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## Dunfermline and West Fife Tourism Association Minutes

Thursday 14<sup>th</sup> March 2024, 2.30pm

The Canmore House Restaurant and Bar

### Attendees

|                |                   |                  |                 |
|----------------|-------------------|------------------|-----------------|
| D Mackenzie    | Beverley Bryant   | Stephen Campbell | Gill Hart       |
| Jack Pryde     | Kirsty Kerr       | Stuart Gray      | Linn Williamson |
| Frank Connelly | Tracy McCafferty, | Peter Wilson     | Sunil Varu      |

### Apologies

|                          |                             |             |                  |
|--------------------------|-----------------------------|-------------|------------------|
|                          | Bernie Hewitt               | Mark McLeod | Pamela Fernandes |
| Megan McCutheon<br>(HES) | Colleen Reid<br>(Scunnered) | Elaine Watt | Helene Corrieu   |

### Minutes

#### 1. Minutes from previous meeting agreed / amended if necessary

Donald's surname spelled wrongly!

Minutes approved: Tracy McCafferty, Jack Pryde

Matters Arising - none.

#### 2. Dunfermline.com

- Scunnered, Colleen and Alanna, employed.
- Work started on website now access to back end has been achieved
- Access to 'Dunfermline.com' domain name remains an issue for creating new email addresses, such as 'info@dunfermline.com'
- Website: Colleen- priority to repair broken links
- Social Media: Alannah
- Donald, Gillian, Tracey, Mark, Sunil- make up the Dunfermline.com sub committee
- Good news- more SEOs reached already
- Heuristic Audit will be circulated to sub-group (done)
- funding for this came from Covid Recovery Fund. Action: DMackenzie checking deadline for spend.

- Once operating-Business to Client now- organisations will be asked to register for free. Action All: Businesses to enter details by adding to Welcome to Fife which Linn or Gillian will pick up. [gillian.mccracken@fife.gov.uk](mailto:gillian.mccracken@fife.gov.uk) or [Linn.williamson@fife.gov.uk](mailto:Linn.williamson@fife.gov.uk)

### 3. Dunfermline City Plan- Sunil

- Structure now in place led by Shirley Melville
- Dunfermline Alliance (alliance of businesses) has now met. They will be able to comment on the plan on behalf of local businesses & organisations.
- Talk of creating City Development post. Role under discussion.
- Scunnered Digital Marketing Interns Project-24 people 16-30, students or unemployed, 8 week course then assigned to businesses for 1 month to work on digital marketing. (Paid interns) Live on Monday. Deadline for application for students and businesses 27 March. Businesses to pay 30% cost of intern.
- Relaunch of 'Scotland Loves Local' as 'Fife Loves Local' starting 26<sup>th</sup> March. A gift card for local Fife businesses.
- Heritage Trust Network - conference in Dunfermline 26<sup>th</sup>-28<sup>th</sup> September - 200 people. Linn will be coordinating a meeting of hotels for this. Conference will take place in Glen Pavillion.
- DMackenzie suggests LTA has sub groups of hotels/accommodation and eateries.
- Tree in the Park- Sunil Saturday 25<sup>th</sup> May, Pittencrieff Park, 11am-3pm
  - Physical + Mental Wellbeing full details at next meeting from Sunil Action Date to be put on [Welcome to Fife website](#)

### 4. Cruise Forth

- 3rd April - Briefing in Canmore House. 25 ships from 9th April to early October.
- Setting up WhatsApp network of businesses
- January - 2 Shore Excursion Company taken around Dunfermline Heritage Quarter. An enquiry for 200 visitors to Dunfermline for an afternoon in 2025 came out of this.
- A video promoting Dunfermline has been designed through Cruise Forth, which we are all able to use.

### 5. Inner Forth Tourism Business Event

- Helene Corrieu's report attached Forth Estuary to Kincardine A project for cycling and walking in the area. Bike transportation on minibuses for free.
- NB. Helene now left this post.

I can't believe it has already been almost half a year since our Round the Inner Forth rebranding workshops!

Thank you again for your participation and your input during the three sessions.

I am now contacting you with exciting news: we are ready to launch the rebranded route! The new logo, that you have helped to design, is currently being added to signage along the NCN76, and we are organising a press launch on Monday 18<sup>th</sup> March.

We are waiting until closer to the press launch to release the Round the Inner Forth promotional material and the new cycle day trip route cards, as well as to make the new logo public. I can share this promotional material with you in due course.

Here is a sneak peek for you, as you have taken part in the co-design process:



## 6. Round Table Update

- Great to see Jack O' Bryan in Top 100
- Bruce Festival going ahead 1st weekend of June
  - Billy George is contact.
  - Funding has just been agreed
  - Bruce 750 lectures coming up: Frank Connelly (NB 2029- 700 years since death)
  - BB asks if more is being done re Bruce 750. ( Lord Bruce has also asked to be informed.)
- Steven from Inn at Charlestown -First 2 pods going in
- Gill at Kirklands - Dragon Egg Hunt Sat 30 March 10-12 Garden now open every weekend Scotland's Gardens opening of gardens (charity)
- Stuart at Knockhill - 50 yr Anniversary -book written 60 yrs since Jim Clarke won! 22nd September, Birthday Event Visitor numbers up giving add on business in Dunfermline - 60<sup>th</sup> Anniversary of Bridge!
- Welcome to Kirsty, Somewhere Else Bar Involved in Fife food and Drink Festival
- Jack Pryde, Discover Dunfermline Tours Happy that group tours looking good for summer
- Frank, Old Dunfermline Completed set of lectures encouraging people into libraries. Further series to follow ' Bruce 750 and' Carnegie' Event. Work for Fife College celebrating 120 years (Lander College) in partnership with Carnegie Mellon University
- Tracy, DCLG - Bringing people back to libraries. Visitor numbers are up again. Lots of events and exhibitions -see social media pages.

## Welcome to Fife

- Tourism Conference- 145 delegates on the day Action: Please give feedback.
- Stephen Whitehill doing an AI event – [Training events](#)
- Grant Funding Application for Tourism businesses, deadline for applications Sunday 28<sup>th</sup> April 2024. [CLICK HERE](#)
- Marketing - Scottish Field and Scots Magazine, Podcast with Wanderlust. (West Australian Press article on Edinburgh mentions Dunfermline! Frank has copy) - Toolkit for Dunfermline (like the one for Levenmouth) to be rolled out with stock images of Dunfermline for us to access) - Business to business events
- **Travel Trade** – VisitScotland Connect- Linn W and Yvonne Wagoun - Brochure- digital will go to delegates - well underway Connect: 17<sup>th</sup> & 18<sup>th</sup> April FAM visits to follow. [Information available here](#)

- With changes afoot at VisitScotland Linn suggests that businesses take time to ensure their online footprint is correct across all listings. Including Google, Welcome to Fife and VisitScotland.
- LTA Project Grant Funding - £4000 available to all LTA's for a new project for the area. Application deadline 31<sup>st</sup> October 2024.

## VisitScotland

There have been some big changes within the VisitScotland Quality Assurance Scheme. As the Scheme is retiring in March 2025 we are unable to accept new members.

Although membership of the Quality Assurance scheme is no longer an option, VisitScotland are continuing to offer an Advisory Quality Consultation Call with one of our Quality and Tourism Advisors.

This is free of charge and would be an opportunity for to discuss bespoke advice tailored to businesses on how to meet and exceed the expectations of visitors. This is a popular service and is an existing tool that many businesses have used to help inform their development plans and staff training content.

To take advantage of this businesses should contact [customer.services@visitscotland.com](mailto:customer.services@visitscotland.com) which will set call appointments up.

Businesses that don't currently have a free business web listing can request one: [Promote Your Tourism Business on Visitscotland.com | VisitScotland.org](#)

Accommodation providers should ensure they are familiar with the recent Short Term Let licence legislation which may affect such businesses.

Further information can be found [Short Term Lets Legislation Changes in Scotland | VisitScotland.org](#)

## Forth Bridges

- The next phase of Forth Bridges Trail interpretation signs are being installed at present and due to be completed by Friday 22<sup>nd</sup> March. For North Queensferry, this means another 6 panels. The website will be updated with the new stops on the Trail as soon as photography is available.
- Some dates for charity events:
- Forth Bridge charity abseil for CHSS - Sunday 16<sup>th</sup> June
- Forth Bridge Barnardo's Your View - Friday 20 - Sun 22 September
- Forth Road Bridge Doors Open Day - Saturday 28 September
- Further events are being planned for the Forth Road Bridge 60<sup>th</sup> anniversary around 4<sup>th</sup> September and details will be announced in April.
- Cruise ships resume locally from 9<sup>th</sup> April in Rosyth and 30<sup>th</sup> April in South Queensferry. A tourism briefing has been arranged on Tuesday 23<sup>rd</sup> April 10am-noon in Thirty Knots in South Queensferry. All welcome, just let me know.
- Social media around the various Forth Bridges accounts continues and please get in touch with any news to cover.

## AOCB

St. Margaret's Stone - suggesting erecting a mast around the stone. (see attached) Community Council would like us to intervene however this is not deemed to be within our remit.

Super bin for city centre instead of all the small bins.

BB + LW to discuss the mailing lists

Next meeting: 3- 5pm Thursday 2nd May, Knockhill Racing Circuit. Guest speaker Stephen Leckie, new Chair of Visit Scotland (diary permitting)

Beverley Bryant Storyteller Glamourie 07540 158174 Facebook: @Glamouriestorytellers