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East Neuk Local Tourism Association,

30th May 2024

Ardross Farm

Minutes of the Open Meeting

1. Welcome and Introductions

Gillian McLaren, Chair, shared the meeting welcoming all present and thanked Nikki, Claire and Fiona for hosting the meeting at Ardross and for hosting a farm tour.

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
Kat Gilmour	Bowhouse
Peigi Muir	Crail Museum
Pam Smith	Crail Museum
Judith Dunlop	Elie Seaside Sauna
Nikki Storrar	Ardross
Daryl Wilson	Guide Us Breaks
Chris Lewis	Wee Chippie

Guest:

Matt Pointon Project Manager, Levenmouth LTA

Apologies:

Tara and Jamie MacDonald, Elie Select; Sally Brown – Easter Grangemuir Farm and Holiday Lets; Alex Gardiner – Anstruther Pleasure Cruises; Linda Sneddon – The Honeypot and Crail Community Council; Stuart Maxwell - NTS

2. Minutes

Minutes were proposed and seconded.

With regard to signage, Martin has opened discussions with Crail Community Council.

3. Finances:

As of 26 April 2024, the EN TA account showed funds of £8066.01. Some of this will be used to move forward with signs for Crail. All expenses for the Z card maps (print run of 20,000) have now been settled.

We can apply for £ 4000 grant from Fife Council for our next project, but need to be mindful of time constraints in terms of application deadline and deadline for spending any funds received.

4. Levenmouth Railway

We welcomed our guest, Matt Pointon, Project Manager for the Levenmouth LTA, who gave us an update on the Rail Way Link |(which has now opened to the public on 02 June 2024).

- Matt's role was created to ensure that the local area maximises all opportunities around tourism created by this exciting new transport link. Overall, there have been 100 different opportunities identified and the main project arising from these is the Discovery Trails, covering 5 different themes: [Golden Coast Trails | Levenmouth Tourism Association - Find local attractions \(welcometolevenmouth.co.uk\)](#)
- A return adult ticket to Edinburgh is £ 14.00. Best Park and Ride car park is at Cameron Bridge. The train journey into Edinburgh will take 1 hour and there is currently an hourly service only. By 2025, it is likely that there will be two services/hour. There is some concern about the lack of rolling stock and trains will currently only offer 2 – 3 carriages, but the line is set up for trains with up to 5 carriages.
- While the Rail Way Link opened on 02 June 2024, it will take a little longer to align all bus services within the area with the railway timetable, including the 95 bus. A new timetable for the 95 bus has gone live on 03 June. Key bus stances will also be enhanced to include QR driven links to Welcome to Fife.
- Security issues around the Leven bus station were raised, and police patrols have increased, driving down instances of crime and anti-social behaviour.
- Levenmouth is seen as an important area for investment. There are plans for regeneration of the High Street, green improvements, Silverburn Park including the refurbished Heritage Centre and Walled Garden (£10m) and the instigation of active travel routes throughout the area (£25m).

5. Update by Linn Williamson, Fife Council – please see attached

6. Round Table

- **Elie Seaside Saunas** has a number of live planning applications for further saunas – one in St Andrews, where the proposal has been amended (and now granted????) and one at the Cellardyke Tidal Pool. The area of and around the Tidal Pool will see future upgrades such as new toilets, electricity supply and the current renovations of the pool itself.
- **Ardross** will offer a summer of activities including the farm tours and a craft event for the first weekend of the Pittenweem Arts Festival – for more information, please go to: www.ardrossfarm.co.uk and follow their social media.
- **Crail Museum** is hosting a talk on the History of Women’s Golf as part of a wider series of talks. “Hannah Fleming: Determined Women: The History of Women's Golf 1738-1929, Told through the Photography of the Ladies Golf Union”. From 3-11 August, the museum will host a new art exhibition: Hidden Heritage, Crail’s Art and Artists. Further information can be found here: <https://www.crailmuseum.uk/> In order to facilitate restoration of one of the pictures, the Museum successfully applied to the Windfarm Fund, that is currently offering community grants of up to £ 1000. (Larger funding opportunities will become available once the windfarm becomes operational.)
- **Bowhouse** will host an art exhibition “Space to Breathe” in July and August in the main hall – for dates, please see [Events Archive - Bowhouse \(bowhousefife.com\)](http://bowhousefife.com). Please note that the monthly markets will still take place in July and August. Bowhouse are considering some changes to their market weekends and are looking to set up a focus group in due course.
- **Little Neuk Storytelling Centre** – please remember this venue this for any guests with young family! [Little Neuk Storytelling](http://littleneuk.com)
- 2 big conferences are coming to St Andrews – **Responsible Seafood Summit**, 21-24 October at the Fairmont and the **Global Wellness Summit**, 4-7 November at The Old Course Hotel. It is currently unclear how we could work more closely with these conferences and other future conferences.

7. Next project

- There are time constraints – application must be completed by October and project/s must be completed by March 2025.
- A variety of topics that we could choose from
- As Fife Council is planning an “Outdoor Tourism Week” – could the subject be expanded to cover a wider area of businesses – possibly “wellness”?
- Should we consider building a toolkit for the East Neuk, that reflects our product and experience strength and could encompass video materials as well as imagery. An example of what this could look like can be found here: [Welcome to Levenmouth Marketing Campaign Toolkit - Welcome to Fife For Industry](http://www.welcome-to-levenmouth.com)

8. Next Meeting

- Date to be agreed, likely meeting place will be the Crail Museum

