

Town Centres



Vacancy Rate, April 2018

	Dunfermline	Fife
% of Vacant Floor Space	18.0%	20.2%
% of Vacant Units	17.3%	16.9%

Source: GOAD Data (Fife Council) - Latest available data is for April 2018
Geography: Dunfermline town centre

Commentary:

- Between April 2013 and April 2018, Dunfermline’s vacancy rate by retail unit decreased by 2.3 percentage points. During the same period, the number of vacant units decreased and the number of total units increased.
- Despite this, the vacancy rate by floor space increased over the same period by 1.7 percentage points, due mainly to the closure of a number of large high street units.

Activity:

- Five prominent buildings in Dunfermline town centre, previously owned by property developer Mr Bill Fletcher, were sold at auction in July 2018.
- Edinburgh-based Byzantine Developments was granted planning permission to transform the former derelict Duracord factory in Pilmuir Street, Dunfermline, into a complex of 157 flats and commercial space for takeaway/licensed premises.

Retail:

- Poundworld went into administration in June 2018. The Dunfermline store subsequently closed in July 2018.
- Sports Direct reported a sharp fall in profits from £281.6m in 2016/17 to £77.5m in 2017/18.
- Dixons Carphone reported a fall in profits in June 2018. The retailer is set to close 92 of its more than 700 stores this year. No stores in Fife are scheduled to close.
- New Look reported a drop in sales in 2017/18. The company is set to close 60 stores and cut 1,000 jobs. There is no proposal at present to close the Dunfermline store.
- Marks & Spencer’s announced a fall in profits in May 2018. 100 stores are to close by 2022. However, no Fife stores are scheduled to close as yet.
- Homebase announced in Aug 2018 it is to close 42 stores, with 1,500 jobs at risk. Stores in Glenrothes and Dunfermline are not currently included in the closure list.
- Debenhams have issued 3 profit warnings for 2018/19 and describe retail trading as ‘exceptionally difficult’. Debenhams is the anchor store for Kingsgate Shopping Centre.
- Artisan coffee chain Bob & Bert’s is due to open a new store in the former McDonalds on Dunfermline High St in autumn 2018 with the creation of 30-40 new jobs.
- Work is underway to convert the former Velocity nightclub on Carnegie Drive, Dunfermline into a 240-seat world buffet restaurant, anticipated opening autumn 2018.

Employment



Employment rate, 12-months to June 2018

	Dunfermline	Fife	Scotland
Employment rate	85.1%	75.8%	74.5%
Employment rate - Female	85.1%	71.4%	70.7%
Employment rate - Male	85.1%	80.5%	78.5%

Source: ONS Annual Population Survey
Geography: City of Dunfermline Area Committee

Employment by occupation, 12-months to June 2018

	Dunfermline	Fife	Scotland
High skilled	38.3%	28.2%	29.1%
Technician	22.7%	24.5%	24.5%
Low skilled	27.4%	47.0%	46.0%

Source: ONS Annual Population Survey
Geography: City of Dunfermline Area Committee

Commentary:

Employment rate:

- When compared with other areas in Fife, Dunfermline has the highest employment rate out of the seven areas.
- Dunfermline also has the highest rate of employment for women and for men, which is well above the Fife and Scottish averages for female and male employment.

Occupation:

- Dunfermline has a higher proportion of high skilled workers compared with other areas in Fife (with the exception of Kirkcaldy, which has a slightly higher rate of 32.9%).
- There are also fewer workers with low skilled occupations and more people employed in technical and high skilled occupations within sectors such as financial and insurance services, information and communication, and professional, scientific and technical activities. See the Business Base & Key Sectors section for a full breakdown of employment by industry sector.

Unemployment



Unemployment*, 12-months to June 2018

	Dunfermline	Fife	Scotland
Unemployment rate	2.3%	3.0%	4.1%

Source: ONS Annual Population Survey

* Unemployment for the Dunfermline area is unavailable because the sample size is too small to give a reliable estimate.

Economic Inactivity, 12-months to June 2018

	Dunfermline	Fife	Scotland
Economic Inactivity	12.9%	21.9%	22.2%

Source: ONS Annual Population Survey

Geography: City of Dunfermline Area Committee

Claimant Rate, October 2018

	Claimant Rate
City of Dunfermline Area Committee	3.4%
Ward 2. Dunfermline North	3.6%
Ward 3. Dunfermline Central	3.6%
Ward 4. Dunfermline South	3.0%
Fife	3.7%
Scotland	2.7%

Source: ONS Claimant Count

Geography: City of Dunfermline Area Committee and wards

Commentary:

- Dunfermline has a lower rate of economic inactivity when compared with Fife, Scotland and the other six Fife committee areas.
- The claimant rate is the sum of Jobseeker's Allowance claimants and people who are required to search for work on Universal Credit as a percentage of the population.
- Dunfermline's three wards are below the Fife claimant rate. The lowest claimant rate for a Fife ward was 0.6% in St Andrews and the highest was 7.8% in Buckhaven, Methil and Wemyss Villages at October 2018.

Weekly Earnings



Median Weekly Earnings, 2018

	Dunfermline & West Fife	Fife	Scotland
Resident Earnings	£601.80	£543.40	£562.70
Workplace Earnings	£548.00	£521.50	£563.20

Source: ONS Annual Survey of Hours & Earnings

Geography: Dunfermline & West Fife Westminster Parliamentary Constituency. This boundary does not include Dalgety Bay and Aberdour.

Commentary:

- Resident earnings reflect those who live in the area, but do not necessarily work in the area, and workplace earnings reflect those who work in the area, but do not necessarily live in the area.
- Dunfermline & West Fife's resident earnings are higher than workplace earnings which suggest that commuting to areas outwith Dunfermline & West Fife (i.e. Edinburgh) provide higher paid jobs.

Qualifications & Skills



Qualifications, 2017

	Dunfermline	Fife	Scotland
% 16-64 year olds: No Qualifications	6.8%	7.3%	8.7%
% 16-64 year olds: NVQ4 or above	50.4%	45.0%	43.9%

Source: ONS Annual Population Survey
 Geography: City of Dunfermline Area Committee

Percentage of school leavers achieving a positive destination, 2016/17

	Fife	Scotland
% of school leavers achieving a positive destination	90.9%	92.9%

Source: Scottish Government

School leaver STEM attainment by level and local authority, 2016

	Fife	Scotland
% of all leavers with a STEM subject pass at SCQF level 6+	33.2%	35.4%
% of all leavers with a STEM subject pass at SCQF level 7+	8.0%	8.5%

Source: SQA
 Geography: Not available at a sub-Fife level

Participation in the Culture of Enterprise (CoE) Programme, 2017/18

	Dunfermline	Fife
Number of school engagements	13	158
Number of businesses engaged with schools	12	295
Number of pupils participating in CoE activities	219	4,471

Source: Fife Council – Economic Development
 Geography: City of Dunfermline Area Committee

Commentary:

- A group of S2 pupils from Woodmill High School reached the final of the national Bright Ideas Challenge. The competition aims to encourage young people to demonstrate their knowledge in STEM subjects.
- 160 pupils across Fife took part in Foundation Apprenticeships (FA) in June 2018. There are 12 different frameworks in the FA programme, including Business Skills, Civil Engineering, Engineering, Financial Services, Scientific Technologies, Children & Young People Social Services, and Software Development.
- Dunfermline benefits from being one of Fife College's major campus locations.
- GlamCandy is set to open Scotland's biggest make-up college in state-of-the-art premises on Dunfermline High Street. The £250,000 investment will provide space for up to 72 students at a time on SQA approved HNC & HND courses.

Business Base & Key Sectors



UK Business Counts, 2018

	Dunfermline & West Fife	Fife	Scotland
Number of enterprises	2,530	9,730	174,730

Source: ONS UK Business Counts

Geography: Dunfermline & West Fife Westminster Parliamentary Constituency. This boundary does not include Dalgety Bay and Aberdour.

Financial support to businesses in Fife, 2017/18

	Dunfermline	Fife	% of Fife total
Number of businesses supported	7	69	10%
Value of financial support	£21,969	£178,847	12%
Jobs created as a result of financial support to businesses	31.5	192.5	16%

Source: Fife Council – Economic Development

Geography: Dunfermline & West Fife Westminster Parliamentary Constituency. This boundary does not include Dalgety Bay and Aberdour.

Number of start-ups supported by Business Gateway Fife, 2017/18

	Dunfermline	Fife	% of Fife total
Number of businesses receiving Expert Help	25	139	18%
Number of businesses accessing business growth services	16	54	30%
Business Gateway supported start-ups:			
No. of Business Gateway start-ups	66	468	14%
No. of jobs created from Business Gateway	80	609	13%
Turnover generated	£224,500	£17,740,680	1%

Source: Business Gateway Fife

Geography: City of Dunfermline Area Committee

Employment by sector, 2017

	Dunfermline	Fife	% of Fife total
A : Agriculture, forestry and fishing*	10	4,000	0.3%
B : Mining and quarrying	0	200	0.0%
C : Manufacturing	1,750	15,000	11.7%
D : Electricity, gas, steam and air conditioning supply	0	400	0.0%
E : Water supply; sewerage, waste management and remediation activities	400	1,000	40.0%

	Dunfermline	Fife	% of Fife total
F : Construction	1,250	8,000	15.6%
G : Wholesale and retail trade; repair of motor vehicles and motorcycles	4,500	22,000	20.5%
H : Transportation and storage	2,250	6,000	37.5%
I : Accommodation and food service activities	2,000	10,000	20.0%
J : Information and communication	2,250	3,500	64.3%
K : Financial and insurance activities	2,250	4,000	56.3%
L : Real estate activities	300	1,000	30.0%
M : Professional, scientific and technical activities	2,000	7,000	28.6%
N : Administrative and support service activities	2,500	8,000	31.3%
O : Public administration and defence; compulsory social security	800	13,000	6.2%
P : Education	1,750	12,000	14.6%
Q : Human health and social work activities	4,000	20,000	20.0%
R : Arts, entertainment and recreation	700	4,000	17.5%
S : Other service activities	600	3,500	17.1%

Source: ONS Business Register & Employment Survey

Geography: City of Dunfermline Area Committee

* Excludes farm agriculture.

Commentary:

- Large employers in the Dunfermline area include: NHS Fife; Amazon; Sky; Lloyds Banking Group; Nationwide Building Society; CR Smith; TechnipFMC; Tesco; and Asda.
- 32 of FC Economic Development's Top 200 listed businesses are in Dunfermline.
- Dunfermline is home to Fife Leisure Park. Adjacent to junction 3 of the M90, it is one of the largest in Scotland with over 250,000 sq.ft of retail and leisure accommodation. The development currently includes: 1500 free parking spaces; the largest Bannatyne branch in the UK; a 10-screen Odeon Multiplex cinema; Hollywood Bowl 10-pin bowling; Carlton Bingo; Adventure Golf Island; Dobbies Garden World; Premier Inn; Brewers Fayre; Marstons Inn; Chiquitos; Toni Macaroni; Pizza Hut; McDonalds; KFC; Nandos; Bella Italia; Frankie & Benny's; Eastern Buffet; Smashburger; and Mayas.

Recent business activity:

- Paint manufacturer, Craig & Rose, announced a multimillion pound loss in the year to 30 Sept 2017 - its first full year under the new ownership of Dulux. The manufacturing plant is located in Halbeath and employs around 41 staff.
- The Big Partnership – Scottish PR and digital media firm – recorded its highest revenue since the company was founded 18 years ago. The company has offices in Dunfermline.
- Data published by Transport Scotland in June 2018 suggests the new Queensferry Crossing is having a significant impact on improving reliability and journey times on cross-Forth travel, with an initial assessment of benefits showing a marked improvement when compared to the Forth Road Bridge.

Tourism



Tourism Indicators, 2017

	Dunfermline	Fife
Total day trips	2,032,000	7,700,000
Visitor spend	£94,459,000	£429,815,000
Tourism value	£116,216,000	£588,540,000
Actual tourism related employment	2,474	12,034
Percentage of all employment	4%	9%

Source: Fife Council – Tourism (Cambridge Model)
 Geography: Dunfermline includes South & West Fife

Commentary:

- Over 2,000 people were employed in tourism in Dunfermline in 2017 – 4% of all employment in the area. This was slightly lower than the Fife average of 9% which is attributed to the higher number of people employed in the tourism sector in areas of North East Fife.
- The largest cruise ship ever to visit the Forth, MSC Meraviglia, arrived in June 2018 for a 12-hour visit carrying around 4,500 passengers and 1,000 crew. The visit is part of the busiest year for cruise passengers to the Forth, with around 70,000 visitors from 24 ships expected ashore at Hawes Pier, South Queensferry during 2018.
- The new Dunfermline Carnegie Library and Galleries opened on 18 May 2017. The brand-new facility is integrated with surrounding historic listed buildings, including the world's first Carnegie Library, and now incorporates a museum over two floors, three temporary exhibition galleries, a café, a new children's library and a local history, study and archives space.
- Carnegie Hall in Dunfermline is an iconic attractive art deco theatre providing a wide programme of cultural events as well as supporting local arts and theatre organisations. Facilities include 540-seat theatre auditorium, studio, 2 meeting rooms and 100-seat Tiffany's Restaurant.
- Carnegie Leisure Centre includes two 25m swimming pools and toddler pool, state-of-the-art gym & fitness studios, health suite, sports halls, squash courts climbing wall, café and crèche.
- Pittencrieff Park was bequeathed to the town by Andrew Carnegie and has huge historical and cultural significance to Dunfermline. The 76-acre park attracts around 750,000 visitors each year, and includes Pittencrieff House Museum and the art deco Glen Pavilion and new all-inclusive Play As One playpark. Major events hosted in the park include the Bruce festival and annual fireworks display.
- Dunfermline has easy access to the M90 and new Queensferry Crossing and is served by two railway stations on the Fife Circle line, a town centre bus station and the Halbeath Park and Ride facility (providing links to Edinburgh Airport).
- Dunfermline is the ancient capital of Scotland; burial place of 11 Scottish kings and queens including Robert the Bruce; and the birthplace of James I, Charles I, and philanthropist Andrew Carnegie. Historical visitor attractions include the Royal Palace, 12th century Abbey, the 15th century Abbots House, and St Margaret's Cave.
- Dunfermline is a key destination on the new 104 km/64 mile Fife Pilgrims Way long distance walking route that starts at Culross and North Queensferry and winds north-east to St. Andrews. The path is due to fully open to visitors in 2019.