1. Overview

The Local Strategic Assessment provides an overview of how a Local Area is doing. It collates a wide range of information and, through facilitated sessions with a range of individuals involved in the Local Community Planning process, provides a key input for the refresh of Local Community Plans and an input into the wider Fife-wide Strategic Assessment.

The current Dunfermline Local Community Plan is structured around three main themes. These are:

1. Promoting business and tourism
2. Increasing employability and skillsets
3. Health, wellbeing and environment

The Local Strategic Assessment process indicates that these issues remain key priorities for the area.

Within the theme of Promoting business and tourism, the challenges facing the local economy include the need to maintain a vibrant town centre and to improve transport links. This includes a need for increased town centre parking and better co-ordination of public transport between the eastern expansion and other areas of Dunfermline. The promotion of Dunfermline as a tourist destination is viewed as an important aspiration, building on the proximity to Edinburgh and Rosyth port, and potentially tying into opportunities linked to the Edinburgh festivals.

There are concerns about employment opportunities in the local area, and the high proportion of jobs that are low income or based on temporary contracts. Linked to this are concerns about the training available to young people in the area and the potential impact that lack of suitable training opportunities can have on their life choices. It was noted that there has been a reduction in extra-curricular activities at school, along with a reduction in college places and the range of courses offered.

An ageing population, particularly the challenge this poses for primary care services, is an important issue for the area. The aspiration to become a World Health Organisation ‘age friendly city’ was viewed as being a key part of the response to this challenge. Another challenge is how to ensure that the area’s strong community spirit is maintained as Dunfermline continues to expand. There is a perception that areas of housing expansion, with large number of newcomers to the area, are more disconnected from the town than other areas. Engaging with families in need of support, and ensuring that issues are not merely displaced when areas are regenerated, is also considered to be important. While there is a general desire to increase the attractiveness of the area through investment residents, visitors and businesses often have different views on how this could best be achieved.

The theme of Community involvement and cohesion was highlighted. This includes: the growing importance of volunteering and the need to expand the volunteering base; how to foster community identity and increase civic pride; how to make community councils more representative; and how to enable communities to take advantage of opportunities through new initiatives, such as participatory budgeting and community empowerment.)
2. Local Assessment Findings

DUNFERMLINE

Local Community Plan
- Promoting business and tourism
- Increasing employability and skillsets
- Health, wellbeing and environment

Profile
- Expected 69% increase in older people by 2026
- Substantial recent growth
- People most concerned about health and health facilities

Place
- Work and local employment requires improvement
- Traffic and parking seen as an issue
- Better integration of transport
- A need to better use tourism potential including tidying and making locations attractive
- Need to consider night time economy and links with retail park to benefit wider area.

Community
- Incoming people more disconnected from the rest of the area
- Significant areas of deprivation
- Communities with low outcomes are improving
- Creating more cohesive and engaged communities seen as important

People
- Large levels of suburban living
- Generally people doing less well than similar people elsewhere in Scotland
- Concern regarding divide between those in new housing and others
- Young people engaging in risky activities is a concern
- Need to match skills and work more across the area

Horizons
- Challenging issues around future demographic change
- Future use of existing assets seen as key to improvement

Local Strategic Challenges
- Levering the full and already existing potential of the area for tourism and business may require a step change
- Significant demographic change ahead
- Health and wellbeing related issues are identified as important public concerns
The City of Dunfermline sits a few miles to the north of the Firth of Forth in the south west of Fife. The city has a long history stretching back nearly 1,000 years, with strong links to its royal and religious heritage. Dunfermline is now the largest settlement in Fife and is a major centre for large-scale retail and leisure facilities. Over the last two decades it has experienced substantial growth, with substantial development taking place within its eastern expansion area.

In the City of Dunfermline area, local people identify the major issues as NHS / hospitals / healthcare, and Funding for public services.

This is followed by issues relating to Increasing elderly population, and the Economy.

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### Profile

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>AREA</th>
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<tbody>
<tr>
<td>55,451</td>
<td>37.3 SQ KM</td>
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<tr>
<td>29% INCREASE expected by 2026</td>
<td>2.7% of Area of Fife</td>
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<td>15.1% of Fife’s population</td>
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<table>
<thead>
<tr>
<th>CHILDREN</th>
<th>WORKING AGE</th>
<th>OLDER PEOPLE</th>
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<tr>
<td>10,733</td>
<td>35,782</td>
<td>8,936</td>
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<tr>
<td>26% INCREASE expected by 2026</td>
<td>20% INCREASE expected by 2026</td>
<td>69% INCREASE expected by 2026</td>
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<tr>
<th>HOUSEHOLDS</th>
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<td>24,607</td>
<td>18% social rented</td>
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<td>77.4% with at least one car/van</td>
<td>4% private rented</td>
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<td>£363 median weekly income (after housing)</td>
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<tr>
<td>24.2% in fuel poverty</td>
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<tr>
<td>26% INCREASE expected by 2026</td>
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<tr>
<th>ECONOMY</th>
<th>MAIN EMPLOYMENT AREAS</th>
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<tr>
<td>73.3% Economically active of which</td>
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<tr>
<td>61.2% Employed Full Time</td>
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<tr>
<td>19.8% Employed Part Time</td>
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<tr>
<td>25.5% Finance &amp; Professional</td>
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<tr>
<td>21.5% Education &amp; Health</td>
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<tr>
<td>17.8% Wholesale Retail and Transport</td>
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<tr>
<td>8.3% Manufacturing</td>
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<tr>
<th>WELFARE AND BENEFITS</th>
<th>WELFARE REFORM CHANGES: EXPECTED LOSS TO LOCAL ECONOMY</th>
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<tbody>
<tr>
<td>2.4% Job Seekers Allowance</td>
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<tr>
<td>2.0% JSA (16 to 24 year olds)</td>
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<td>£12.7 million per working age adult</td>
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<tr>
<td>£358 per working age adult</td>
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*Figure 1 – Community perceptions of what is a major issue in the area (Fife People’s Panel, Survey 24, 2015)*
4. **Place**

Place is an important element of Local Community Planning. Using the national Place Standard tool, local people were asked to consider aspects of the physical and social environment where they live and to paint a picture of the place and what needs to improve.

The Place Standard facilitated sessions identified the following improvement areas:

**Transport** – better connections between the bus station and the train station, better co-ordination of timetabling and better integration between the eastern expansion and more traditional areas by linking routes. A park and ride facility similar to the existing one at Halbeath is needed for the west of Dunfermline to encourage greater public transport use to Stirling and Glasgow. There is insufficient parking, particularly long stay parking, in the town centre, and more modern payment methods should be considered. Cycle paths should be better connected in order to encourage more people to cycle, for example, by encouraging children to cycle to school rather than using the school bus.

**Tourism** – the area needs to do more to exploit its tourism potential, for example, through better signage from the motorway, and better offerings from cafes, bars and entertainment venues in the town.

**Economy** – better integration of the night-time economy, particularly between the retail park and the town centre, would greatly benefit the area and create more opportunities for local businesses.

**Street scene and neighbourhoods** – there is a need for investment to improve the attractiveness of the area by improving shop fronts, greenspaces, play park equipment, and facilities to attract more visitors. However, residents, visitors and businesses have different views on how this could best be achieved.

![Figure 2 – Community perceptions of where improvement is needed in the area using the Place Standard. The outer part of the diagram (score 7) means little room for improvement, while the inner part (score 1) represents most need for improvement (Fife People’s Panel, Survey 26, 2016)](image)
5. People

All people are different, and simply looking at where they live only gives part of the picture. How well different groups of people are doing compared to others in the area and throughout Scotland allowed the following insights to be identified through a facilitated session.

Those living in Dunfermline’s suburbs account for a sizeable proportion of people in the area, and people in this group are doing most well. This is around the average for similar types of people living elsewhere in Scotland. Urbanites are also doing comparatively well in Dunfermline, but are doing slightly less well than similar people living in other parts of Scotland.

Hard-pressed households are doing less well, and less well than similar people elsewhere in Scotland. However, some people in this group are doing better than similar people living elsewhere in Scotland.

Constrained city type are doing less well and in comparison to similar household types in other parts of Scotland.

Cosmopolitans are a small group, who are doing well, both within the area and relative to similar people elsewhere in Scotland. Rural residents are in the minority, and although they are doing well in the area, they are doing less well when compared to similar people in other parts of Scotland.

The facilitated sessions identified the following issues:

Perception of the area

The area has a diverse population, yet the general perception is of an area with well integrated communities. Areas traditionally considered as being deprived are considered to have challenges in changing mind-sets and attitudes, while more affluent areas have differing problems relating to people living above their means.

Housing

With the expansion of Dunfermline in recent years, there is now considered to be more of a divide in the area. Issues exist around how and where families are located, and how the regeneration of one area can displace problems to other areas. Proximity to Edinburgh has resulted in a large buy to rent private sector.

Work

Matching jobs and skillsets in the area presents a challenge. There are employment opportunities in the area, but these are often characterised by low wages or temporary contracts. The large call centres in the area generally employ graduates. Many businesses in the area are stretched and cannot afford to take on apprenticeships and those that are available are dependent on good school links.

Families

There are challenges in bringing about positive changes and breaking the cycle of deprivation in some areas. This will require innovative ways of engaging with families that need support, such as The Hub facility, and through better advertising and targeting of existing services. Across all school communities there is a view that many families are struggling regardless of background. Following reductions in extra-curricular activities in schools, there is a need to ‘poverty proof’ the school day in order to decrease the stigma associated with accepting anti-poverty measures.

Young people

Growing numbers of young people in the area are considered to have low aspirations, leading them to engage in risk taking behaviour. There is a widespread view that the area they are from determines their future. There is a shortage of college places, and the courses which were well subscribed and successful have been lost through a lack of funding. There is a perception that the courses available are more dependent on the lecturers’ skill sets rather than the skills needed to do the jobs that are available in the area.

Social connection & Service Delivery

As available council and partner resources decrease, delivering on priorities presents challenges, and it is important that all services work together to share resources. There is also a need to strengthen communities’ capacity to help themselves and to empower them to bring about change.

Figure 3 – How different types of people are doing within the area (based on Scottish Index of Multiple Deprivation 2012 and 2011 Census Output Area Classification)
Insights into how communities are faring provide a critical input to the consideration of local places. Through facilitated sessions, the following issues were identified:

Volunteering, community engagement, involvement – community engagement seems to work well for single issues, and in smaller and more affluent areas. There is a need to engage more with young people and minority groups, and through schools and large employers. More local events are needed to encourage people to volunteer and get involved over the longer term.

Community Councils – there is a mixed picture of community council coverage across the area, with the more historic, traditional and affluent areas having the greatest involvement. Community councils tend to be made up of a few key individuals who, while usually very committed, may not represent the wider views of the local area or work closely with other groups in the area.

Community involvement/empowerment – community capacity building should have a broader focus than being seen as a CLD function if it is to encourage more people to get involved in the community.

Communication and Council support needs to be more visible and accessible – individuals and groups are often not aware of what is going on in their area or the help that is available to them. More effective and targeted methods of communication (social media) would encourage greater “self-help” and motivate people to get involved.

Getting better at listening – Greater integration is needed in the delivery of services, along with listening to local views to ensure that services meet people’s needs. Less bureaucracy and formality within the Council would encourage individuals and groups to get more involved in activities in their area and to come up with more ideas about how their area could be improved.

Neighbourliness and opportunities for people to interact – generally, there does not seem to be a problem with people getting on with each other across the area. However, some areas that have experienced rapid increases in new homes, attracting large numbers of newcomer, and areas with high numbers of commuters, are seen as being more disconnected than the more established areas.

Dunfermline city centre is a hub that attracts large numbers of people from outlying areas into the centre to socialise, in addition to the people that live there.
7. Local Outcomes

Local community planning requires a good understanding of differences within and between neighbourhoods. The table below shows the overall pattern of outcomes for neighbourhoods in the area, and whether local neighbourhoods are improving over time.

It identifies how different neighbourhoods within the area are faring 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 the economy.

The neighbourhoods with the poorest outcomes in the Dunfermline Area are Abbeyview North, Touch and Woodmill, and Baldridgeburn. Areas with better life outcomes include Dunfermline East and Pitcorthie East, Garvock Hill, and Pitcorthie West.

When compared with similar neighbourhoods elsewhere in Scotland, the areas doing worse than expected include Townhill and Kingsseat, Baldridgeburn and Brucefield. Areas doing better than expected include Milesmark and Wellwood, Garvock Hill and Abbeyview North.

Neighbourhoods showing the least improvement in life outcomes include Baldridgeburn, Pitcorthie West, and Abbeyview South. The neighbourhoods with the greatest improvement in life outcomes include Milesmark and Wellwood, Headwell and Abbeyview North.

Milesmark and Wellwood, Headwell and Bellyeoman have improved more than expected, compared to similar areas, while Baldridgeburn, Pitcorthie West and Abbeyview South are showing less improvement than expected when compared to similar neighbourhoods.

**Figure 5 – How different neighbourhoods are doing on key life outcomes relative to other comparable areas**

**(Improvement Service, Community Planning Outcomes Profile Tool 2016)**
It is impossible to predict the future. However, it is possible to identify challenges which are already on the horizon. Through a facilitated horizon scanning exercise a number of future considerations were identified for the area:

**Demography**
Increases in population, particularly the pensioner population, present challenges for the area around primary care services, health facilities, GP and care homes, cremation services and cemeteries. Increases in numbers of children will also bring pressures on schools. Crime and mental health will pose challenges as services decrease and the population grows - resulting in an increased reliance on the voluntary sector. The aspiration to become a World Health Organisation “Age Friendly City” will bring both challenges and opportunities to the area.

**Environment**
There is a need to capitalise on the environmental and cultural assets of the area and the benefits these bring through tourism. There is a need for better community facilities better maintained and enhanced green space for community events and activities. The maintenance of many old buildings in the area poses a major challenge. Poor connectivity, both across the town and with other Scottish cities, leads to an over-reliance on cars and associated pollution problems.

**Economy**
Proximity to Edinburgh and Rosyth port provides opportunities for developing tourism, aided by the Edinburgh Festivals’ expansion to Fife and the cruise ship initiative. There is potential to grow the hotel and B&B sector for tourism centred on Edinburgh, St Andrews and pilgrimage events. Investment in a mixed use town centre is needed to enhance the night time economy, to develop new business and support the development of smaller shopping units. Challenges remain around car parking and providing a town centre that caters for older age groups in terms of retail and leisure facilities, and more appropriate housing that enables more supported living.

**Technology**
Advances in technology provide opportunities to develop community and superfast broadband, along with bespoke social media solutions to promote Dunfermline and provide a “one stop shop” for promoting the area. Challenges include the need to reach older age groups that are not IT connected and the need to more electric vehicle charging points.

**Organisational**
While there are many active groups in the area providing opportunities for greater community cohesion, there is a perception that these groups do not take enough action. There is a need to work with the third sector, poverty alliances and new community councils to identify priorities. While community groups have a wealth of ideas funding is not always available to take forward initiatives.