



East Neuk Local Tourism Association,

17th January 2024, Madeira in Fife

Minutes of the Open Meeting

1. Welcome and Introductions

On this occasion, Manuela Calchini hosted the meeting and welcomed all present and thanked Tara and Jamie for hosting tonight's meeting at The Bothy at Madeira in Fife.

Attendees

Gillian McLaren	Pittenweem Properties, LTA Chair
Manuela Calchini	Crail Community Partnership, LTA Secretary
Linn Williamson	Welcome to Fife – Industry Support
Linda Sneddoon	The Honeypot and Crail Community Council
Peggy Muir	Crail Museum
Tara MacDonald	Madeira in Fife
Jamie MacDonald	Madeira in Fife
Catriona Mann	Crail Food Festival and Crail Community Council
Cat Gilmore	Bowhouse
Sally Brown	Easter Grangemuir Farm and Holiday Lets
Daryl Wilson	Guide Us Breaks
Alex Gardiner	Anstruther Pleasure Cruises
Rab Deas	Isle of May Boat Trips
Cat Peattie	NTS
Steve Maxwell	NTS
Sarah-Jane Latto	Fife Coast and Countryside Trust (FCCT)
Lisa Kennedy	East Neuk Orchards

Tara gave us a short overview of Madeira in Fife:

Madeira In Fife rents out holiday cottages to individuals and groups, and also offers event space on site so do weddings, birthdays and other weekend celebrations. Tara and Jamie took over the business in 2012 from the Duncan family and have grown it over the last decade. There has been a lot of upgrades done to the buildings,

interiors and the gardens. They are currently building 3 tree houses which will be ready in The Spring (no date as yet as it's all a little weather dependant).

The 10 acre garden and the 2 acre walled garden are very important to their business. It gives a point of difference and allows them to do some community events as well.

The Bothy sits 32 for dinner, and the business will be able to sleep 32 on site after the tree houses are built.

Going forward, Tara and Jamie are looking at pop up events and are considering moving into corporate events and retreats.

Apologies

Jen Gordon, Fisheries Museum

Anne Marie O'Hara, The Stables, Crail

Martin Dibley, Treasurer

Chris Lewis, The Wee Chippy

Cllr Dillon

2. Previous Minutes – accepted

Update on Action Points from previous meeting:

a) Interpretation Boards

- Anstruther Boards were handed over to Martin for installation
- Crail board at Crail Town Hall is next in line as no planning permission required. Possibility of second sign for harbour area being investigated

Action: to be picked up at next Tourism Association meeting

b) East Neuk Signage

- Fife Council has established that they have the rights to the Fisherlass image, which will be used on any new signs, marking entrance to the East Neuk area

Action: to be picked up at next Tourism Association meeting

3. Discussion around state of the Coastal Path – Sarah-Jane Latto, Head of Conservation and Engagement, FCCT

- Storm Babett caused serious damage to the coastal path and sections have been lost
- FCCT are currently working on a comms piece to educate industry, locals and visitors of the any diversions
- Diversions will either be over the beach at low tide or further inland at higher tides, often along existing pavements and roads
- Long-term the FCCT will try and enter into negotiations with local landowners to see if the path sections can be moved back onto land closer to the coast.

- FCCT will be happy to try and help with sections that have been affected but are not on the official coastal path (ex. Crail from Crail Castle to Roome Bay) or will signpost to other bodies
- FCCT will continue to monitor the path through site surveys and will intervene where possible, though resources are stretched
- FCCT have signed up as a Scottish partner to Kinetika's "Beach of Dreams" project, which will celebrate the UK coast through mass-participatory walks. The funding application for the May 2025 will be submitted shortly.
- More information can be found here: [Beach of Dreams - Kinetika](#)

4. Current Project – Z Fold Cards

- The working group will meet later in January to discuss the content for the 8 thematic panels
- There will be no advertising of individual businesses but further information can be found through the QR code that will take people to the Welcome to Fife website:
[Fife Region - East Neuk of Fife \(welcometofife.com\)](http://welcometofife.com)
- Can businesses please ensure that their listings are up-to-date on the Welcome to Fife website. If you have any queries, please get in touch with Linn. The Welcome to Fife website has 30,000 – 35,000 visitors per month
- Distribution will be through local businesses and certain VisitScotland iCentres and should hopefully be in time for Easter 2024
- Gillian has also been approached about the renewed participation of East Neuk Businesses in the CPL maps, but the Tourism Association will not actively support this project, as it driven by advertisements

5. Social Media and Other Platforms

- Manuela has been in touch with VS and there is no easy way to update the website
- Once the thematic panels have been agreed for the Z Card map, Manuela will look at the work involved again.
- Robbie McSkimming from the TBC Pub Company was keen to volunteer with regard to our own social media.

Action – maintain as discussion points for next TA meeting.

6. Fife Tourism Partnership Update

- See below for full update**
- Short Term Let – 1890 applications received. The team are working through applications at the moment however this will take some time. Linn will

update with further details as and when. She may also ask property managers for feedback on various points. Linn will also share Expedia results with the group regarding booking trends.

7. Financial Report – this item will be carried over to the next meeting

8. Round Table Update

- **Kellie Castle, NTS**, will open earlier than usual from 09 March onwards due to a collaboration with the National Lottery – there will be free entry if you have a lottery ticket. They are also looking at hosting more workshops, and lectures. They are also going to advertise their vegetable shed and will offer a course to obtain a certificate in organic gardening.
For more information, look at the website:
[Kellie Castle | National Trust for Scotland \(nts.org.uk\)](https://nts.org.uk)
- **Crail Museum & Heritage Centre** will have a major art exhibition in August and are working with the National Galleries of Scotland. As their volunteer numbers have improved, the Museum will be open over the bank holiday weekends in May. They are also going to undertake a visitor survey this year, using QR codes. Further information can be found on the museum website from Easter onwards:
[Crail Museum](#)
- Jamie from **Madeira in Fife** suggested that the advance booking patterns show a more short term leading in period. This point was borne out by other accommodation operators. Linn has shared an insight into this from Fife Council's collaboration with Expedia, which shows a main booking window of 90 days.
[Home | Madeira in Fife](#)
- Linda from **The Honeypot** in Crail reported that she is working with 6 – 7 walking companies and that generally many of her guests are interested in walking the Coastal Path or at least some part of it. [Honeypot Crail Website](#)
- **Bowhouse** will see the Scottish Festival of Real Bread on 24 February and the market weekends will start up again in March (09 and 10 March 2024). In May their Grass to Grill Estate tours will launch with 5 dates available. The Anstruther & District Amateur Musical Society will use Bowhouse in October. A photographic exhibition will return in July/August and the Courtyard Classroom will provide a space for small workshops, local artists or meetings for up to 12 people. [Bowhouse - Replacing the missing link in the local food chain \(bowhousefife.com\)](https://bowhousefife.com)

- Easter Grangemuir will continue to provide local fruit (including strawberries), vegetables and other products from their converted container close to Madeira in Fife. They are looking to see if it will be possible to provide seating and a children's play area nearby. They are looking to expand into farm experiences. Linn suggested that there might be small grants available to help with projects of this nature. [Funding Website](#)
- East Neuk Orchards just beyond Kellie Castle supply their apples and apple juices to local holiday homes and other hospitality outlets. They also offer holiday accommodation for 2, 4 and 8 pax, suggesting that they can offer a "quieter experience" with easy access to the coast. [East Neuk Orchards | Holiday Cottages & Orchards | East Neuk - Fife | Holiday Houses | Apple Orchard | Coastal Villages | Gillingshill - Pittenweem - Elie - Scotland - UK](#)
- Daryl from **Guide Us Breaks** agreed with earlier suggestions that bookings have a short lead in time. Booking.com with its high commission features large in the booking pattern despite trying to encourage returners to come directly. Lack of staff continues to be an issue in the sector. [Home - Guide Us Breaks \(The East Nook\), Holiday Cottages in Anstruther](#)
- **Anstruther Pleasure Cruises** will start up again at the Easter Weekend in late March with their traditional boat. There are concerns about parking as one of the main car parking areas will be closed for an extended period and people travelling to Anstruther by car will have to park near the CoOp. There has already been a rush of bookings at the turn of the year and Alex suggested that accommodation providers might wish to advise their guests that booking in advance is crucial as trips will sell out. 2022 was the first full year of operation since Covid arrived in 2020. [Anstruther Pleasure Cruises to the May Isle \(isleofmayferry.com\)](#)
- **Isle of May Boat Trips** have a new RIB (capacity of 12 pax) and are now also offering fishing trips and photography trips. They are likely to start on 01 April and fear that the car park closure will be disruptive for their business and others along the shore in Anstruther. [Isle of May Boat Trips](#)
- Alex advised that the Ferry between North Berwick and Anstruther is likely to run again this year and there are dates on their booking calendar for May and June only. [Sula Boat Trips Cross Forth Ferry](#)

9. Any Other Business

- The Leven Rail Link is progressing, but we are still waiting for a confirmed date. How can we push for a good connectivity with onwards transport including the 95 bus service?

- A number of churches are under threat of closure in the East Neuk. This poses a challenge for the communities. Linn suggested that we might like to look at the Scottish Community Tourism (SCOTO) group to see if there are any ideas. (Not currently, but it might be an idea to raise this with the SCOTO?) [SCOTO | Scottish Community Tourism](#)

10. Business Events

Don't forget!!!! – [Click HERE](#) to see business events

- Tourism Conference Tuesday 27th February 2024, [tickets on sale now](#)
- Fife Food and Drink week will take place from the 9th March – 17th March 2024. All food and drink businesses will have the opportunity to be involved in the week. [Toolkit now available](#)
- Training events, webinars and meetings can be found on our website
- If you have any events in your business or community you would like to promote to visitors please feel free to add a [free listing on Welcome to Fife](#)

11. Next meeting - TBC

MC, 05 Feb 2024



Welcome to Fife Update for Meetings

Linn Williamson – linn.williamson@fife.gov.uk

- New Tourism Strategy for Fife now launched - [Strategy - Welcome to Fife For Industry](#)
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- Fife Tourism Partnership branding is no longer and we will now be collectively known as Welcome to Fife

Marketing

- Marketing Campaign – “The Kingdom Where it all begins” we would like businesses to use the hashtag #KingdomofFife along with #LoveFife. Please feel free to share content on websites and social media and tag or link back to Welcome to Fife. This really is making a huge difference
- Business Toolkit for campaign - [The Kingdom. Where it All Begins: Campaign Toolkit - Welcome to Fife For Industry](#)
- Destination Video - [The Kingdom, where it all begins - YouTube](#)
- National Geographic - [How to spend a long weekend in Fife, Scotland's ancient kingdom \(nationalgeographic.com\)](#)
- Coast Magazine - [Discover Fife - Coast Magazine](#)
- Expedia and Tripadvisor on banner add campaigns full business toolkits to follow for businesses. This will explain how to take advantage of the content for your business. Please see expedia group links below
 - **Expedia:** <https://www.expedia.co.uk/lp/b/ms-b-dmo-exp-uk-fife>
 - **Hcom:** <https://uk.hotels.com/lp/hotel-deals/ms-b-dmo-hcom-uk-fife>
 - **Vrbo:** <https://www.vrbo.com/en-gb/travel/campaign/vrbo-mlp-uk-meso-fife>
 - Expedia Results – We have so far seen some fantastic results and will be able to share some real ROI detail over the next few months
- Continue to create blog posts and will share with businesses who feature. Please feel free to use on socials and your website. They are good SEO content. If you are included in the post we will advise you but please feel free to share across your channels even if you are not included in that post. Always good for social media reach and SEO on websites

Other Opportunities

- Business on the coastal path and Pilgrim way are encouraged to sign up to Fife Coast and Countryside Trust [website](#)
- Business who work with golf travellers encouraged to sign up to [Fife Golf website](#)
- Continue to work with [Tay Country](#) on Travel Trade development. Training courses coming up for businesses at the start of their Travel Trade Journey. If interested please get in touch with Linn or Karen

Short Term Let

- Applications are being worked on. The team will be in touch when they reach your application

Upcoming Events to Note

- Fife Tourism Conference – Tickets now available to purchase for 27th February, 09.30-15.30, Adam Smith Theatre £25 - [Fife Tourism Conference 2024 - Developing New Markets - Welcome to Fife For Industry](#)
- Fife Food and Drink Week – 9th March – 17th March – businesses encouraged to get involved in the week and submit events ASAP [Fife Food and Drink Week - Welcome to Fife For Industry](#)
- Training and events updated regularly on our website - [Home - Welcome to Fife For Industry](#)
- Training events, webinars and meetings can be found on our website
- If you have any events in your business or community, you would like to promote to visitors please feel free to add a [free listing on Welcome to Fife](#)

Things to do for your business

- Sign up to our B2B [newsletter](#)
- Add or update your FREE Welcome to Fife business listing. Remember you can add more than one listing for your business if you are various parts to your business e.g., hotel may have accommodation and restaurant.
 - [Add a new business listing to Welcome to Fife](#)
 - [How to update your current business listing](#)
- Check your business profile online. Is your google listing up to date and accurate. Google your business and see where you can be found online

Visit Scotland

- Do you have a VisitScotland listing does it need updating or can you add a free listing to their website
 - FREE business listing on <https://www.visitscotland.com/> giving a bit of potential exposure to our global audience.
 - Please upload details using the following link: [Promote Your Tourism Business on Visitscotland.com | VisitScotland.org](#)

- If you are interested in hearing more about tourism locally and nationally, make sure to subscribe to our e-news: [News - Latest Updates for Scottish Tourism | VisitScotland.org](#)
- Contact James Sinclair for further assistance from VisitScotland james.sinclair@visitscotland.com