



East Neuk Tourism Association

Thursday, 03 April 2025,

West End Bar, Pittenweem

1. Welcome, Apologies, Minutes and Celebrations

Attendees:

- Thomas Innes Anstruther Fishbar, Vice Chair
- Tim Findlay-Coulson West End Bar, Treasurer
- Martin Dibley Pets Pantry and former Treasurer
- Linn Williamson Welcome to Fife – Industry Support
- Manuela Calchini ENTA Secretary, chairing today's meeting
- Michael Donald Scottish Fisheries Museum
- Brad Eggleston Umlungu Art
- Catriona Miller Crail Museum
- Peigi Muir Crail Museum
- Cllr Sean Dillon Fife Council
- Daryl Wilson Guide Us Breaks and East Neuk Lobster Hatchery project
- Chris Lewis The Waterfront
- Andy Peddie Silverdyke Park
- Damon Reynolds The Shoregate
- Nicholas Frost The Shoregate
- Reilly Dufresne Fife Voluntary Action

Guests:

- Ashley Brown Tay Cities SME Skills Fund
- Bill Bruce Different Voice

Apologies:

- Gillian McLaren Pittenweem Properties, Chair
- David Keen VisitScotland
- Alasdair Busby Fife Business Gateway

Minutes:

- accepted as a true record, proposed and seconded.

Congratulations:

- **Andrea Morris** – promoted to visitor centre manager at Kingsbarns Distillery
- **Baern Café** at Bowhouse – won best independent Café of the year at the Courier Food & Drink awards for Tayside
- **Futtle Brewery at Bowhouse**, won best Brewer of the Year – a great place for a drink, a take out, and also a fascinating record shop that hosts music events.
- **The Shoregate**, Crail, has been included in this year's The Times / Sunday Times Top 100 UK hotels. As one of just seven hotels in Scotland to make the list, and the only one in Fife, The Shoregate received praise for its bold mix of tradition and modernity, stunning location and exceptional hospitality.
- **The Inn at Kingsbarns** - Community Inn of the Year 2025 Winners at the Scottish Hotel Awards

2. Welcome by Tim Findlay-Coulson of the West End Bar

Our thanks were expressed to Tim and his team for welcoming us to the West End Bar. Tim gave us some insights into his business:

- Took on the pub in 2017 with his wife
- Managed with a small team
- Bars are reserved for drinking while food is being served in the dining room
- In Winter the pub attracts locals but from Easter until October, visitors become an important clientele
- In that time frame, food is being served and the menu will go live from Friday 11 April

3. Confirmation of Treasurer and short update on financial position Tim Findlay- Coulson was unanimously confirmed as our new Treasurer.

The interim chair took the opportunity to **thank our previous Treasurer, Martin Dibley**, who has looked after our concern for a number of years and has also been kind enough to store the enormous amount of Z cards in his store in Anstruther.

Interestingly, Martin also reported that over the summer months his pet supply business increases by 15% due to visitors, who bring their companions along for holidays.

• Overview of Finances:

We received **£ 4000** from Fife Council via Welcome to Fife for our next project. The content creation project is on its way and we have paid out the £ 4K to Bill Bruce at Different Voices and we will hear from Bill in a short while.

As of 01 April, this leaves us with a balance **of £8996.01**. However, some of this money is already ringfenced:

Approx **£3,000** for Welcome to East Neuk signs (to be installed by Fife Council Road Department FoC) and up to **£1,500** for the Crail Town Display Map, which is Martin is liaising on with the Crail Community Council.

This leaves a balance of £4,496.01 from Fife Council, and we should still receive our annual admin grant of £ 1K giving us an overall available total of **£ 5496.01** and it is likely that some of this will be spent on the production of further Z cards.

4. **Ashley Brown – Tay Cities SME Skills Fund**

- Grants up to £ 5K are available for North East Fife SMEs for training and upskilling purposes
- SMEs are business with 1 – 250 employees
- The grant can be spent over a variety of courses, but must be spent within one financial year
- Each business is only entitled to one award
- If businesses are interested, Ashley will work with them on training required, completing the application form and liaising with Fife College who will deliver courses either online, at the college or at the business
- Training is also available for leadership positions
- Link to Fife College - [Tay Cities SME Skills Fund | Fife College](#)
- Contact for Ashley Brown - ashley.brown@dundeeandangus.co.uk

5. **Projects**

Z Cards:

- Group is keen to reprint the maps
- Martin has kindly volunteered to store the boxes again, but has asked that we think of a better distribution system to businesses
- There is also a possibility to have a number of maps distributed to Fife Information Points through Direct Distribution, giving us a wider reach
- Link to current Z Card. Businesses asked to advise of any changes to be made by the 12th April 2025
 - [WTF_EastNeuk_Map_Guide.pdf](#)
- Cost for changes will be sought from Mint Modern
- Linn will get quotes from Fife Council printing team, with the intention to print as many maps as possible with our budget

Content Creation:

- Bill Bruce of Different Voice shared his in initial ideas around templates and reels
- Bill is asking that the different villages in the East Neuk supply him with ideas, which will then be reflected in a must have and a further wish list, so he can then plan shooting the footage. Crail and Kingsbarns have already provided ideas.
- We are looking at a minimum of 300 images, 18 reels and 50 short video clips – an example of a reel can be found here: <https://vimeo.com/1072309045/903ad82edd>
- This material will be generic, selling the area, rather than business-specific

- Bill also advised that there is a Welcome to Fife Branding Guide : **XXXXXXX** , featuring an image bank
- The initial idea for the strapline is “Look About the Neuk – See what’s around the Corner”. The template will allow for the Welcome to Fife Branding and for businesses to include their own name/logo.

6. Welcome to Fife Update – Linn Williamson

- Visitor Levy will be looked at in Fife and we are at very early stages. A full consultation process will follow. All businesses and people in the community will be invited to express their views around the subject
- Short Term Let – It was agreed at cabinet committee that control areas would be looked at across Fife and any final decisions would be referred back to cabinet committee. Further details and consultation process to follow regarding this. When the time comes we would encourage all businesses and members of the community to engage in the consultation.
- [New Home of Golf](#) section added to Welcome to Fife. Every golf course in Fife has been added with course description, hole by hole and pro tips. We would encourage those working in the golf market to use the site on their website and social media to highlight courses across Fife.
 - As the website has just been launched if you have any comments to share please do not hesitate to contact us.
- We attended Scottish Golf Tourism Week (18th – 20th March) in Aberdeen and met with buyers from across the world to demonstrate the work we have been doing in the travel trade market. Follow up information has been sent to attendees. 9 Fife Businesses attended the event.
- VisitScotland Connect (8th – 10th April) in Aberdeen. We have two full diaries of meetings which equates to over 80 face to face meetings with agents \ buyers. Follow up information will be sent post event.
- With the start of the new financial year we are working through what our projects for 2025/26 will look like, including marketing campaigns, development of previous projects such as Fife Art Trail, Fife 191 and Fife Pilgrim Way along with other new activity.
- A reminder for businesses to add \ update and check your Welcome to Fife listings. This is where we can create new content from and so your listings are vital to us being able to create new blog posts, newsletters and social media content.
- STL Licence Numbers – Thank you to all who took the time to add their licence numbers. Emails were sent to all STL listings on the website asking to update the information before end of Jan, failure to do so may result in listing being removed. We believe that all STL listings on the site now have a number attached. As a reminder owners must ensure this number is displayed on ALL marketing including social media accounts, websites etc.
- LoveFife Visitor Information – Now launched with new points being added regularly. We are looking at working with direct distribution to assist with the managing of the information. This may allow LTA’s to have their Z cards distributed through them which will be far easier and more time efficient for everyone.
 - [Love Fife Tourist Information - Welcome to Fife For Industry](#)

7. VisitScotland General Marketing Activity across Fife

VisitScotland Business Support Hub now launched with useful information on how to get involved in marketing activity, support for your business, current and upcoming trends and ideas for business growth - [VisitScotland Business Support Hub](#)

There are no longer industry relationship managers in the VS structure and everything will go through the support Hub. Any issues please do not hesitate to reach out to Welcome to Fife for further assistance.

Global Marketing activity:

- Activity live in key markets of US, UK, France and Germany with additional activity in Canada. Partnership activity channels include (but are not limited to) Expedia, Tripadvisor, Skyscanner, Amazon, Nat Geo, [AFAR](#) and [Tourradar](#).
- Landing pages below for info:

Expedia UK landing page: <https://www.expedia.co.uk/lp/b/ms-b-dmo-exp-uk-visitscotland?siteid=3&langid=2057&cache=false>

Expedia US landing page: <https://www.expedia.com/lp/b/ms-b-dmo-exp-us-scotland?siteid=1&langid=1033&cache=false>

TripAdvisor Branded trips

- UK <https://www.tripadvisor.co.uk/TripDetails-t140156970>
- FR <https://www.tripadvisor.fr/TripDetails-t140265748>

TripAdvisor Listicles

- UK https://www.tripadvisor.co.uk/Articles-UGLhx13Ox1c-5_ways_scotland_is_good_for_the_soul.html
- FR https://www.tripadvisor.fr/Articles-UGLhx13Ox1c-5_ways_scotland_is_good_for_the_soul.html

Days Out activity:

- In addition to the above we are also running ad 'Days out' campaign aimed at Scots with Bauer, NewsUK as well as paid social. Fife has had various mentions with some examples below:
- Andrew Carnegie Birthplace Museum, Pillars of Hercules and Wild Scottish Sauna was included in The Times Alba wrap and The Times Print ad



- Dunfermline Abbey featured in [The Times Premium Native Article](#) and paid social
- Aberdour Castle featured in [The Sun Native Article](#)
- Scotland's Daffodil Festival featured in The Sun 4-page pull out
- Further activity is planned for mid-April where I hope to have another couple of examples for you

Summer planning:

Summer marketing activity in line with our marketing calendar themes as below. Many thanks for your suggestions so far based on the below themes.

Hero Proposition Cities	City Walks
Hero Proposition Rural	Wellness: walking trails, saunas, boltholes
Outdoor adventure experiences - bookable outdoor experiences and tours. Walking/cycling tours, whitewater rafting, bungee etc.	
Insider tips and hidden gems - off-the-beaten track experiences in quieter corners of Scotland	
Food markets and similar - independent food traders, local food and drink, businesses that showcase the very best of Scotland's larder.	

VisitScotland Business Support Hub:

- this [new online resource](#) launched on 25 March and provides advice and support for tourism businesses as well as a series of Bitesize Webinars.
- We will be emailing businesses to encourage them to sign up to a monthly business support newsletter. We are unable to simply transfer subscribers across, so please encourage businesses to sign up so they don't miss out.

Scottish Thistle Awards:

- 2025 awards have been launched, with closing date for regional awards of 28th April. Regional finalists will be announced in July. Regional winners will automatically go forwards to the national awards in November 25. Last year, Fife had eight regional finalists and two winners, although none were from the Dunfermline area. More info [Scottish Thistle Awards](#)

8. Issues & News:

- The discussion focused on the proposed beach and car park closure due to the building of a new RNLI building for the lifeboat for a minimum period of 18 months.
- There was a feeling that there had been little if anything in terms of public consultation though businesses have now had a chance to speak with Fife Council officials
- The concern centres around the potential for economic loss to businesses as Anstruther will become unattractive for tour operators and individual visitors alike due to a lack of parking spaces and access to the town and the beach
- One of the main issues is that no definite timeline is in place, making any planning difficult
- The Anstruther businesses have been asked to keep us advised of any definite timeline/developments
- The LTA in conjunction with Welcome to Fife will look at measures to ensure the disruption can be minimised as much as possible – this might include discussion with tour operators, additional and improved signage, looking for volunteers, creating a tear off town map and others
- It was agreed that once we have some definite details and timelines, the LTA will call together Anstruther businesses and any other East Neuk businesses that are interested to finalise a plan and begin implementation

9. Next meeting - date and location

We are looking at a date in mid May, but will need to find a suitable venue – any ideas are welcome! We require seating for up to 20 people