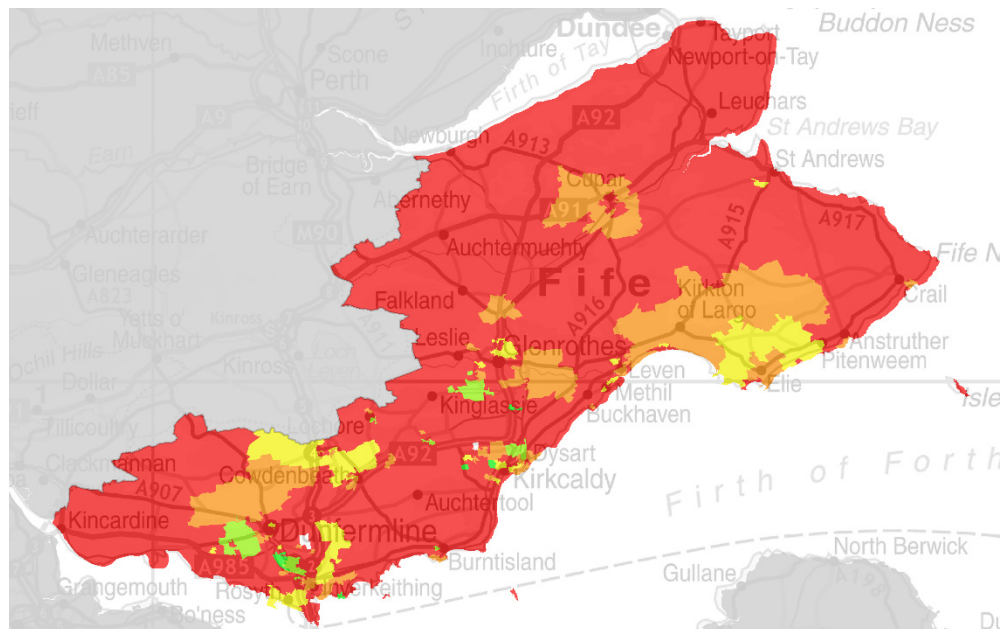
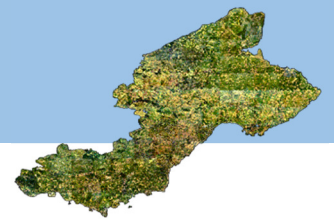
- **Gentrifiers** (in-movers mainly from less deprived areas, out-movers go to similarly deprived areas),
- **Escalators** (in-movers from more deprived areas, out-movers to less deprived areas),
- **Transits** (in-movers from less deprived areas, out-movers to less deprived areas), and
- **Isolates** (in-movers and out-movers from similarly deprived areas)

The more deprived towns in central Fife such as Kirkcaldy and around Levenmouth very much show that these are transit areas, although that is not say they do not have large static populations. Transits therefore account for the main type of residential neighbourhood in Fife's deprived areas and reflects peoples' desire to improve their own situation.

Some areas experience a double disconnect, they are not well connected to jobs or housing in their area. Local conditions have worsened over time. There is a job proximity paradox, as local jobs do not always mean local employment for residents. In many poorer areas, jobs are filled by residents from better off areas or other parts of the country. Skills, not geography, is the main barrier to employment and leads to a paradox that there appear to be jobs close to deprived communities (figure 15.3).

Greater emphasis is needed on employment sectors that will benefit households in poverty, and on improving job quality and availability in sectors where low-skilled work predominates.

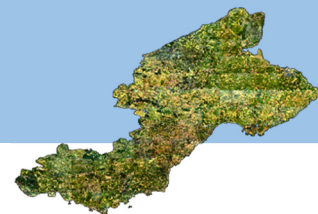




**Figure 15.3 Employment Connectivity**

Based on average turnover and distance. The figure shows the proximity to individual businesses, adjusted for turnover and the population of datazones. The bottom map shows the key area of central Fife

## 16. The Future

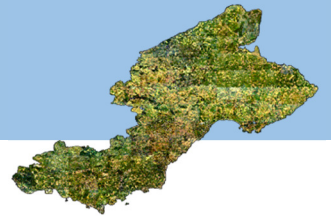


The future of Fife is increasingly bound to change outwith the area. All things considered, it is difficult to be over positive about the near future and what it means for public service delivery. The challenge for public authorities and others will be to find a way to make Fife more successful, however that is defined, irrespective of external challenges. The external trends themselves are difficult to predict, encompassing potentially unprecedented change at international, national and local levels. As welfare changes and austerity measures bite down harder, it is highly likely that the central part of Fife will suffer most. The ability for that area to remain resilient in the face of significant downturn will be hampered by the current relatively low resilience and that generally we have not been successful in generating significant step changes. The challenge for Community Planning partners will be how to generate exactly this type of step change. This will require working quite differently, rather than continuing or even redoubling existing efforts.

Key effort will relate to the Fife economy, securing and creating jobs is fundamental to Fife being successful. Jobs in themselves however will not be enough. Connections between people and those jobs will be important, this being on the key levels of geographic location, training, aspiration and transport. The draft Fife Spatial Vision (figure 16.1) identifies those towns where focus on growth and economic growth will occur. It also recognises the need for strategic transport linkages. Linking this sort of high level strategic land use planning to community planning will be important to our future ambitions for Fife. The Fife tourism offering is well placed to benefit from the likely continuing increase in 'staycations' as a result of more difficult travelling arrangements and reduced disposable income. If the opportunities in this are realised, this may help to insulate Fife from the worst effects of the changes occurring.

Pressure on services is likely to increase with the continued rise in the number of older people and the care requirements that seems likely to bring. Combined with the likely continuing financial climate, it is expected that this will lead to a need to make difficult decisions about the wider range of public services currently delivered and whether all of these should continue.

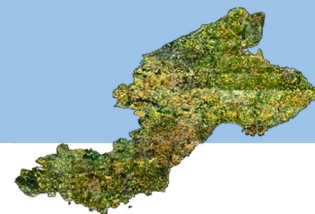




**Figure 16.1. The Fife Spatial Vision**

The map outlines at a high level the FIFEplan Proposed Local Development Plan the aim is to adopt this plan in 2017 subject to the outcome of appropriate examination and scrutiny.

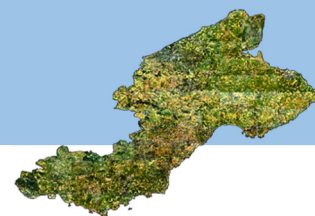
## 17. Dilemmas



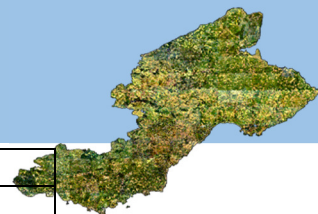
1. The **root causes** of key issues facing local people are major strategic concerns such as demographic change and the global economy over which we have almost no control, how then can we effect significant improvements through **local community planning** and locality plans?
2. Areas which need the **biggest impact** also have the **lowest expectations**, how can we make major impact if the local people do not necessarily feel there is an issue?
3. We often report good or better progress on various indicators, in practice these tend to mirror national trends or external influences, how can we initiate a **major step change** in the outcomes for Fife?
4. We have many examples of excellent **projects and initiatives**, but how do we scale these up to meet the level of challenge in front of us?
5. Tourism is by far our **best performing** economic sector, there is however a view that there is still even **greater potential** to be realised if we better package existing undeveloped assets, how do we do this?
6. Making significant impact on the **most deprived communities** generally requires major, resource intensive activity, how can we **demonstrably impact** high level poverty indicators at a time of major economic and budgetary challenge?
7. Parts of mid-Fife can be identified as an **area of strategic concern** for deprivation with very high unemployment and increasing inequality driving higher early mortality. To a large degree this relates to historic declines in industry and neighbourhood disconnection. In the face of so many intractable, interconnected issues, how do we start to make a **meaningful impact**?
8. We find ourselves in a climate of **major uncertainty** and change, yet if we wait to **act boldly** it may prove highly damaging to Fife, how do we reconcile this?
9. Some parts of Fife are **doing relatively well**, however when compared to similar areas elsewhere in Scotland they are doing less well. Should these be a **priority**?
10. We have a limited number of natural economic centres but aspirations to maintain several times more town centres. How do we reconcile our **town centre aspirations** with a lack of economic drivers if they are to thrive?



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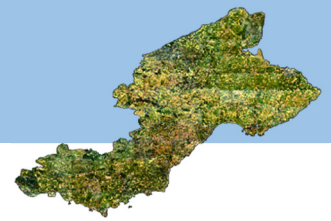


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## 19. Contacts and Further Information



### Research Team Reports

Fife Council Research Team was formed by the centralization of staff who worked across Fife Council and Police Scotland in April 2016 to create a focus for research work in Fife Council. Our research remit spans all areas of public sector involvement and we would normally work in partnership with subject experts. We are not data providers but instead provide analytical and other expertise to help generate genuine insight and identify ways to make a difference. As part of our remit to generate greater insight, we produce occasional research reports on key subjects. This report is one of those. They can combine research specifically undertaken to produce the report, available statistics, modelling and other types of analysis. They are designed to give practitioners and others access to high quality insight on key subjects. Usually these will involve cross cutting themes of general interest.

### Authors

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Dr Paul Blackburn, Research Advisor  
Dr Gary Smith, Analyst

### Contact

We very much encourage you to contact us if you have genuine queries or need assistance. We are always happy to speak to you about your own research work and either provide guidance, mentoring or more formal support depending on what is required. The priority we can give this, may change depending on what else we have on, so contact us early if you can. Contact in the first instance should be via the Research Manager.

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### Important Notes on this Report

1. This report is designed to provide engaging high quality general insight for those involved in delivering public services across Fife.
2. It provides independent insight and challenge
3. It will be an important contextual document in the development of a Local Outcome Improvement Plan for Fife