

East Neuk Tourism Association

Tuesday, 20th May 2025, Bowhouse

1. Welcome, Apologies, Minutes and Celebrations

Attendees:

- Thomas Innes Anstruther Fishbar, Vice Chair
- Tim Findlay-Coulson West End Bar, Treasurer
- Linn Williamson Welcome to Fife – Industry Support
- Manuela Calchini ENTA Secretary, chairing today's meeting
- Kylie Clark Bowhouse/Balcaskie Estate
- Emma Hamilton Bowhouse/Balcaskie Estate
- Peigi Muir Crail Museum
- Fiona Audsley Pittenweem Preserves
- Michele Blackwood Puffin Cottage, Crail
- Hamish Blackwood Puffin Cottage, Crail
- Damon Reynolds The Shoregate
- Nicholas Frost The Shoregate
- David Keen VisitScotland
- Alasdair Busby Fife Business Gateway
- Bill Bruce Different Voice
- David Keen VisitScotland

Apologies:

- Gillian McLaren Pittenweem Properties, Chair
- Martin Dibley Pets Pantry and former Treasurer
- Daryl Wilson Guide Us Breaks and East Neuk Lobster Hatchery project
- Linda Sneddon The Honeypot, Crail
- Andrea Morris Kingsbarns Distillery
- Trevor San Kingsbarns Distillery
- Sandy MacNaughton Sandcastle Cottage, Crail
- Callum Harbour Gallery, Crail

Minutes:

- accepted as a true record, proposed and seconded.

2. **Welcome by Kylie and Emma of Bowhouse and Balcaskie Estate**

Our thanks went to Kylie and Emma, who has just started as the Event Coordinator, for hosting the ENTA.

Lots of events are happening at Bowhouse, which will be attractive to both visitors and residents:

- Bowhouse Markets
- Grass To Grill Tours - learn about regenerative farming before tucking into a BBQ feast
- Numerous workshops including wildlife photography, cheese making and foraging & cocktails among them.
- Concerts for the East Neuk Festival
- Arncroach and Carnbee CDT's Open Air production of As you Like it on 22 July
- Anstruther and District Amateur Musical , Society – Priscilla Queen of the Dessert, 23 – 27 September

Please see their events calendar for further details and future events: [Events Archive - Bowhouse](#)

Balcaskie Estate is currently undertaking Community Engagement around their future land management plan , which will have a 20 year timeline.

Cooks, which is currently housed in a small unit, will move to a larger unit, which will feature an extended shop as well as cookery school. Cooks is run by Amy and Jack Elles

3. **Finances – Tim, Treasurer:**

- After settling our bills for the Content Project, the new East Neuk signage and the Z Card Maps, we have a balance of £ 1447.00. We are still expecting our annual admin grant from Fife Council of £ 1000.
- We should hopefully be able to apply for another project grant, which might carry changed terms and conditions.

A discussion ensued about other potential funding streams, such as the Area Committees, Common Good funds, Crown Estate or the Windfarm. These grants can vary in terms of value, but the main issue is to find the right project that benefits the area and the local tourism businesses.

ACTION: Discuss this in detail at the next ENTA meeting in Sep 2025.

4. **Alasdair Busby, Business Gateway:**

“**Business Gateway Fife** is a dynamic, professional and qualified support team , based in Glenrothes but we have advisers all over Fife. We have a dedicated team who handle pre-starts and start-ups (4 advisers - we recorded over 500 starts in the last financial year!) and growth advisers (7 of us including me). We have all owned and run businesses in the past and are all qualified to Premier Adviser level (Napier University) at least. Consequently, there is a huge resource of experience and qualifications, which ANY business in Fife can tap into. This is probably the most value to any business, as all of our discussions are entirely confidential and adhere strictly to GDPR regulations.

All of the support offered to Fife businesses is entirely 'fully funded' by Fife Council (ie free for everyone) and I would highly recommend everyone signs up to our BG Fife newsletter at least and also considers

contacting us for adviser support. I am happy to facilitate any request for adviser support which I will pass on to my colleague Craig Rutherford as he is the Business Support Team Coordinator.

We work very closely with our Fife Council colleagues and can quite often source the right person for you at Fife Council quickly.

Newsletter sign-up: <https://www.bgateway.com/our-newsletter>

So, what do we offer:

See <https://www.bgateway.com/local-offices/fife/local-support> for the range of services we offer. The drop down menus have lots of resources for you too.

Specialist Business Advice (SBA) is where we match you with an experienced expert from our framework, then apply for some funded support with them (ie we pay them to help you). There are many specializations so please see the link on the website for details. Also, for interest, here's the website showing all of our framework professionals too: <https://www.businessgatewayfife.com/specialist-business-advice-portal>

Research Service: a fabulous resource for you to ask for commercial research to be carried out on your behalf - again, at no costs to you: <https://www.bgateway.com/our-services/research-service> .

Webinars/Events: I mentioned these - currently showing 209 available to you (free). invaluable - you WILL find something of interest and all you have to do is sign up and commit some time to joining = highly recommended. <https://www.bgateway.com/events> “

You can reach Alasdair via email: Alasdair.busby@bgfife.co.uk

5. David Keen, VisitScotland

- Lots of change at VS
- Industry relationship managers have now changed roles, offering sectoral support
- General support and with a triage to find the right contact is now via the Business Support Hub: [VisitScotland Business Support Hub | VisitScotland Business Support](#)
- Spring Marketing Campaign around wellbeing and outdoors is now finishing up
- VS insta feed is giving Fife lots of exposure
- Businesses should ensure that they tag VisitScotland and Welcome to Fife via hashtags to broaden their reach

ACTION: A request has been made to invite John Murray, VisitScotland's Social Media Content Creator Manager to our next meeting, likely in September.

6. Projects

a) Z Fold Maps

- 25,000 maps have been delivered to Pets Pantry, Anstruther – our thanks go to Martin for storing them!
- 5,000 of these maps will be distributed via the Love Fife Visitor Information Points – currently at no cost to the ENTA

b) Content Creation:

- **Materials**

The imagery used will consist of images Bill already has and of some new images/video clips

- **Timeline**

The Steering Group agreed that the majority of the footage would be created over Spring/early Summer, but we would hold back some of the shooting to capture new material that is time-sensitive. For instance, The East Neuk Festival, The Crail Festival and The Pittenweem Arts Festival all take place in the summer. We are also looking for some cosy, East Neuk in Autumn and Winter material which will be delivered later in the year.

This means that we are going beyond the deadline of 31 March 2025 in terms of delivery, which might affect our ability to apply for further funding, but I propose to write an interim report in June to report delivery of the first large tranche of imagery and will then update that report on a regular basis to show further releases use and, where possible, outcomes.

- **Reels**

In terms of reels , 8 reels will be "location-based" (Kingsbarns, Crail, Cellardyke, Anstruther, Pittenweem, St Monans, Elie & Earlsferry and somewhere inland) while the other 10 will have a thematic character. The thematic reels need to be fairly generic – speaking about types of things/ type of venues/types of food and should then be illustrated by generic images.

Currently Brad has made contact with Peigi, Tara, Brad, Michael at the Museum, Andrea at Kingsbarns, Billy Morris in St Monans and Shona Jones of LJ in Elie and hope some can arrange time for filming their reels this week or next.

- **Hosting & Distribution of Content**

We are currently looking at this. Most likely will be that the materials will be stored in the Welcome to Fife Industry website. This might allow Linn to count downloads.

We will need to create a hashtag that is snappy and not too long.

ACTION: Please consider a suitable hashtag and share via our industry FB page.

We do own an insta account, which looks a bit dormant: [visit.eastneuk](https://www.instagram.com/visit.eastneuk)

ACTION: Manuela to ask Martin for log ins etc

7. **Welcome to Fife – Update from Linn**

- We attended VisitScotland Connect 25, meeting with over 80 buyers from across the world. Great few days promoting Fife. Buyers are keen to promote the east coast more as a destination as the west coast is becoming difficult to do business. Key focus for us will be accommodation this year. In the past self catering wasn't considered an option for travel trade however this has changed and agents are keen to work with operators. We will focus on this for Tay Country training for this year.
 - Levenmouth specific, agents are keen to bring clients into Leven by train as a sustainable option and then look to connect to North East Fife from there. This gives Levenmouth businesses a great opportunity to work with the trade
 - Anyone looking to undertake the travel trade programme please get in touch by September 2025 for this current year.

- MICE (Meeting, Incentive, Conference and Exhibitions) we invited a number of venues along to a meeting to discuss opportunities in this market and we are working on a plan to move forward which will link in with our new events strategy
- LoveFife Visitor Information points continue to be rolled out and we have stage 2 being rolled out now. Anyone looking for further information please do not hesitate to get in touch with us. [Love Fife Tourist Information - Welcome to Fife For Industry](#)
- VisitScotland Business Support hub is now live with lots of good information, hints and tips and webinars - [VisitScotland Support - Welcome to Fife For Industry](#)
- If you or anyone you know has any events coming up please ensure you have them listed on Welcome to Fife. Remember it is free to do so and if they are on there we can help promote. [Submit your Fife events](#)
- **Outdoor Activity week will take place 6th – 14th September. Applications for events are now open** [Fife Outdoor Activities Week - Welcome to Fife For Industry](#)
- Visitor Levy – it has been agreed at cabinet committee to look at a visitor levy for Fife. This does not mean it has been agreed it simply means that committee have agreed to go to consultation. This process will take time as there are specific procedures to be followed. When consultation starts LTA's will be invited to submit their thoughts and we would encourage all businesses and local people to submit their feedback. Further details will follow in due course
- Short Term Let Control Areas – It has been agreed at cabinet committee that this will be looked at across Fife. A full consultation process will have to be carried out. All businesses and local people will be encouraged to submit their response. Further details to follow.

8. What's Up In Your Corner?

Crail:

- Putting Green will open from June onwards – June and Sep – weekends and July and August every day.
- Crail Festival will take place from 16 – 25 July: [Crail Festival 2025 – Arts & Music in East Neuk](#)
- Crail Museum will display the restored David Martin painting as part of their exhibition "Crail's Art and Artist" running in Crail Town Hall from 02 – 09 August: [Crail Museum](#)
- Reilly's Lobster Shack has re-opened
- The new playground next at the Primary School should open shortly

Anstruther:

- Anstruther Harbour Festival and Muster is taking place over the last weekend in May: [anstruther Harbour Festival](#)

Pittenweem:

- The Pittenweem Arts Festival will take place from 02 – 09 August: [Home page](#)

St Monans:

- For events at Bowhouse, please see their events calendar: [Events Archive - Bowhouse](#)

Elie & Earlsferry

- It's cricket season at the Ship Inn: [BEACH CRICKET - The Ship Inn | Elie](#)

Other:

- The East Neuk Festival will take place from 25 until 29 June: [East Neuk Festival](#)[East Neuk Festival | Annual international music & arts festival](#)
- There are now two trains between Leven and Edinburgh per hour – one runs via Kirkcaldy and the other runs via Dunfermline

If you have any more events, please send them to Manuela at mcalthini@aol.com and we will pop them on our FB page to share with industry.

9. Next meeting - date and location

We are now taking our summer break and will reconvene later in September. Any offers of hosts are welcome – we require seating for up to 20 people usually.

If there are any urgent matters in the meantime, please don't hesitate to get in touch!