

### Town Centres



#### Vacancy Rate, April 2018

	Leven	Fife
% of Vacant Floor Space	19.6%	20.2%
% of Vacant Units	20.9%	16.9%

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

Geography: Leven town centre

#### Commentary:

- Between April 2014 and April 2018, Leven's vacancy rate by retail unit increased by 7.8 percentage points. This was primarily driven by an increase in the number of vacant units in Leven.
- Over the same period, the percentage of vacant floor space increased by 4.9 percentage points.
- Despite a decrease vacant floor space, the amount of vacant floor space between 2014 and 2018 increased.

#### Activity:

- Over 250 local people had their say on how to spend money improving Bishop's Court, Kennoway following a participatory budgeting consultation organised by Fife Council to involve people in local decision-making.

#### Retail:

- New Look reported a drop in sales in 2017/18. In a turnaround plan, the company is set to cut 1,000 jobs and close 60 stores. New Look has an outlet in Leven, however no stores in Fife are currently scheduled to close.
- 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. Sainsbury's is currently in talks with Asda to create the UK's largest supermarket group, which would see it leapfrogging current leader Tesco if the deal goes ahead.

## Employment



### Employment rate, 12-months to June 2018

	Levenmouth	Fife	Scotland
Employment rate	79.2%	75.8%	74.5%
Employment rate - Female	73.0%	71.4%	70.7%
Employment rate - Male	85.0%	80.5%	78.5%

Source: ONS Annual Population Survey  
Geography: Levenmouth Area Committee

### Employment by occupation, 12-months to June 2018

	Levenmouth	Fife	Scotland
High skilled	18.2%	28.2%	29.1%
Technician	23.6%	24.5%	24.5%
Low skilled	!	47.0%	46.0%

Source: ONS Annual Population Survey  
Geography: Levenmouth Area Committee  
! – denotes that the sample size is too small to give a reliable estimate of employment.

#### Commentary:

##### Employment rate:

- In the 12-months to June 2018, Levenmouth's employment rate was higher than the Fife and Scottish averages, with the second highest rate of employment after Dunfermline (85.1%).

##### Occupation:

- Based on available data, Levenmouth has a lower proportion of people in high skilled jobs compared with Fife and Scotland.
- See the Business Base & Key Sectors section for a full breakdown of employment by industry sector.

# Unemployment



## Unemployment\*, 12-months to June 2018

	Fife	Scotland
Unemployment rate	3.0%	4.1%

Source: ONS Annual Population Survey

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

## Economic Inactivity, 12-months to June 2018

	Levenmouth	Fife	Scotland
Economic Inactivity	19.1%	21.9%	22.2%

Source: ONS Annual Population Survey

Geography: Levenmouth Area Committee

## Claimant Rate, October 2018

	Claimant Rate
Levenmouth Area Committee	6.2%
Ward 21. Leven, Kennoway and Largo	4.5%
Ward 22. Buckhaven, Methil and Wemyss Villages	7.8%
Fife	3.7%
Scotland	2.7%

Source: ONS Claimant Count

Geography: Levenmouth 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 population.
- Levenmouth has the highest claimant rate out of Fife's areas.
- Levenmouth's wards are also high in comparison to other Fife areas and are above the Fife and Scottish rates. Buckhaven, Methil and Wemyss Villages had the highest claimant rate in Fife at October 2018 and is more than double the Fife average.

## Weekly Earnings



### Median Weekly Earnings, 2018

	<b>Glenrothes Parliamentary Constituency</b>	<b>North East Fife Parliamentary Constituency</b>	<b>Fife</b>	<b>Scotland</b>
Resident Earnings	£510.40	£529.00	£543.40	£562.70
Workplace Earnings	£502.00	£480.70	£521.50	£563.20

Source: ONS Annual Survey of Hours & Earnings

Geography: Levenmouth is split by two Westminster Parliamentary Constituencies: Glenrothes and North East Fife. The Glenrothes boundary includes Buckhaven, Kennoway and Methil and parts of Leven. The North East Fife boundary captures parts of Leven and Lundin Links.

#### **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.
- In both constituencies resident earnings are higher than workplace earnings which suggests that commuting to areas out with these constituencies provide higher paid jobs.
- This is similar throughout Fife's areas with resident earnings higher than workplace earnings.

## Qualifications & Skills



### Qualifications, 2017

	Levenmouth	Fife	Scotland
% 16-64 year olds: No Qualifications	10.2%	7.3%	8.7%
% 16-64 year olds: NVQ4 or above	22.5%	45.0%	43.9%

Source: ONS Annual Population Survey  
 Geography: Levenmouth 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

	Levenmouth	Fife
Number of school engagements	3	158
Number of businesses engaged with schools	2	295
Number of pupils participating in CoE activities	125	4,471

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

#### Commentary:

- 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.
- Fife College has established a new campus facility alongside the new Levenmouth Academy in Buckhaven. Both of the new facilities opened in August 2016.



## Business Base & Key Sectors

### UK Business Counts, 2018

	Glenrothes Parliamentary Constituency	North East Fife Parliamentary Constituency	Fife	Scotland
Number of enterprises	1,745	2,635	9,730	174,730

Source: ONS UK Business Counts

Geography: Levenmouth is split by two Westminster Parliamentary Constituencies: Glenrothes and North East Fife. The Glenrothes boundary includes Buckhaven, Kennoway and Methil and parts of Leven. The North East Fife boundary captures parts of Leven and Lundin Links.

### Financial support to businesses in Fife, 2017/18

	Levenmouth	Fife	% of Fife total
Number of businesses supported	5	69	7%
Value of financial support	£5,183	£178,847	3%
Jobs created as a result of financial support to businesses	9.5	192.5	5%

Source: Fife Council – Economic Development

Geography: Levenmouth Area Committee

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

	Levenmouth	Fife	% of Fife total
Number of businesses receiving Expert Help	4	139	3%
Number of businesses accessing business growth services	3	54	6%
Business Gateway supported start-ups:			
No. of Business Gateway start-ups	38	468	8%
No. of jobs created from Business Gateway	45	609	7%
Turnover generated	£1,250,000	£17,740,680	7%

Source: Business Gateway Fife

Geography: Levenmouth Area Committee

### Employment by sector, 2017

	Levenmouth	Fife	% of Fife total
A : Agriculture, forestry and fishing*	500	4,000	12.5%
B : Mining and quarrying	0	200	0.0%
C : Manufacturing	1,750	15,000	11.7%
D : Electricity, gas, steam and air conditioning supply	40	400	10.0%
E : Water supply; sewerage, waste management and remediation activities	50	1,000	5.0%

	Levenmouth	Fife	% of Fife total
F : Construction	450	8,000	5.6%
G : Wholesale and retail trade; repair of motor vehicles and motorcycles	1,250	22,000	5.7%
H : Transportation and storage	700	6,000	11.7%
I : Accommodation and food service activities	400	10,000	4.0%
J : Information and communication	25	3,500	0.7%
K : Financial and insurance activities	40	4,000	1.0%
L : Real estate activities	25	1,000	2.5%
M : Professional, scientific and technical activities	450	7,000	6.4%
N : Administrative and support service activities	300	8,000	3.8%
O : Public administration and defence; compulsory social security	200	13,000	1.5%
P : Education	600	12,000	5.0%
Q : Human health and social work activities	1,500	20,000	7.5%
R : Arts, entertainment and recreation	300	4,000	7.5%
S : Other service activities	175	3,500	5.0%

Source: ONS Business Register & Employment Survey

Geography: Levenmouth Area Committee

\* Excludes farm agriculture.

#### Commentary:

- 5 businesses listed in Fife Council's Economic Development's Top 200 are located in Levenmouth. These businesses are account managed by Economic Development due to their size, turnover or importance to the local economy.
- Major businesses located in the Levenmouth area include Diageo, Donaldson Timber Engineering Ltd, Sainsbury's and B&Q.
- Drinks manufacturer Diageo has its main 171-acre bottling plant in the town, and one of the largest distilleries in the world at the nearby Cameron Bridge. These world-class facilities produce some 1400 different products that are shipped to 180 countries.
- Energy Park Fife is a world leading engineering and research zone servicing the energy and renewables sector. Located at Methil, the site encompasses a 55 hectare engineering site, Methil Docks, Methil Docks Business Park and the Low Carbon Investment Park. A joint venture between Scottish Enterprise and Fife Council, the site is ideally suited for a range of marine energy activities, in particular; manufacturing, fabrication and engineering, research & development and operations & maintenance. The site is also home to the ORE Catapult Wind Turbine research facility - the world's most advanced, open access, offshore wind turbine.

#### Recent business activity:

- 400 core staff + 1000 contractors laid off at BiFab steel fabrication yards at Methil and Burntisland after acquisition by new Canadian owners DF Barnes in Apr 2018.
- Businesses in Levenmouth were encouraged to give their views on how transport links could be improved in the area in June 2018. This builds on ongoing stakeholder meetings with local councillors and communities, Stagecoach and Network Rail, amongst others, as part of the Levenmouth Sustainable Transport Study.

# Tourism



## Tourism Indicators, 2017

	<b>Fife</b>
Total day trips	7,700,000
Visitor spend	£429,815,000
Tourism value	£588,540,000
Actual tourism related employment	12,034
Percentage of all employment	9%

Source: Fife Council – Tourism (Cambridge Model)

### Commentary:

- 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.
- Fife Council's new Heartlands of Fife tourism campaign will showcase ancient sites, facilities and natural heritage in mid-Fife, focusing on Kirkcaldy, Glenrothes & Leven.
- Bus operator Stagecoach announced a new service to Scotland's Secret Bunker over the school holidays. The new 93 bus service will provide direct links between Leven, St Andrews, Anstruther and the popular tourist attraction.
- Buckhaven, Methil and Leven all have direct access to the 117 mile Fife Coastal Path long-distance walking route, stretching from the Firth of Forth in the south, to the Firth of Tay in the north.
- Leven East beach is close to the town centre and is backed by a promenade, green open space, a caravan park and golf course with a skate board park, children's play area and new outdoor gym close by. Leven East beach holds a 2018 Keep Beautiful Scotland beach award.
- Largo Community Council is bidding to have the section of Levenmouth coastline at Lower Largo designated as a bathing beach.
- Silverburn Park and Letham Glen on the edge of the town provide access to attractive and peaceful green space and wildlife.
- A new £11m golf course development is proposed at Dumbarnie Links, Lower Largo. This would supplement the established championship-qualifying standard traditional Links courses at Scoonie Links and Lundin Links. A further 17 other top courses are on offer within a 25 mile radius of Leven, including eight at St Andrews only 15miles away.
- Levenmouth Swimming Pool provides a freeform leisure pool with wave machine, giant aqua slide flume, exploding water cannons and geysers. The facility also includes a multi-purpose games hall, gym, sauna and steam room.
- Kennoway is one of the destinations on the 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.
- Leven benefits from being one of Fife's five main bus stations.
- There is an ongoing campaign for reinstatement of the Leven rail link to improve strategic transportation links for the area. A strategic assessment of proposals is due to be completed by the end 2018 for consideration by Transport Scotland.
- Fife Council is conducting a viability study into the River Leven Green Infrastructure Project looking at cycle and walking paths along the entirety of the River Leven.