

**Communications & Fundraising Officer**

Job Pack

July 2023

**© Fife Health Charity (NHS Fife)**

**July 2023**

This document is licensed under the Creative Commons Attribution-Noncommercial-NoDerivatives 4.0 International Licence. This allows for the copy and redistribution of this document as long as NHS Fife is fully acknowledged and given credit. The material must not be remixed, transformed or built upon in any way. To view a copy of this licence, visit https://creativecommons.org/licenses/by-nc-nd/4.0/

[**www.nhsfife.org/fhc**](#)



Contents

[Message from the Charity Director 3](#_Toc127867462)

[Job Description 4](#_Toc127867463)

[Person Specification 12](#_Toc127867464)

[Organisational chart 14](#_Toc127867465)

[Appendix – Discover NHS Fife 15](#_Toc127867466)

# Message from the Charity Director

Thank you for your interest in joining Fife Health Charity as our new Communications & Fundraising Officer.

If you are a communications and fundraising professional who is passionate about our cause, enthusiastic, self-motivated and driven to make a difference then Fife Health Charity wants you to join our team! This is an essential post within our small team and the successful candidate will be responsible for telling the story of our work and the impact we make through our grants. We know that we make a difference in the lives of the people benefitting from our grants but it’s vital that we capture and share these stories. We want to inspire others to apply for grants and also demonstrate to our many wonderful donors what their donations have enabled to happen. This also has the benefit of giving confidence to other potential donors and fundraisers that our charity is enabling great things to happen for the people using the services, and the staff, of NHS Fife. That is why this role will also have a focus on supporting fundraising activities to raise charity funds to award grants that will enhance and add value to projects and services across NHS Fife.

Fife Health Charity is the official charity of NHS Fife, registered with the Office of the Scottish Charity Regulator as Fife Health Board Endowment Fund (SCO11988). We provide grants for projects, activities and services that enhance and add value to NHS Fife services, improve people’s lives and make their healthcare experience better.

This role is offered on a permanent full-time basis although we are happy to consider flexible working options. The charity operates a hybrid working environment with our team working from home and at our Hayfield House office in Kirkcaldy. If you would like to find out more about this opportunity before applying, please contact me at the details below. I look forward to receiving your application!

Mark McGeachie

Charity Director

[mark.mcgeachie@nhs.scot](#)

# Job Description

## Job purpose

The Communications and Fundraising Officer will be based within Fife Health Charity and is also aligned to NHS Fife Corporate Communications Team to ensure a coordinated approach on the planning and implementation of the Fife Health Charity communications strategy and annual plan. Working with the Charity Director, the postholder will develop and deliver the charity’s communications strategy which aims to raise the profile of the charity across NHS Fife (including reaching NHS staff; the people who use NHS services) and beyond (including potential donors to the charity and partners). They will also provide support for people who wish to raise funds for, and donate to, Fife Health Charity as well as leading on our own fundraising activities. This will require a high standard of team working with colleagues in the charity team.

## Role of Fife Health Charity

Fife Health Charity is the strategic charity partner of NHS Fife. We are a grant-making charity and our purpose is to enhance the health and wellbeing of the people supported by, and staff of, NHS Fife. We do this by providing grants for projects, activities and services that enhance and add value to NHS Fife services, improve people’s lives and make their healthcare experience better. We do not fund activities or services which are a core responsibility of NHS Fife. Every donation that is given to our range of hospital, ward or service funds is distributed by Fife Health Charity to make a real difference to patients and NHS staff throughout Fife.

Fife Health Charity is the operating name for Fife Health Board Endowment Funds, which is a Scottish Charity, SC011988, regulated by the Scottish Charity Regulator (OSCR). The charity provides a comprehensive fund management and administration service to NHS Fife. Specifically:

* Guide and support the Fife Health Charity Trustees to meet OSCR regulatory requirements
* Provide to the Trustees the financial information required for effective and appropriate decision-making, procuring expert advice and guidance where necessary
* Support Fund Managers with guidance and administration to enable funds to be accessed at service/ward level in line with delegated authority
* Provide a quality grant management pathway from initial enquiry to file closure

Each year we award grants totalling around £1M to support the staff of, and people supported by NHS Fife. The charity has an ambition to grow and develop in order to increase the impact we have for the beneficiaries of our grants. Vibrant and engaging communications activities which tell the story of our work and the difference we make are an essential aspect of our on-going development as a charity.

The postholder will be tasked with working with the Charity Director to deliver on our communications strategy and fundraising activities in support of our new strategic plan from 2024. This will be an exciting time for the charity as 2024 also marks the 75th anniversary of the charity. They will be expected to be proactive and seek out opportunities which promote our charity, the work that we do and how people can support us over the coming years. This will require a high level of collaboration with colleagues across the Charity and NHS Fife.

## Key result areas

### Communications

The communications function will be the majority component of the role and will include:

* Leading on the design, development, delivery, and evaluation of communications activities to promote the work of Fife Health Charity
* Delivering effective communication with Fife Health Charity’s stakeholders
* Promoting the role and operation of Fife Health Charity, taking opportunities to celebrate the achievements and success of staff who are delivering activities funded by the charity
* Establishing and proactively managing our dedicated charity area on the NHS Fife staff engagement app – Staff Link (powered by Blink software)
* Providing communications advice and expertise to the Charity Director and Board of Trustees
* Providing communications input and advice to a range of initiatives and groups relevant to Fife Health Charity, attending meetings, groups, events, etc. as necessary
* Delivering Fife Health Charity’s annual communication plan objectives and activity
* Collaborating with the Charity Support Officer, Senior Project Officer and other charity colleagues to identify projects and activities to promote through communications activities
* Managing, researching, writing and editing social media content, news updates, feature articles and campaign resources to support a wide range of Fife Health Charity funded projects
* Coordinating targeted communications using a range of channels including web, e-newsletters, online-magazines, branded campaign assets, advertising, team briefings and staff updates to ensure audiences are well informed and to aid and promote two-way communication and feedback
* Producing and/or commissioning graphic design, videos, and marketing communications material
* Providing regular activity reports including campaign evaluation and analytics
* Working with NHS Fife Corporate Communications function on the coordination and scheduling of communications plan and material, for Fife Health Charity
* Working with Corporate Communications to agree proactive and reactive Press and media releases and statements
* Providing support to the NHS Fife Corporate Communications Department as part of organisational resilience planning
* Performing other duties to support the work of Fife Health Charity, which may occasionally include working during the evening or during the weekend

### Fundraising

The fundraising function will be the minority component of the role and include:

* Support for all potential donors and those fundraising for Fife Health Charity, working with individuals to promote and maximise their fundraising efforts, working in collaboration with the Charity Support Officer
* Raising funds and achieving annual fundraising targets through a quality, supporter-focused annual fundraising plan
* Creating and delivering a varied calendar of fundraising opportunities and events, including recruitment of participants to wider charity-sector mass participation events
* Researching and identifying new opportunities to engage community supporters, including new innovations within the sector which could support our work and developing these opportunities for our charity
* Collaborating with other charity colleagues to identify and deliver fundraising activity opportunities
* Developing promotional and marketing materials to support fundraising activities and events
* Maintaining accurate donor records including communications, pledges and donations and ensuring effective administration of our fundraising activities
* Being responsible for ensuring all supporter enquiries, including complaints, are dealt with efficiently, compliantly and with sensitivity.
* Working in ways that are consistent with the principles and standards outlined by the Institute of Fundraising Scotland and Fundraising Regulator’s Code of Fundraising Practice along with other relevant legislation with regards to the fundraising activities undertaken
* Ensure compliance with charity legislation and all other relevant regulations including GDPR and PECR requirements

The balance between the communications and fundraising functions will be kept under review and may change throughout the year to meet operational priorities.

## Assignment and review of work

The post holder will work with the Charity Director and autonomously when required and use their own initiative to progress priorities in accordance with the strategic and operational goals for Fife Health Charity. Annual objectives will be agreed with the Charity Director. The post holder is responsible for ensuring delivery of those objectives within the obligations of the post. Formal review will take place at mid-year and year-end. Update of objectives and review of progress will also take place through regular 1:1 meetings. A number of the delivery timescales are predetermined by strategic planning, e.g. grant programmes and budgeting cycles, project reporting and evaluation.

The day-to-day work of this post is largely self-directed. The post holder is required to prioritise workload across their different areas of responsibility to ensure progress is made across all priorities. The nature of the workload will be a combination of routine, planned and timetabled tasks. There will also be a need to respond to changing situations and priorities within the charity and the post-holder is expected to be pro-active and identify matters of urgency, prioritising workload, referring to the Charity Director as necessary

Beyond this the post holder’s work will be informed by issues and developments arising through project delivery and, from time-to-time, out of Trustee meetings. The post-holder is required to be flexible, innovative and adaptable often dealing with time sensitive and confidential material.

## Decisions and judgements

The postholder will be expected to work with a moderate level of autonomy, in line with the demands of the role and the specialist knowledge they bring. They will be expected to manage their own time and workload but regularly refer back to the Charity Director for guidance on, e.g. the best method of approach to adopt in a particular setting; building up a network of contacts and any problems encountered and NHS Fife Corporate Communications Manager on the planning, scheduling and coordination of communications activity. Aspects of the work may be subject to confidential, personal, and professional information in a commercial/workplace setting and so is required to have a high level of discretion and confidentiality.

The postholder must ensure all activities are carried out in line with charity law and applicable regulations as well as NHS Fife policies and procedures.

The post-holder:

* Prioritises and manages competing deadlines and exercises own judgement when dealing with both internal and external enquiries
* Manages a busy workload on a day-to-day basis with changing situations having the potential to impact on achieving tasks
* Has access to guidance and support from senior staff, but the post-holder is expected to operate in general without the need for regular supervision
* Has personal contact with the Charity Director on various project areas to discuss objectives and actions required to achieve these
* Uses discretion to resolve routine problems and find solutions using experience and initiative

## Most difficult/challenging parts of the job

* Ability to react to changing and competing demands involving multi-tasking and effective time management
* Ensuring timely and effective coordination with NHS Fife Corporate Communications team on planned and reactive charity communications, internally and externally
* Dealing with the internal clients, staff, and partner organisations, and the public who all require different skills and responses
* Maintaining knowledge of current issues in order to respond accurately and speedily to enquiries from stakeholders in a constantly changing environment
* Ability to meet tight deadlines whilst dealing with persistent interruptions, resulting in the constant reprioritisation of workload
* Maintaining a calm and controlled demeanour while working under pressure in a demanding work environment in order to inspire trust in often difficult and sensitive situations
* Managing very sensitive and emotive information when responding both to enquiries and when representing the organisation at various meetings
* Understanding and navigating the relationship between and requirements of working for the charity within the NHS structure, systems and processes.

## Communications and working relationships

The post-holder will be required to communicate with and develop excellent working relationships both internally and externally:

**Internal verbal and written communication with:**

* Trustees and committees, directors, grant-holders, fund managers, NHS senior managers, clinicians and wider staff on a wide range of topics

**External verbal and written communication with:**

* Other NHS Charities
* Charities and other grant-making bodies
* Other third sector organisations
* Members of the public, partners, patients, and service users to support and maintain effective channels of communication

## Equipment, machinery and systems

The post holder is expected to be competent in the use of office and administrative equipment relevant to the post, examples of which include:

* Personal Desktop computer
* Laptop
* Printer, photocopier, fax, and scanner
* Telephone / Mobile
* Occasional use of projectors and other audio-visual aids.

An excellent working knowledge and ability to use a variety of computer systems and packages is required, e.g.

* Office 365 and associated Apps – Sway, Forms etc.
* Microsoft Word, Excel, PowerPoint, Outlook, Teams
* Social Media platforms and tools
* Blink - Staff Communications and Engagement App Software
* Umbraco CMS – NHS Fife and Fife Health Charity microsite - website platform
* Maintenance of electronic diaries and scheduling tools
* Submitting monthly time and travel expense sheets
* Raising purchase orders in line with departmental procedures
* Monitoring spend of communication activity and campaign budgets
* Use of Grant Management or CRM systems.

New systems may be introduced as the organisation and technology develops, however training will be provided.

Use of car or similar transport to travel to external meetings, groups, events, etc.

## Physical, Mental, Emotional, and Environmental Demands of the Job

* Sitting at a keyboard for some considerable time - frequently
* Hand to eye coordination speed and accuracy required for computer use - frequently
* Manual lifting and transportation of equipment - occasionally
* Driving between sites in Fife - regularly
* Requirement to attend meetings and events across and out with Fife - regularly
* Driving/travelling in adverse conditions i.e. bad weather, traffic congestion – occasionally
* Advanced keyboard skills -frequently
* Negotiating skills – frequently
* Presentation skills – frequently
* High intellectual content – requires knowledge and expertise combined with intelligence to understand guidance and draw conclusions
* Communicating effectively with a wide range of staff
* Having to motivate, enthuse and persuade staff to contribute to various programmes of work - regularly
* Project management skills – occasionally
* Time management skills – constantly
* Responses at short notice – frequently
* Pressure to meet deadlines – frequently
* Use of computer/laptop for long periods of time - frequently
* Requirement to move and work within sites in Fife (and occasionally outwith Fife) – regularly
* Accommodating and responding to personal dynamics and the politics of working within a complex organisation – frequently
* Negotiating behavioural and cultural change within complex organisational systems – frequently
* Exposure to decision-making processes at most senior level, involving contact with senior managers of NHS Fife Pressure of responding to urgent requests at short notice.
* Coping with demanding and sometimes aggressive external inquiries.

## Experience, knowledge, skills and aptitudes required to do the job

* Educated to SCQF level 10 (Honours degree or equivalent)
* Successful experience of working in communications roles in the third or public sectors
* Experience of delivering a range of charity fundraising approaches
* Experience of designing, delivering, and evaluating marketing and fundraising campaigns
* Knowledge of fundraising approaches and regulations
* Extensive knowledge of communications and engagement and how to operate in a challenging political environment
* Excellent problem-solving abilities
* Analytical skills - the ability to collect and analyse information
* Proven ability to work effectively on own initiative
* Excellent communication, public relations, and people management skills
* Excellent creative, copywriting, sub-editing, and proof-reading skills with ability to summarise complex information and issues into a concise and easily understandable format
* Excellent presentation skills
* Ability to use a range of IT programmes to a high standard
* Proactive and self-motivated, able to work without supervision, using own initiative to complete tasks and deliver objectives
* Excellent time management and able to manage workload, prioritising and delivering to agreed deadlines
* A team player with ability to work well under pressure
* Determination, resilience and persistence.
* Demonstrate ethics, values and personal qualities / behaviours consistent with the vision, culture and values of NHS Fife
* A working knowledge of health and related topics, nationally and locally
* To be able to travel independently to a range of NHS Fife venues to support meetings and events (including some potential evenings and weekends)

The post holder would be expected to undertake additional training if required.

Desirable:

* Qualification in marketing, communication, public relations, or fundraising
* Member of Institute of Fundraisers (Scotland)
* Experience working in or with the NHS
* Experience working in a grant-making environment
* Knowledge of charities and their operating environment
* Project management experience
* Evidence of continuing professional development

“Mandatory Induction Standards and Code of Conduct for Healthcare Support Workers – NHS Circular CEL(2010)23

Your performance must comply with the “Mandatory Inductions Standards for Health Care Support Workers in Scotland” 2009; and with the Code of Conduct for Health Care Support Workers, both as amended from time to time, which will be issued with your contract (further copies can be obtained from Human Resources). Failure to adhere to the Standards or to comply with the code may result in poor performance measures or disciplinary action and could lead to dismissal; or if you are self-employed, such failure will be deemed to be a breach of an essential term of your contract, allowing us to terminate with or without notice."

# Person Specification

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Essential** | **Desirable** | **Measure** |
| **Experience** | * Successful experience of working in communications roles in the third or public sectors * Using/supporting a range of charity fundraising approaches * Designing, delivering, and evaluating marketing and/or fundraising campaigns | * Working in or with the NHS * Working in a grant-making environment | Application form / interview |
| **Qualifications / training** | * Educated to SCQF level 10 | * Qualification in marketing, communication, public relations, or fundraising * Member of Institute of Fundraisers (Scotland) * Evidence of continuing professional development | Application form |
| **Knowledge** | * Extensive knowledge of communications and engagement and how to operate in a challenging political environment * Knowledge of fundraising approaches and regulations | * Knowledge of charities and their operating environment * Project management knowledge and experience * A working knowledge of health and related topics, nationally and locally | Application form / interview |
| **Skills** | * Excellent communication, public relations, and people management skills * Excellent creative, copywriting, sub-editing, and proof-reading skills with ability to summarise complex information and issues into a concise and easily understandable format * Excellent presentation skills * Ability to use a range of IT programmes to a high standard * Excellent organisational and prioritisation skills * Excellent problem-solving abilities |  | Application form and interview |
| **Aptitude** | * Proactive and self-motivated, able to work without supervision, using own initiative to complete tasks and deliver objectives * Excellent time management and able to manage workload, prioritising and delivering to agreed deadlines * A team player with ability to work well under pressure * Determination, resilience and persistence * Demonstrate ethics, values and personal qualities / behaviours consistent with the vision, culture and values of NHS Fife |  | Interview |
| **Other** |  | * To be able to travel independently to a range of NHS Fife venues to support meetings and events (including some potential evenings and weekends) | Interview |

# Organisational chart

Fife Health Charity is directly accountable to the charity Trustees but also sits within NHS Fife Finance Directorate under the responsibility of the Finance Director, who is also one of the charity Trustees.

# Appendix – Discover NHS Fife



## Vision, mission, and values

**Our vision**

The people of Fife live long and healthy lives

**Our mission**

Transforming Health and Care in Fife to be the best

**Our values**

Care and compassion

Dignity and respect

Openness, honesty, and responsibility

Quality and teamwork

## NHS Fife – priorities and corporate objectives

**Person-centred:**

* Listen to what matters to you
* Design services in partnership with service users, carers, and communities
* Give you choices and information
* Create environments that encourage caring and positive outcomes for all
* Develop and redesign services that put patients first supporting independent living and self-management

**Clinical excellence:**

* Work with individuals to receive the best care possible
* Ensure there is no avoidable harm
* Achieve and maintain quality standards
* Ensure environment is clean, tidy, well maintained, safe and something to be proud of
* Embed patient safety consistently across all aspects of healthcare provision

**Sustainable:**

* Optimise resource for health and wellbeing
* Ensure cost effective and within budget
* Increase efficiency and Reduce Waste
* Service redesign will ensure cost effective, lean and minimise adverse variation
* Optimise use of property and assets with our partners

**Exemplar employer:**

* Create time and space for continuous learning
* Listen to and involve staff at all levels
* Give staff skills, resources and equipment required for the job
* Encourage staff to be ambassadors for Health and Social Care in Fife
* Create high performing multidisciplinary teams through education and development
* Equip people to be the best leaders

**Inspiring healthcare, inspiring life**

The National Health Service (Scotland) Act 1947 came into effect on 5 July 1948 and created the National Health Service in Scotland. Since then, the NHS in Scotland has gone from strength to strength, taking advantage of new technologies and innovations and continually changing and evolving to meet the needs of the communities it services.

NHS Fife is one of 14 Regional NHS Boards in Scotland. The organisation provides healthcare to over 367,000 people and employs just over 8,700 staff, making it one of the largest employers in the region. As a large rural area with varied geography and several centres of population, there are particular challenges to meeting the health needs of the people of Fife.

To address these challenges NHS Fife works closely with a variety of partners at a local, regional, and national level, including Fife Council, Fife Health & Social Care Partnership, other Health Boards in Scotland, the voluntary and independent sector and, most importantly, the public.

**Brief overview of NHS Fife**

NHS Fife has set out a new and ambitious [Population health and wellbeing strategy](#), approved by the NHS Fife Board in March 2023, which sets out the strategic direction for the organisation for the next 5 years. The strategy places a commitment to the delivery of high-quality health and care services across Fife and sets out how we will seek to address this whilst recognising that change will be required to deliver this.

Fife is home to two large hospitals - the Victoria Hospital, a district general in the centre of the Kingdom: and Queen Margaret Hospital in West Fife. The majority of NHS Fife’s acute services are provided from the Victoria Hospital in the town of Kirkcaldy. The Queen Margaret Hospital in Dunfermline is home to a considerable number of community and therapy services, alongside a minor injuries unit and a state-of-the-art diagnostic and treatment centre.

Fife is home to a further eight community hospitals spread across the Kingdom; Lynebank Hospital in Dunfermline; Glenrothes Hospital; Whyteman’s Brae Hospital in Kirkcaldy, Cameron Hospital in Windygates, Randolph Wemyss Memorial Hospital in Buckhaven, Stratheden Hospital in Springfield, Adamson Hospital in Cupar and St Andrews Community Hospital.



In addition, there is also a wide range of Primary Care services available in Fife. There are 55 GP practices, 59 Dentists, 46 Opticians and 85 community pharmacies throughout Fife.

**Improving services provided by NHS Fife**

NHS Fife, along with help from its partners, the public, other NHS Boards, Fife Council, and voluntary agencies, is working to improve its services. The board is working on a number of strategic projects that will shape the future of health care in Fife through the transformation of service provision and facilities. This includes work currently underway in developing;

* + Primary Care Hubs
  + Mental Health
  + Fife Elective Orthopaedic Centre

**Demographic and social profile of Fife**

The Kingdom of Fife is a peninsula in eastern Scotland with a coastline of 170 kilometres (105 miles) bounded by the Firth of Forth to the South and the Firth of Tay to the North. It is the third largest local authority area in Scotland with a population of over 370,330. This represents 7% of the total population of Scotland. 96% of Fife residents live in 134 settlements, the largest of these being Kirkcaldy, Dunfermline and Glenrothes. 59% of residents feel they have access to quality green space, from award winning beaches to historic town parks.

Fife shares inland boundaries with Perth & Kinross and Clackmannanshire, and is divided into seven administrative or business areas:

* Cowdenbeath
* Dunfermline
* Glenrothes
* Kirkcaldy
* Levenmouth
* North East Fife
* South West Fife

By 2039, the population of Fife is expected to increase by 4.5% to 387,214. The 16 to 19 age group is expected to reduce and those aged 75+ to see the greatest increase. This may be attributed to a declining birth rate and increased life expectancy in Fife, which is currently greater than the Scottish average for both males and females.

The baseline for the minority ethnic population in Fife is still the 2011 Census. This estimated that approximately 1.6% of Fife’s population were from an ethnic minority group, with the highest percentage categorised as Asian Pakistani.

The extent of deprivation in Fife is fairly evenly spread across the different data zone bands from most to least deprived. The 2009 Scottish Index of Multiple Deprivation (SIMD) indicates that Fife has an increasing share of Scotland’s most deprived areas. Fife has the sixth highest local authority share of the 15% most deprived data zones in Scotland. 51 (5.2%) of the 976 data zones in the top 15% across Scotland are located in Fife, 8 of which fall into the top 5%. The 2009 data also confirms enduring deprivation in specific areas of Fife.

The proportion of young people not in education, employment or training in Fife is higher than for Scotland overall. The proportion of the working age population with no qualifications is 10.4 per 100,000 of the population, which is also below the Scottish average. Physical health data is positive and among the best in Scotland. This shows evidence of good general health and nurture, and the emergency hospital rate is lower than the Scottish average.

In recent years Fife’s economy has moved away from traditional manufacturing industries towards the service sector.

**Realise your full potential with NHS Fife**

With its stunning beauty, rich history and abundance of sporting and leisure activities, Fife is a fantastic place to live and work, with an identity and a character all of its own. The cost of living here is lower than the national Scottish average and house prices offer superb value for money, providing you with a high standard of living and quality of life.

The major economic and cultural hubs of Edinburgh, Stirling, Perth and Dundee are all within easy commuting distance. In Fife you really can have it all.

**Work life balance**

As one of the largest employers in the region, NHS Fife is a forward-thinking and innovative organisation which offers an exciting and diverse range of work, training and study opportunities for people from all backgrounds.

NHS Fife works to provide a supportive environment for staff where strong teams work and develop together and where individuals can flourish to realise their full potential. Our ’Well at Work’ programme has helped to bring about a truly positive culture within NHS Fife, helping to reduce stress, increase motivation and improve productivity among staff.

**It’s a beautiful life**

The Kingdom of Fife occupies the peninsula formed by the Firth of Forth to the south and the Firth of Tay to the north. The region’s landscape is as beautiful as it is diverse, with rolling hills, lochs and spectacular coastline.

This is a place steeped in history. Dunfermline was the first capital of Scotland, home to royal inhabitants, as well as birthplace of Andrew Carnegie, steel magnate and philanthropist whose legacy lives on across the world to this day. The more recent past saw the establishment of the pits and coal mines, heavy industry whose rich heritage is still evident today in the close-knit communities of Cowdenbeath, Lochgelly and Kelty.

The town of St Andrews, named after Scotland’s patron saint, sits on its own on a wide bay on our north east shores, boasting not only Scotland’s first university, but also its oldest golf club, the Royal and Ancient Golf Club, which helped to establish the sport as one of Scotland’s greatest exports.

Nowadays it’s Kirkcaldy and new town Glenrothes that offer the modern bases favoured by major manufacturing and services industries. Both towns are well connected to Scotland’s capital, Edinburgh and the North via the M90 motorway and are easily accessible in less than half an hour by car.

**Well connected**

Getting to and around Fife is simple, with excellent public transport links from around the UK. This fabulous region is not far from Scotland’s cities and is also very easy to get around. With Edinburgh just to the south, Dundee and Perth to the north, and Glasgow to the south west, Fife is in a great position in Scotland and getting here is simple thanks to excellent air, road, rail and public transport links from around the UK.

****

**By road**

If you are driving from Edinburgh and the south, Edinburgh is directly connected by the Queensferry Crossing. Then head to Dunfermline where the A92 takes you further into Fife.

From Glasgow and the west, it is easiest to take the M8 to Edinburgh and then head to Fife from there. The best route from Aberdeen and Dundee is to head for the Tay Road Bridge where the A92 continues into Fife. If you are heading to Fife from Inverness, Perth and the north, follow the A9 from Inverness to Perth. Continue down the M90 from either the A912 at the Bridge of Earn, or continue to Dunfermline on the A92.

The A92 connects the whole region and is perfect for car touring with many well sign-posted scenic routes linking the smaller towns and villages.

**By train**

If you wish to get the train here, there are a number of train stations which have direct rail connections to other towns and cities in Scotland, including Edinburgh, Glasgow, Dundee, Aberdeen and Inverness. There are also links to major English towns and cities on the east and west coast. Fife Circle trains make stops at numerous towns and villages in south west Fife, while there are also regular trains which run between Edinburgh and Dundee.

**By air**

National and international flights fly into Edinburgh International Airport and Dundee Airport, which are both just a 20-minute drive from the Kingdom of Fife. In addition, there is Glasgow International Airport, which is just over an hour away.

**By bus**

Buses from all over the UK stop at Inverkeithing Ferrytoll, where you can continue your journey throughout Fife by bus. An express coach network links Anstruther, Dunfermline, Kirkcaldy, Leven, Glenrothes, Cupar and St Andrews and is complemented by local bus networks in each town.

**Sustainability**

NHS Fife seeks to encourage staff to be mindful of the impact that their journey to work has on the environment. We encourage staff car sharing, provide electric vehicle charging points at our larger hospitals and offer low emissions pool cars for use of staff. There is also a regular shuttle bus between the QMH and Victoria hospitals for staff use.



**Fife Health Charity provides accessible communication in a variety of formats including for people who are speakers of community languages,   
who require Easy Read versions, who speak BSL, read Braille or use   
Audio formats.**

NHS Fife SMS text service number 07805800005 is available for people   
who have a hearing or speech impairment.

To find out more about accessible formats contact:

fife-UHB.EqualityandHumanRights@nhs.net or phone 01592 729130

**Fife Health Charity**

Hayfield House

Hayfield Road

Kirkcaldy, KY2 5AH

**www.nhsfife.org/fhc**

facebook.com/fifehealthcharity

@fifehealthcharity