



**East Neuk Local Tourism Association,
29th November 2023, The Shoregate, Crail**

1. Chairs Welcome and Introduction

Gillian welcomed all present and thanked Damon and Nicholas for hosting tonight's meeting at The Shoregate.

Attendees

Gillian McLaren	Pittenweem Properties, LTA Chair
Martin Dibley	Pets Pantry, LTA Treasurer
Manuela Calchini	Crail Community Partnership, LTA Secretary
Linn Williamson	Welcome to Fife – Industry Support
Andrea Morris	Kingsbarns Distillery and Visitor Centre
Nicholas Frost	The Shoregate
Damon Reynolds	The Shoregate
Linda Sneddoon	The Honeypot and Crail Community Council
June Gordon	Scottish Fisheries Museum
Peggy Muir	Crail Museum
Sandy McNaughton	Sandcastle Cottage
Tara MacDonald	Madeira in Fife
Robbie McSkimming	TBC Pub Company (The Ship Inn and The Crusoe)
Catriona Mann	Crail Food Festival and Crail Community Council

2. Apologies

Councillor Dillon, Kat (Bowhouse), Nikki Storrar (Ardross), Daryl Wilson (Guide Us Breaks), Chris Lewis (Waterfront/Wee Chippy/The Bank), Andy Peddie (Silverdyke Caravan Park)

3. Previous Minutes – accepted

4. Update on Action Points from previous meeting:

a) Interpretation Boards

- Anstruther Boards to be handed over later that evening to Martin to be installed
- Crail board at Crail Town Hall is next in line as no planning permission required.
Possibility of second sign for harbour area being investigated
- Map display was provided by Yolande Kenny, Cellardyke
- Wider information can be accessed through QR code included in the display which will link back to Welcome to Fife website.

- Boards for Pittenweem and St Monans are proposed but will likely need planning permission.
- Budget will stretch to Crail boards, but more funding will need to be sought for further boards
- An example of good collaboration between community councils and Fishermen’s Trust

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

5. Current Project – Z Fold Cards

- Application for funding was submitted and successful
- Now need to establish working group to ensure that maps are ready for Easter 2024
- ACTION: Gillian, Andrea and Jennifer have volunteered to sit on the working group, with an initial meeting to take place ideally in early January 2024 -
- Nicola at Mint Modern will use the existing template to create the East Neuk Z Card
- Images should not be a problem
- Fife Council will have access to files for any future changes
- Key content needs to be agreed – further information will be accessible through QR code contained within the map
- Will need to consider/streamline own branding
- Cost will be mostly covered by £ 4K funding, but will likely need to dip into 2024 LTA funding and/or find other funding to ensure large print run
- Distribution will be through local businesses and certain VisitScotland iCentres
- The use of the Z cards will be monitored through business feedback, pick up stats and QR code use.

6. Fife Coastal Path

- One of the key attractions, but has suffered damage in the severe autumn storms in key areas, ex The Gyles, Kingsbarns beach, on the “informal” part of the path in Crail etc
- Robbie Blyth, Head of Operations at Fife Coast and Countryside Trust, will attend next LTA meeting
- There are, however, wider issues around coastal erosion, coastal protection and ownership at play.
- This year also saw a large number of creels and other fishing gear deposited on our beaches
- Large amounts of seaweed have been thrown onto beaches and occasionally onto the Coastal path – no longer used by farmers as fertiliser

7. Welcome to Fife Update – Linn Williamson

General Information

- Local area number of businesses listed in Database for East Neuk - 147
- New Fife Tourism Strategy now launched – [Fife Tourism Strategy](#)
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- Fife Tourism Partnership will now become [Welcome to Fife for industry](#). Branding changes will take place in the next 2 weeks including website, socials, newsletters etc

Welcome to Fife Marketing

- Working with Agency 83 (Zoe Irwin) to create marketing campaigns for Fife, this may include OTA's, PR and social media coverage. Marketing campaign will be called "The Kingdom. Where it all begins" we would like businesses to use the hashtag #KingdomofFife along with #LoveFife
- Working with 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>
- Coast magazine – Editorial piece and competition focusing on the East Neuk. Working with various businesses to provide the prizes for the competition in the area. [Click here to read](#). Competition featuring East Neuk will be in the magazine in December issue.
- National Geographic magazine – content to being briefed in for December issue
- Influencer content planned for 2024 details and opportunities for businesses to be confirmed
- Destination video has been created and will be available for sharing shortly. We will also have short reels produced for use on socials. We would encourage you to think about how your could use the video in your business. Could you add to your hotel welcome screens, add to your website, send link with confirmation emails, use across social media - [\(6\) Welcome to Fife - YouTube](#)
- 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
- Business toolkit now available to see how your business can get involved in our "The Kingdom where it all begins" campaign. [TOOLKIT](#)

Short Term Let Licence

- Short Term Let – Around 1900 application have been received. The STL team are working through the applications to validate them and ensure we have all the correct information. Any STL businesses is encouraged to follow the [Fife Air BB and STL Hosts group](#) as it is a good source of information
- *Further information from Welcome to Fife can be found below*

8. Social Media/LTA profile

- Business facing – we use “East Neuk Local Tourism Association” FB page for businesses only
- Consumer-facing – “Visit East Neuk” FB page, which is currently run by Martin. ACTION: Robbie has kindly volunteered to become an additional admin for this FB page
- We also have an Instagram account and a Threads account
- We no longer have a dedicated website for Visit East Neuk, though we have purchased 4 website domains
- Do we need to ensure that brands are aligned with overarching brands such as Welcome To Fife?
- For businesses and individuals interested in working further with social media, there are a number of training providers such as Business Gateway and VisitScotland

9. Financial Report – Martin’s report:

- “We have two projects under way funded separately:
 - a. **East Neuk Orientation boards** . This project is to produce orientation boards in Anstruther, Crail , Pittenweem and St Monans. A grant from FTP was received for £4,000 plus £300 from the Anstruther Community Kist towards the installation costs in Anstruther. Anstruther Community Council funded the artwork at a cost of £1,000. Production costs are £189 . This leaves a balance of £4,111 . There will now be installation costs by a local joiner. Moving forward Crail will be a similar project as it will be replacing the old map. St Monans and Pittenweem will be more challenging as sites will have to be agreed and planning permission sought.
 - b. **Z Fold maps**. Mint modern have quoted £2, 980 to produce the maps, 50% deposit and the remainder on completion. We have received a £4,000 grant from FTP towards this. This leaves £1,020 towards printing costs.
 - c. Current account balance as of 25th November is £7,966.01.

10. Round Table Update

- Short Term let Licence update – Linn
1900 applicants with more than 50% submitting in September. So far 250 licences issued. It will likely take up to 10-12 weeks to process the remainder.
Control area discussion has been postponed and there will be a workshop with local councillors
- Sandy suggested that there might be further challenges to the legislation around control areas. Paul McLennan, Housing Minister, is looking review certain aspects of the legislation.
- The Visitor Levy bill was introduced in Spring 2023. Tara asked how and where any resulting income would be spent.
- Kingsbarns Distillery offer a 25% discount on some of their products in the run up to Christmas
- Jennifer advised that Jan Clark will start as the new Director at the Scottish Fisheries Museum in December

- Madeira in Fife can accommodate up to 32 people and is keen to make (wedding)venues aware of this. They are also building 3 new treehouses, accommodating 2 people each. These will be available from Spring 2024 onwards.
- If anyone is looking for printing, there is a local printer in Pittenweem – Hazel at One Market Place (opposite Barnetts on High ST). Very helpful, cost effective and quick. Can also provide design service. Good to support another local business.

11. Any Other Business

- Manuela has contacted VisitScotland to find out how to best amend the East Neuk information on their website.
- The Fife Tourism Conference will take place on Tuesday, 27th February 2024 at the newly redeveloped Adam Smith Theatre in Kirkcaldy. The theme is “Developing New Markets”. [Fife Tourism Conference 2024 - Developing New Markets - Fife For Industry \(fifetourismpartnership.org\)](https://fifetourismpartnership.org)

12. Next Meeting

- Tara has kindly agreed to host the next meeting at Madeira in Fife on Wednesday, 17 January at 16.30hrs. [Home | Madeira in Fife](#)

MC, 04 Dec 2023

Welcome to Fife Additional Information

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

Upcoming Events to Note and be involved in – [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](#)

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](#)
- 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