

Town Centres



Vacancy Rate, April 2018

	Kirkcaldy	Fife
% of Vacant Floor Space	26.7%	20.2%
% of Vacant Units	20.0%	16.9%

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

Geography: Kirkcaldy Area Committee. Vacancy rates are calculated using data for Burntisland and Kirkcaldy.

Commentary:

- Between April 2014 and April 2018, Kirkcaldy Area Committee's vacancy rate by retail unit increased by 0.9 percentage points. This was due to a slight increase in the number of vacant units and a larger increase in the number of total units.
- The vacancy rate based on floor space increased by 11.5 percentage points over the same period.
- Over the same period, Kirkcaldy town centre's vacancy rate by retail unit increased by 1.2 percentage points, whilst it's vacant floor space increased by 11.9%. This is due mainly to the closure of large retail units such as BHS. In Burntisland, vacancies by floor space increased by 6.7 and vacant units decreased by 0.7 percentage points, over the same period of April 2014 to April 2018.

Retail:

- Sports Direct reported a 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 and 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 Kirkcaldy store.
- Marks & Spencer's announced a fall in profits in May 2018. The company plans to close 100 stores by 2022. No Fife stores are scheduled to close as yet.
- Debenhams have issued 3 profit warnings for 2018/19 and describe retail trading as 'exceptionally difficult'. Debenhams is one of the few major stores on Kirkcaldy High St.
- Love Restored announced it is to close after five years of trading on Kirkcaldy High St. Following closure of the shop the owners intend to continue to work directly with Annie Sloan in promoting the Chalk Paint Brand all over Scotland to new & existing stockists.
- Artisan coffee chain Bob & Bert's have announced plans to open a new store in the former Next on Kirkcaldy High St as part of an expansion into Scotland.
- The 30,200sq.m Fife Central Retail Park was acquired by real estate investment firm Capreon in July 2018 with a reported as 95% letting at present. The site has over 1,000 free parking spaces and is anchored by Sainsbury's, B&Q, Next, Boots and M&S Simply Food. Other stores include Halfords, Pets at Home, CurrysPCWorld, Harveys, Argos, Tapi Carpets, B&M, Frankie & Benny's, KFC & McDonalds. During 2018 the vacated former Homebase site was repurposed for 6 new outlets by Wren Kitchens, Oak Furniture Land, Sofology and DW Sports, Greg's and Costa Coffee.

Employment



Employment rate, 12-months to June 2018

	Kirkcaldy	Fife	Scotland
Employment rate	72.6%	75.8%	74.5%
Employment rate - Female	67.6%	71.4%	70.7%
Employment rate - Male	77.7%	80.5%	78.5%

Source: ONS Annual Population Survey
Geography: Kirkcaldy Area Committee

Employment by occupation, 12-months to June 2018

	Kirkcaldy	Fife	Scotland
High skilled	31.7%	28.2%	29.1%
Technician	24.0%	24.5%	24.5%
Low skilled	28.0%	47.0%	46.0%

Source: ONS Annual Population Survey
Geography: Kirkcaldy Area Committee

Commentary:

Employment rate:

- When compared with the other Fife areas, Kirkcaldy's percentage of people employed was lower than the Fife and Scottish averages. This was the same for female and male employment.

Occupation:

- Kirkcaldy has a higher rate of employment in high skilled jobs compared with Fife, Scotland and the other areas.
- A full comparison with other Council areas isn't available for all occupations due to the sample size.
- For a full breakdown of employment by industry sector, see the Business Base & Key Sectors section of this report.



Unemployment

Unemployment*, 12-months to June 2018

	Kirkcaldy	Fife	Scotland
Unemployment rate		3.0%	4.1%

Source: ONS Annual Population Survey

Geography: Kirkcaldy Area Committee

Economic Inactivity, 12-months to June 2018

	Kirkcaldy	Fife	Scotland
Economic Inactivity	21.8%	21.9%	22.2%

Source: ONS Annual Population Survey

Geography: Kirkcaldy Area Committee

Claimant Rate, October 2018

	Claimant Rate
Kirkcaldy Area Committee	5.2%
Ward 9. Burntisland, Kinghorn and Western Kirkcaldy	3.8%
Ward 11. Kirkcaldy Central	6.6%
Ward 12. Kirkcaldy East	6.8%
Ward 10. Kirkcaldy North	3.7%
Fife	3.7%
Scotland	2.7%

Source: ONS Claimant Count

Geography: Kirkcaldy Area Committee and wards

Commentary:

- The claimant rate is the sum of Jobseeker's Allowance claimants and people who are required to search for work on Universal Credit as a percentage of the working age population.
- Kirkcaldy's wards had some of the highest rates in Fife. Kirkcaldy East and Kirkcaldy Central had the second and third highest claimant rates, respectively, in Fife after Buckhaven, Methil and Wemyss Villages (7.8%) in October 2018.

Weekly Earnings



Median Weekly Earnings, 2018

	Kirkcaldy & Cowdenbeath	Fife	Scotland
Resident Earnings	£499.30	£543.40	£562.70
Workplace Earnings	£534.20	£521.20	£563.20

Source: ONS Annual Survey of Hours & Earnings

Geography: Kirkcaldy & Cowdenbeath Westminster Parliamentary Constituency. This boundary includes 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.
- Kirkcaldy & Cowdenbeath's resident earnings are lower than workplace earnings which suggests that those who work in the area are earning more than those who commute to other areas.

Qualifications & Skills



Qualifications, 2017

	Kirkcaldy	Fife	Scotland
% 16-64 year olds: No Qualifications	8.5%	7.3%	8.7%
% 16-64 year olds: NVQ4 or above	50.6%	45.0%	43.9%

Source: ONS Annual Population Survey
 Geography: Kirkcaldy 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

	Kirkcaldy	Fife
Number of school engagements	23	158
Number of businesses engaged with schools	51	295
Number of pupils participating in CoE activities	627	4,471

Source: Fife Council – Economic Development
 Geography: Kirkcaldy Area Committee

Commentary:

- Pupils from Kirkcaldy High School participated in the 2018 Raytheon Quadcopter Challenge. STEM Ambassadors from Glenrothes-based Raytheon worked with pupils across a number of Fife schools to design, build and fly their own quadcopter and develop skills.
- 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.
- Kirkcaldy benefits from being one of Fife College's major campus locations.

Business Base & Key Sectors



UK Business Counts, 2018

	Kirkcaldy & Cowdenbeath	Fife	Scotland
Number of enterprises	2,820	9,730	174,730

Source: ONS UK Business Counts

Geography: Kirkcaldy & Cowdenbeath Westminster Parliamentary Constituency. This boundary includes Dalgety Bay and Aberdour.

Financial support to businesses in Fife, 2017/18

	Kirkcaldy	Fife	% of Fife total
Number of businesses supported	9	69	10%
Value of financial support	£24,102	£178,847	12%
Jobs created as a result of financial support to businesses	13.5	192.5	16%

Source: Fife Council – Economic Development

Geography: Kirkcaldy Area Committee

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

	Kirkcaldy	Fife	% of Fife total
Number of businesses receiving Expert Help	17	139	12%
Number of businesses accessing business growth services	7	54	13%
Business Gateway supported start-ups:			
No. of Business Gateway start-ups	83	468	18%
No. of jobs created from Business Gateway	122	609	20%
Turnover generated	£4,156,000	£17,740,680	23%

Source: Business Gateway Fife

Geography: Kirkcaldy Area Committee

Employment by sector, 2016

	Kirkcaldy	Fife	% of Fife total
A : Agriculture, forestry and fishing*	50	4,000	1.3%
B : Mining and quarrying	10	200	5.0%
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	100	1,000	10.0%
F : Construction	1,750	8,000	21.9%
G : Wholesale and retail trade; repair of motor vehicles and motorcycles	4,500	22,000	20.5%

	Kirkcaldy	Fife	% of Fife total
H : Transportation and storage	350	6,000	5.8%
I : Accommodation and food service activities	1,500	10,000	15.0%
J : Information and communication	400	3,500	11.4%
K : Financial and insurance activities	250	4,000	6.3%
L : Real estate activities	200	1,000	20.0%
M : Professional, scientific and technical activities	1,000	7,000	14.3%
N : Administrative and support service activities	1,500	8,000	18.8%
O : Public administration and defence; compulsory social security	900	13,000	6.9%
P : Education	1,500	12,000	12.5%
Q : Human health and social work activities	6,000	20,000	30.0%
R : Arts, entertainment and recreation	600	4,000	15.0%
S : Other service activities	450	3,500	12.9%

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

Geography: Kirkcaldy Area Committee

Commentary:

- Companies based in Kirkcaldy area include NHS Fife, Briggs Marine, Fife Creamery, Forbo-Nairn, Sephra Europe, Smith Anderson, M&S, Sainsbury's, Morrison's & ASDA.
- 26 of FC Economic Development's Top 200 listed businesses are based in the Kirkcaldy area.

Recent business activity:

- 400 core staff + 1,000 contractors were laid off at BiFab steel fabrication yards at Methil and Burntisland after acquisition by new Canadian owners, DF Barnes, in April 2018.
- Fife paper products manufacturer Smith Anderson reported higher profits on the back of strong demand for its products in the UK and overseas markets.
- Sainsbury's like-for-like sales growth continued to slow in the first quarter of 2018 after the supermarket group cut food prices to compete with rivals.
- The Buffalo Farm outside Kirkcaldy has been awarded £500,000 in government funding to support diversification from producing buffalo meat to creating a range of dairy products using buffalo milk from a new herd of milking buffalo.
- Mothercare intend to close 60 stores by June 2019, putting 900 jobs at risk. The company has 137 UK outlets, but has not yet announced which stores are to close.
- More than 300 jobs at Fife-based Havelock Europa were secured after the business was sold through a pre-pack administration process to Havelock International, a new firm established by the private equity fund turnaround specialist, Rcapital in July 2018.
- The Lansdale Rise housing development at Burntisland has been placed under threat by the collapse of developer Deveron Homes. Appointed administrators KPMG are now said to be in search of a buyer to take over the development.
- A proposal of application notice (PAN) was lodged by Grant Road Properties in July 2018 for a proposed mixed used development, predominantly involving housing, on the area of vacant land at the southern end of the Kirkcaldy Esplanade.

Tourism



Tourism Indicators, 2017

	Kirkcaldy and Mid Fife	Fife
Total day trips	1,933,000	7,700,000
Visitor spend	£96,396,000	£429,815,000
Tourism value	£127,050,000	£588,540,000
Actual tourism related employment	2,735	12,034
Percentage of all employment	4%	9%

Source: Fife Council – Tourism

Geography: Kirkcaldy data includes Cowdenbeath and Glenrothes.

Commentary:

- Kirkcaldy is the birthplace of Adam Smith, the father of modern economics.
- Fife Council's new Heartlands of Fife tourism campaign will showcase ancient sites, facilities and natural heritage in the centre of the region, focusing on Kirkcaldy, Glenrothes and Levenmouth.
- Events taking place in the Kirkcaldy area in 2018 have included the Adam Smith Festival of Ideas, Kirkcaldy's first ever walking festival, the second annual Fife Pride celebration, annual Links Market fair, Kirkcaldy Beer Festival and Burntisland Highland Games and summer fairground.
- Dysart, Kirkcaldy, Kinghorn and Burntisland have direct access to the 117-mile Fife Coastal Path stretching from the Firth of Forth to the Firth of Tay.
- Beaches at Kinghorn, Burntisland and Pathhead Sands, Dysart were among 14 beaches in Fife to retain Keep Scotland Beautiful Scottish Beach Awards in 2018.
- Dysart was recently a location for filming of parts of the popular Outlander TV series.
- Kirkcaldy's Adam Smith Theatre is located in the town centre and provides a 475-seat auditorium and hosts a diverse programme of events including theatre, music, dance and cinema. The theatre also includes a 170-seat studio, large and small function room and a café/bar.
- The refurbished Kirkcaldy Galleries re-opened in 2013 and incorporates a library, museum, art gallery, local & family history room, cafe, gift shop and children's areas all under one roof. The Galleries are located immediately adjacent to the train station and directly opposite the Adam Smith Theatre.
- Renowned Scottish artist Jack Vettriano grew up in Methil and Kirkcaldy, using both as inspiration for some of his best known works, including The Billy Boys, Mad Dogs and Long Time Gone. His most famous painting, The Singing Butler (1992) has held the record for the most expensive Scottish painting and most expensive sold at auction in Scotland, with its reproduction being one of the biggest selling art prints ever in the UK.
- Located on the esplanade, the new Kirkcaldy Leisure Centre opened in 2013 and offers a 25m swimming pool and 17m training pool with moveable floor, state-of-the-art gym & fitness studio, sports hall, sauna & steam room and play centre.
- The Beacon Leisure Centre in Burntisland is located on the beachfront and provides a 25m free-form pool with waves and flumes, gym, fitness studio, sauna & steam room, and outdoor astro pitch.
- Kirkcaldy has direct connections to the A92 and M90 and is served by one of Fife's five main bus stations and an east coast mainline railway station with fast links to NE Scotland and London.