

East Neuk Tourism Association

Tuesday, 24th September 2025, Pittenweem Arts Festival HQ

1. Welcome, Introduction and Minutes

Attendees:

- Gillian McLaren Pittenweem Properties, Chair
- Thomas Innes Anstruther Fishbar, Vice Chair
- Tim Findlay-Coulson West End Bar, Treasurer
- Manuela Calchini ENTA Secretary, chairing today's meeting
- Linn Williamson Welcome to Fife – Industry Support
- Shona Cherry Pittenweem Arts Festival
- Peigi Muir Crail Museum
- Martin Dibley Pets Pantry and former Treasurer
- Daryl Wilson Guide Us Breaks and East Neuk Lobster Hatchery project
- Linda Sneddon The Honey-pot, Crail
- David Keen VisitScotland
- Bill Bruce Different Voice
- David Keen VisitScotland
- Sophie Latinis Cocoa Tree
- Bea Mischka Harbour Burger
- Chris Mischka Harbour Burger
- Matt Pointon Signature Tours
- Jack Shearer Cambo Estate
- Jayson Bytes East Neuk Seaweed
- Brad Eccleston Umlungu Art
- Chris Lewis The Waterfront

Speaker:

- John Murray VisitScotland

Apologies:

- Andrea Morris Kingsbarns Distillery
- Damon Reynolds The Shoregate
- Nicholas Frost The Shoregate
- Michele Blackwood Puffin Cottage
- Sandy MacNaughton Sandcastle Cottage, Crail

Minutes:

- Actions:
 - Discussions of funding postponed until November meeting
 - John Murray, VisitScotland, will give presentation on Social Media
 - Manuela has received log in for Instagram account, but not able to take over

2. Welcome by Pittenweem Arts Festival

- Our thanks go to Shona Cherry and the team at the Pittenweem Arts Festival for hosting our meeting.
- This year's festival has been the busiest ever – more artists, more venues and more visitors
- Currently awaiting result of feedback from both artists and visitors as well as local businesses
- This feedback will inform the next strategy meeting of the Festival board
- Parking, infrastructure remain potential issues
- The Festival is keen to attract younger visitors going forward to ensure the future of the Festival

3. Images – storage and access – Linn Williamson, Welcome to Fife

- Flickr is the chosen platform to host our images and will be accessed via Welcome to Fife
 - [Welcome to Fife's albums | Flickr](#)
- A short form request form will have to be completed to access the imagery on Flickr this process will be confirmed shortly
- East Neuk image credit will need to be displayed
- New images can be added to Flickr via the team at Welcome to Fife
- Full instructions will be provided in due course
- Images can also be used by certain 3rd party organisations such as VisitScotland and Scottish Town Partnerships

ACTION: Linn to provide the group with instructions on how to access our Flickr page

4. Social media - how to make it work for your business – John Murray, VisitScotland

- Our thanks go to John for his excellent presentation on Social Media. You can find the presentation here: [CLICK HERE](#)
- The main key points to remember when using Social Media;
 - Build a connection
 - Be authentic and build trust
 - Be consistent and find the right frequency for your posts
 - Avoid overly commercial/staged images
 - If using content of others, ask for permission
 - Ensure your tone of voice works for the platform of your choice and your audience

Please note – we did not have sufficient time to hear from Bill Bruce about his imagery. We will look at this in more detail at our next meeting, when we will also be able to look at access to our Flickr page.

5. Welcome to Fife report – Linn Williamson, Welcome to Fife

- You can find Linn's full report at the end of the minutes.
- Linn advised that she has a new job, looking after the Visitor Levy consultation and building an events strategy. I would like to take this opportunity and thank Linn for all her work with our group – we will miss her input!
- Her current role will be back-filled in due course
- On the Visitor Levy, Linn suggests that businesses need to engage early on with consultation
- [Fife Business Week will take place from 03 – 11 November](#) and the [Tourism Showcase will take place on 04 Nov](#) at the old Madras School. Please note that there are limited places available for the showcase.
- There will not be a Fife Tourism conference in 2026, instead a regional approach will provide via Tay Country. Save the date for the 3rd March 2026.
- There were only 500 responses to the Control Zone consultation, consultation closed on 8th September, report and committee decision TBC. Linn also reminded us that businesses should contact their local councillors as the matter will be taken to the area committees.

6. Finances – Tim Findlay-Coulson, West End Bar, Treasurer

- We have received our admin grant of £ 1000.00
- This means that our current bank balance sits at £ 3947.00, but £ 1500.00 of that is ringfenced for signage in Crail

7. Future leadership – Manuela Calchini, Secretary

- Our next meeting in November will be our AGM
- At this point we will need to elect/re-elect our office bearers.
- Manuela asked all members of our association to consider if they can step up and join the team of office bearers

8. Next project - ideas; terms and conditions

- A lively discussion with a number of suggestions (support for twinning, branding for association, provision of marketing items such as gazebos and banners) ensued, however the theme with most traction was the need for social media training
- Linn made us aware that the deadline for the application for grant funding was Sunday 28th September. However, we received an extension until Friday 03 October and some contact details of potential service providers

ACTION: Manuela to complete the application and submit within revised deadline

Please note – this Action was carried out and the application was submitted on 03 October. We are currently awaiting the outcome of our application.

9. Round the Table

- Jayson of East Neuk Seaweed reported back on the Seaweed Festival, which went well with 30 events and over 100 attendees . Next year's festival will take place in May.
- Martin advised that the Anstruther Harbour Festival will likely take place later in the year, probably around the end of August. It will look somewhat different due to the ongoing parking restrictions around the harbour.

- Peigi advised that the Community Opportunities summit will be held in the Crail Community Hall on 25 Oct, giving residents and visitors a chance to find out what activities are currently on offer through the numerous voluntary groups.

10. VisitScotland Update – David Keen

While we unfortunately ran out of time, we were unable to hear from David, but he has kindly sent through an update:

- VisitScotland Connect '26, flagship travel trade event taking place in Glasgow (SEC) on the 15th and 16th April, sign up is now open: <https://visitscotland.eventsair.com/visitscotlandconnect/> and more information available here about VisitScotland Connect: <https://www.visitscotland.org/tourism-events-industry/platforms/connect>.
- VisitScotland is running a targeting marketing campaign now until February to promote the free Business Support Programme, which offers Scottish tourism and events businesses guidance on digital channels, travel distribution and event delivery, with partners via the Business Support Hub: <https://www.visitscotland.org/what-we-do/activity/business-support-programme>.
- VisitScotland, alongside the four local authorities covering the Fife and Tay areas, is running a new inclusive tourism programme, consisting of webinars and in-person sessions. Inclusive tourism refers to the spending power of disabled people and their companions; it is estimated to be worth £1.69bn to Scotland's economy. This area has been identified for the growth of a more sustainable, inclusive and resilient visitor economy across the Fife and Tay areas. Working with AccessAble, a specialist accessibility consultancy, the next webinar of this series is coming up soon: 2nd October 11am-12pm, *Inclusive Design: Enhancing your facilities and services*, before we have in-person sessions on the 29th October (Perth) and the 13th November (Dundee), focusing on *Welcoming All Customers*; sign up information is available here: <https://visitscotland.eventsair.com/2025-2026-business-development-programme/inclusive-destination-programme/Sign/Up>, and further information on the programme is available here: <https://www.visitscotland.org/news/2025/inclusive-destination-programme-for-tay-region>.

11. Next meeting

- Our next meeting and AGM (!) will take place in November – date to be confirmed



Welcome to Fife

LTA Update September 2025

- **Visitor Levy** – Linn has now taken on a temporary role until July 2026 to manage the early engagement phase of visitor levy. Linn will also be working on events strategy and will continue to manage some of her current projects.
- **Travel Trade**
 - Final reminder for businesses looking to sign up for stage 1 training on the 24th September. If you haven't signed up already please contact Linn to be sent the details ASAP.
Linn.williamson@fife.gov.uk
 - Stage 2 training will take place on the 29th October details TBC. This training is for businesses who have already gone through stage 1 training and are regularly working in the trade
 - Funding currently available to support businesses looking to attend a trade show for the first time. This funding will only be available until the end of September please advise Linn if you would like to apply for funding or would like further information
 - Fam trip planned for end of October for 10 x DMC's this is currently being planned
 - If you haven't added or checked your [Tay Country listing](#) recently please ensure it is up to date as we are going into the busy booking season
- **[STL Control area consultation](#)** will close on the 8th September. All businesses and local people encouraged to complete the consultation to express their views.
- **Welcome to Fife Events**
 - [LoveFife Networking event with R&A Golf Museum](#) with presentation from Bill Shaw from the Alfred Dunhill Links Championship
 - 23rd September, 6pm-8pm
 - Save the Date – Fife Business Week
 - 3rd November – 7th November
 - 4th November Welcome to Fife Showcase details to follow

- **Training**

- [VisitScotland Inclusive Tourism series](#)

- *Session one: Unlocking the Potential: The Power of Inclusive Marketing (webinar) - 17 September*
 - *Session two: Inclusive Facilities and Features (Inclusion Design) (webinar) - 2 October*
 - *Session three: Welcoming All Customers (in-person event) venue tbc - 29 October*
 - *Session four: Welcoming All Customers (in-person event) venue tbc - 13 November*

- [Green Tourism Sustainability Support Programme](#)

- Dates and details of funding TBC

- **Marketing Activity**

- [Outdoor Activities Week 6 to 14 September](#)

- We are running a paid campaign on social media (facebook and instagram) also organic posts on both channels plus Tik Tok and You Tube. Information has also gone out through our newsletter and is featured on our website.

- ***‘The Kingdom. Where it all begins.’*** marketing campaign will kick off in September with OTA activity with TripAdvisor and Expedia. There are also plans to refresh the destination video for the social media campaign. Other elements of the marketing activity are still being agreed.
 - Our brand partnership with Eden Mill, including competition, social media, newsletter, digital banners and bottle neck tags went live Aug and will run until end Oct.
 - Influencer activity in planning with Highlands2Hammocks (Sept 25) and Charming Wanders (tbc).
 - New golf video and reels commissioned over the summer will be shared in a social media campaign late Aug/early Sept.
 - Our Dunfermline City Break campaign with The Herald continues, this includes monthly half page ads in the Saturday magazine, promoted online articles ([most recent one](#)), social media and mobile advertising.
 - New Dunfermline destination video and reels commissioned and should be ready to share in Sept.

Reminder

- Check, add and update your [**FREE Welcome to Fife business listing**](#)
- Follow [**Welcome to Fife for Industry on Facebook**](#) for the latest business update and opportunities
- [**Join our monthly newsletter**](#)
- Follow our Welcome to Fife destination socials, Facebook, Instagram, TikTok and LinkedIn