



Dunfermline and West Fife Tourism Association Meeting Minutes
Thursday 25th January 2024, 2pm
East End Park

Present: Donald McKenzie, Beverley Bryant, Jack Pryde, Sunil Varu, Linn Williamson, Tracey @DCLG, Jenny Thompson, Elaine Watt

Apologies: Gail @ Kirklands, Peter Wilson, Mark McLeod, Billy George, Frank, Alistair from DAFC. Stephen Campbell, Megan @ HES, Helen Corrieu, Bernie Hewitt, Pamela Fernandes, Stuart Gray

1. Welcome

2. Matters arising from previous meeting minutes

- Website note amendment to minutes: Where tender document is mentioned February date to be removed
- Welcome To Fife update to be sent out with minutes each month.
- Gaelic Days: 19th -poet- more info to follow
- Post box- no movement.

3. Dunfermline. com update (DMcK)

- Tenders went out to three businesses.
- A company has now been approached. When agreement has been reached this will be made public.

4. Dunfermline City Plan (SV)

- A brief will be developed to send out around VISION. A post may be created in near future to take forward plans.
- Gap site on High Street- funding will be known in April. Breaking ground hopefully May. An 18 month project so completion Christmas '25. Maintenance may be through an Employability Scheme. All depends on planning. SV will send the finalised plan through.
- It is hoped this will improve the Public Realm as per the Tourism Action Plan.
- Wellbeing Event 11-3pm Sat 25 May: "Tree In The Park" a Council run event

5. Sector Updates:

- **Welcome to Fife (LW)**
- Fife Food and Drink Week '9-17 March. Lots of events, offers, classes, workshops and markets taking place across Fife to support this. [Promo video available](#) (LW).

- Anyone still wishing to have their event included should send info to LW at Welcome to Fife.
 - "[Kingdom Where It All Begins](#)" - campaign is still running until end of February.
 - Fife Tourism Conference 27th February. Well subscribed - more tickets have been released to meet with demand.
 - Short Term Lets - Discussion takes place around 'pending' having a possible detrimental effect on bookings. (EW)
 - Travel Trade- if you would like your organisation to be included at the CONNECT expo, please send your info back to Yvonne Wagoun, White Stag, as soon as possible.
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- **DCLG (Tracey)**
 - Events include:
 - Brush Strokes 'exhibition underway on until 2nd June
 - Miners 'Strike 40th Anniversary Talk
 - 8th March- International Women's Day Talk
 - "Dunfermline Wellbeing Through Heritage"- Mindfulness Course- 8 week block
 - Celebrating Woman's Football - TBC
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- **Visit Scotland**
 - No report available for this meeting.
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- **HES**
 - DMK will update from DHP report made
 - LW will liaise with MM re Influencer Visits
 - [Dunfermline.com](#). will list events in future.
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- **Finance (PW)**
 - Balance £41k- no transactions since last report
 - Note: 24/25 LTA Grant Funding Application available from April for £4K
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- **Andrew Carnegie Birthplace Museum**
 - **Closed period** - The museum reopens 11 March. This allows us to prepare for the upcoming year, recruit and train staff, deep clean the museum and carry out maintenance on the building.
 - **Visitors** - Visitor numbers have remained strong in 2023, up 40% on 2022, 20% are deeper engagement at events, school visits, etc. and contain a more local audience.
 - **Staff and Volunteers** - We will be recruiting for a zero hours Museum assistant, our Front of House, who will cover holidays. We are also recruiting a new post of Museum Collections Assistant for the first time.
 - **Events** - Our events programme was a great success in 2023, and we will continue to build on it in 2024. Although we are closed, we are still open for groups and events. School and uniformed groups continue to be steady and our Engagement officer is starting to go back out to schools, something we have not done since pre pandemic. Work is afoot on the Carnegie Lectures for 2024 following the success of 2023's programme.

- **Press and publicity** - Comedian and YouTube historian, Bruce Fummev visited the museum in advance of his show at Carnegie Hall and created a video featuring the museum for his popular YouTube channel Margaret.
- Digital volunteer, Tan Lay, visited and created promotional videos for the Museum and material for his own new YouTube channel on Carnegie <https://www.youtube.com/@carnegiestory>.
- **Collections** - We have seen increased interest in our photographic collections recently, possibly riding on the coat tails of the success of the Gilded Age. This has led to some large image licensing projects bringing in significant income for the museum.
- We have hosted a number of research groups recently, and have been preparing for some loans in 2014, including the Paton exhibition at DCL&G.
- The Hero Fund rolls of honour were recently digitized by Townsweb Archiving.
- **Travel Trade** - We attended the VisitScotland Travel Trade Showcase in London to raise awareness of the museum in the North American Markets, and an online event to share ACBM products with VisitScotland team and other agencies.
- **Shop** - Our first end-of-season sale proved extremely successful, which is encouraging. Overall we have seen an increase in custom through the museum shop. We are upgrading our till to an EPOS system in time for reopening in March which will open new opportunities for us. We have some new exclusive products in developments as well as some new suppliers for 2024.

Updates from those present:

- Jack Pryde, Discover Dunfermline Tours: Still looking for guides
- Beverley Bryant, Storyteller: Expresses thanks for very helpful Travel Trade workshop
- Jenny Thompson, Courses for Cooks: 'Fam' Trip- Tutored Tea Tasting - organised for end of March. If interested get in touch.
- Elaine Watt, STAY: introducing 'Stay Hospitality and Events' new side to business

Next Meeting:

Will be the AGM: Thursday 14th March @ 2pm

Venue: Canmore Bar