

East Neuk Local Tourism Association, 13 March 2024

Scottish Fisheries Museum

Minutes of the Open Meeting

1. Welcome and Introductions

Gillian McLaren, Chair, shared the meeting welcoming all present and thanked Jen Gordon for hosting the meeting at the Scottish Fisheries Museum and for facilitating earlier visits to the museum.

Attendees

Gillian McLaren	Pittenweem Properties, LTA Chair
Tam Innes	Anstruther Fish Bar, LTA Vice Chair
Martin Dibley	Pets Pantry, LTA Treasurer
Manuela Calchini	Crail Community Partnership, LTA Secretary
Linn Williamson	Welcome to Fife – Industry Support
Jen Gordon	Scottish Fisheries Museum
Peigi Muir	Crail Museum
Sally Brown	Easter Grangemuir Farm and Holiday Lets
Daryl Wilson	Guide Us Breaks
Susan MacNaughton	Sandcastle Cottage
Sandy MacNaughton	Sandcastle Cottage
Diane Ireland	Kilrenny Escapes
Julie Ireland	Kilrenny Escapes
Nikki Storrar	Ardross Farm
David Chalmers	Elie Sailing club and Stravithie

Guests:

Samantha Dick	Developing Young Workforce (DYW)
Scott Duncan	The Waid Academy

Apologies: Michelle Blackwood, Cat Pettie, Kat Gilmour

2. Minutes

Minutes were proposed and seconded. Still awaiting update on general East Neuk signage. New map signage in Anstruther x 3 should be installed shortly. Martin will then get in touch with Crail to look at producing and installing maps. Currently no further update on Social Media.

3. Finances:

Mint Modern have been paid for their work, leaving us with a current balance of £ 7966.01. However, printing costs for the Z map will have to be paid. Linn is liaising with the Fife Council Printing Service and looking at quotes for 10,000/15,000/20,000 print runs.

Linn advised that EN Tourist Association will be supported by Fife Council with a £1000 grant for Admin related costs in the next Financial Year. We will also have the opportunity to apply for another £ 4000 grant for further projects.

4. **Young People in the East Neuk**

Scott and Samantha talked to us about the difficulties that young people in our area face. While it is often assumed that the East Neuk is an affluent area, there are concerns about pockets of deprivation. Rural poverty is often hidden and in Anstruther the average of children and young people living in poverty sits at 20% which is above the Fife-wide average of 17%.

Other factors include 30%+ of pupils have additional support needs and transport links are challenging. While many young people are not going down the traditional path of Highers and advanced Highers, it is difficult for them to access in person, vocational learning offered by Fife College and other institutions.

Waid Academy is now offering an online course in conjunction with Scotland's Rural College (SRUC) that focuses on horticulture and animal care.

Scott is keen to investigate what other pathways there might be for some of his pupils by engaging with the local economy, including the tourism sector. There is also a possibility that Waid Academy could become a training hub for travel, tourism and hospitality.

Scott is interested to find out how businesses would be able to engage and what support they can offer. He advised us that Waid Academy is planning to host a "Business Breakfast" to move the discussion forward.

Sam also asked us to include this short message from her plus her contact details:

"Thank you so much for inviting me along to your East Neuk Tourism meeting, it was lovely to look around the fisheries museum, I felt like a bad citizen never having been in before! However, I thoroughly enjoyed it.

I do hope our pledge to support the HLT Industry was of interest to you and thanks for listening and your input. If you'd like to find out more around getting involved with as little or as much as you like, please drop me a note with your availability to meet up and I will do my best to work around your schedule."

Sam's contact details are as follows:

Sam Dick

Business Engagement Executive

Tel: 07527545733

Email: samanthadick@fifechamber.co.uk

DYW Fife & Fife Chamber of Commerce

Office 46, Flexspace, John Smith Business Park, 1 Begg Road, Kirkcaldy, Fife, KY2 6HD

5. Z Card Map

The group had an opportunity to look at the revised draft of the map and content and overall people were happy with the direction of the project. A lively discussion ensued about what images needed changing and what text had to be amended.

The map links out to the [Welcome to Fife](#) website via QR code. It is therefore key that individual businesses ensure their entry on the website is up to date. Daryl suggested that the website is tricky to filter and Linn has suggested that some of the key links will need to be made clearer and will pick that up with the website team.

In term of measurements, we would ask businesses to monitor pick up, including times and visitor groups and Welcome to Fife will monitor QR code clicks, while business should monitor referrals from Welcome to Fife.

6. Update by Linn Williamson, Fife Council

- Tourism conference was well attended with over 140+ delegates on the day. The stand put presentation was by Stephen Whitelaw on AI and Tourism. [CLICK HERE TO BOOK](#)
- Fife Food and Drink Week is currently underway with over 50 businesses taking part. A questionnaire will be sent out to businesses to gather feedback for next year.
- SME Grant Funding between £ 3,000 and £ 20,000 is now available for B&Bs and Short Term Lets for improvements around sustainability and digital. The first tranche of this grant will be allocated by end of April. [CLICK HERE](#)
- As [VisitScotland have closed the QA scheme](#), Fife Council will not accept any new applications for Brown Tourism Signs until it is clear how the criteria for this will work going forward.
- The Levenmouth Railway link is due to open on 04 June 2024 and a new toolkit is now on the Welcome to Fife website: [Welcome to Levenmouth Marketing Campaign Toolkit - Welcome to Fife For Industry](#) which will give us information on what is happening with regard to the new railway link.
- The new Wanderlust – Off the Page podcast has arrived: “[Tidal Pools, Farm Stands, Castles and Dolphins](#): Wandering the Fife Coastal Path in Scotland”. **Worries were expressed by members of the Tourism Association about the state of the seawalls and the coastal path around Cellardyke and further afield.**
- LoveFife spots continue to be rolled out across Fife, Kirkcaldy Galleries and Crail Heritage Centre will be the next 2 locations in addition to DCLG. Any business looking for maps, Z card or leaflets or have any to share please let me know
- Business are encourage to do a digital detox before the season to ensure listings are correct. If you need assistance with your welcome to Fife listing please just ask. [TOOLKIT HERE](#)

7. Update – The Scottish Fisheries Museum, Jen Gordon

While the Museum is looking to recruit some key team members including a new Director, the event schedule for this year is filling up. From Gaelic Week in February to a talk on fish wives, from Easter family events to hosting the East Neuk Festival, there is something for everyone. The museum is keen to connect local community and is looking to work with nurseries and schools. More information about events can be found here: [Scottish Fisheries Museum - Events \(scotfishmuseum.org\)](#)

8. Round Table

- **Crail Museum & Heritage Centre** will open over the Easter Weekend. There are a number of talks and events planned for this year and more information can be found on the website. The Museum will host an art exhibition in the adjacent Crail Town Hall from 3rd – 11th August 2024: “**Hidden Heritage – Crail’s Art & Artists**”. There will be more publicity nearer the time and as well as a Museum Talk on Wednesday 31st July at 7.30pm in Crail Kirk Hall by Kelsey Williams on the history of Sea Boxes, one of which will be displayed at the Exhibition. The Museum s also working on a fact sheet for the Travel Trade which will focus on private tours.
- Gillian is asking people to share more info on the **East Neuk Tourism Association FB page**.
- Some discussion around **booking patterns**, with bookings confirming closer to the travel trade, though summer is starting to fill up now.
- Currently Fife Council have no plan for a visitor levy.