



**East Neuk Local Tourism Association, 25 January 2025**

**Hosted by Kingsbarns Distillery**

## **Minutes of the Open Meeting**

### **1. Welcome Introductions and Minutes**

Gillian McLaren, Chair, chaired the meeting, welcoming all present and thanked Andrea and Trevor for hosting the meeting at Kingsbarns Distillery, complete with a fabulous tour (thanks, Evelyann!).



And thanks also for arranging a fun demonstration of Blown Aways new activity – Crazy Golf. You can find more information plus contact details here: [scottish-crazy-golf hire](https://www.scottish-crazy-golf-hire.co.uk/) A big thank you to Jamie and Guy McKenzie for this fabulous start to the meeting.



**Attendees:**

Gillian McLaren	Pittenweem Properties, TA Chair
Tam Innes	Anstruther Fishbar, Vice Chair
Linn Williamson	Welcome to Fife – Industry Support
Manuela Calchini	ENTA Secretary and Crail Community Partnership
Tara Macdonald	Madeira in Fife
Michael Donald	Scottish Fisheries Museum
Brad Eggleston	Umlungu Art
Jill Thomson	Umlungu Art
Pam Smith	Crail Museum
Peigi Muir	Crail Museum
Trevor San	Kingsbarns Distillery
Andrea Morris	Kingsbarns Distillery
Linda Sneddon	Honeypot Guest House and Crail Community Council
Tim Findlay-Coulson	West End Bar
Cllr Sean Dillon	Fife Council
David Keen	VisitScotland
Peigi Muir	Crail Museum
Daryl Wilson	Guide Us Breaks and East Neuk Lobster Hatchery project
Chris Lewis	The Waterfront
Sandy McNaughton	Sandcastle Cottage Crail

**Guest:** Bill Bruce                                      Different Voice – see Content Creation project

**Apologies:**

Jayson Biles - East Neuk Seaweed; Bill & Elaine Porteous – West Braes project / Alex **Gardner** – Isle of May/ Martin Dibley- Outgoing Treasurer / Stuart Maxwell – National Trust for Scotland

**Minutes** were proposed and seconded.

## 2. Update from Kingsbarns Distillery

- Valentine's Day will see a chocolate pairing tour, with chocolates provided by the Pittenweem Chocolate Company. This offer can also be purchased online to try in the comfort of your own home!
- The distillery will also offer cream tea and cocktails and Chef Julian will create new canapes with local ingredients to be paired with whisky
- Hosting the Fife Chamber of Commerce event on 27 November was very successful and Kingsbarns are looking to continue with their outreach programme, including a potential event for accommodation providers
- Watch out for a future golf event!
- Bookings for 2025 are slightly ahead compared to 2024 and it is best to reserve times in advance online for tours as it can get very busy. Golfers are particularly keen on a 5 pm slot
- The distillery can be reached by public transport through the 95 bus, which stops at the top of the drive at Cambo Lodge. There is now a path that can take visitors from the distillery to Cambo Estate, the beach and then into Kingsbarns.
- For events, the distillery can host private dinners in their upstairs rooms for 4 – 22 pax, and by using spaces downstairs, can accommodate up to 126 pax for a dinner.

## 3. Election of Treasurer and Confirmation of Vice Chair

- Tam has agreed to remain our Vice Chair – thanks!
- Tim will speak to Gillian/Martin to find out more about the treasurer position

## 4. Content Creation Project

- Gillian circulated a sheet with suggestions drawn together based on themes in our Z map. This map is not complete and it is to be used to think about how we can best present the East Neuk to the visitor market.
- Bill Bruce from Different Voice asked us what our story is and what emotion we want to evoke. What makes the East Neuk Special, what areas need to be highlighted, how do we appeal to visitors?

**ACTION:** A FB post will be made in our closed group, asking for members of the Tourism Association to put forward their ideas. Please look out for this!

**ACTION:** A small steering group consisting of Gillian, Tara, Brad, Daryl and Peigi will then take the work forward.

- Linn advised that for content creation we can take longer to deliver the project, but while this project has not been completed we can't access funding for the next project.

## 5. Re-printing of the East Neuk Map

- The initial print run of 20,000 copies has now been distributed

- To ensure that a re-print reflects any changes, members of the East Neuk TA are asked to check for text/signs etc in their own area and advise on any changes required

**ACTION:** A FB post will be shared with all ETNA members, asking them to advise on any necessary changes

## **6. Welcome to Fife – Update from Linn Williamson:**

- Visitor Levy is being looked at for Fife, potentially working with Tay Country partners. This is at very early stages and a full consultation with businesses and local people will take place as part of the process. The best way to have your say is to check our website, newsletters and social media for updates and attend LTA meetings on a regular basis to avoid missing your opportunity to discuss
- STL – Committee Report regarding control areas. Officers advised not to implement control areas as they do not believe this will help the housing situation. However Cllrs did not agree and ask for amendments. The STL team will now look to pull together a process and return to committee in April for that to be agreed. Once agreed businesses and local communities will be able to engage in consultation. We would encourage all businesses to be involved in the consultation and highlight why they are important to your business \ area where applicable. The best way to have your say is to check our website, newsletters and social media for updates and attend LTA meetings on a regular basis to avoid missing your opportunity to discuss. After Fife wide consultation has taken place, the team will then report back to committee with results. If it is then decided to move forward in a specific area further consultation will then take place.
- The Open will return to St Andrews in 2027 11<sup>th</sup>-18<sup>th</sup> July. We would encourage businesses to start thinking now about opportunities . Travel Trade, offerings in your business. Remember STL applications will be due for renewal and visitor levy may also be in play around the same time, so it will be a busy year.
- [New Electronic Travel Authorisation](#) please ensure you are aware of the rules
- Welcome to Fife – The Kingdom Where it All begins marketing activity continues, with press articles, brand partnerships etc. National Geographic content in final proofing and will feature Glenrothes & Cowdenbeath public art.
- New content added to Fife Icons section of website, including Fife Pilgrim Way content, Inspire Me Reasons to visit featuring Riverside Park, new golf section being developed.
- Fife Art Trail has been developed and is now live and being promoted via newsquest. Glenrothes is a main feature but other artworks across The Heartlands and Fife are included. Further marketing to follow. [Fife Art Trail - Explore the Kingdom of Fife](#)

- Working with simplicity marketing over next 3 months on social media content for Welcome to Fife
- Visitor Information points. Kirkcaldy Galleries will be rolled out on 28<sup>th</sup> January, with training provided for the team. St Andrews information centre, window display agreed in old shop and will be in place until a new tenant is found. St Andrews Uni and the World Golf Museum will also be rolled out in the next few weeks. Crail Heritage Museum will be rolled out fully in April. Additional points will be rolled out across phase 2 venues over the next few months. Any businesses looking to be part of the programme please do not hesitate to contact Linn. [Love Fife Tourist Information - Welcome to Fife For Industry](#)
- Fife Food and Drink Week will take place 8<sup>th</sup> March – 16<sup>th</sup> March marketing is happening however a number of businesses are still to sign up. As a reminder this is a FREE event for your business to be part of and all food and drink businesses are welcome to take part. [Fife Food & Drink Week - Welcome to Fife For Industry](#)
- VisitScotland Connect 25 – Welcome to Fife will be attending and all businesses who have been involved in the programme will be included in the marketing material and promoted during the event. A reminder for all those who have been involved in the programme, make sure your sales sheet is up to date and correct, it has been added to Tay Country website, and has been added to VisitScotland Travel Trade section. Agents will be looking for new experiences over the next few months. Please also remember to respond to agents within 24 hours of making an enquiry and follow up on provisional bookings.
- Sustainable Tourism – Action plan for Glasgow Declaration due end of February. All businesses are encourage to look at their sustainability policies as this will become more important over the coming months and years. Free help is currently available so please engage with the team to take advantage of opportunities.
- Accessibility training – FREE online module available to businesses. Further information will follow on opportunities around accessible tourism and working with Accessible.
  - [Accessibility Awareness \(Digital Information\) - Disability Information Scotland](#)
  - [Home | AccessAble](#)
- Add or check your Welcome to Fife and VisitScotland listings, ensure they are up to date [How to Guide - Update your Welcome to Fife Business Listing - Welcome to Fife For Industry](#)

## 7. Looking Ahead – Round Table

- **Open 2027** – bookings are already coming in for that time (11- 18 July 2027). Welcome to Fife will provide a toolkit to maximise tourism businesses’ exposure. First port of call is to ensure that all listings are up-to-date and to clear about the facilities available to potential guests

- **Madeira in Fife** treehouses are now up and running and offer a very romantic retreat: [Tree Houses at Madeira in Fife | Madeira in Fife](#) . Tara is looking to provide little local extras and treats to enhance guest stays further.
- The **Fisheries Museum** suffered some storm damages, necessitating some roof repairs, but is now open for business. From April until October the museum will be open 7 days again. The museum is currently working with the seafood supply chain to strengthen their business membership project. A new digital marketing is planned for April, so look out for that and share the information with your guests/visitors!
- Brad and Jill from **Umlungu Art** highlighted their gallery in Kingsbarns, which will be open throughout the summer. Their next exhibition will be at the Gyles in Pittenweem from 18 – 27 April: [Welcome Umlungu Art](#) . They are also currently looking for someone to operate a coffee or food van at Pittenweem Harbour during that period.
- **Crail Museum** is getting ready to re-open in April with much improved displays. Opening times will be advertised through various channels including Crail Matters and FB as well as a Crail map which will feature the opening times.
- In our last meeting, Jayson of **East Neuk Seaweed** group talked about a group coming together to organise a Fife seaweed fest in September. The dates are now confirmed as Sat 6 to Sun 14 September and the event will feature a series of workshops, activities and events around Fife all under the banner of 'Fife Seaweed Fest' If anybody is interested to find out more or to see how they could become involved then please contact Jayson: [jayson@eastneukseaweed.com](mailto:jayson@eastneukseaweed.com)
- A discussion ensued about brochures and it was agreed that at our next meeting on 20<sup>th</sup> March, we will have a **leaflet exchange** – more information closer the time.
- Chris suggested that it would be good if we could have an **events calendar** for the East Neuk – this is something we might wish to consider in more detail in the future.
- David from VisitScotland advised that there is a new process for **Brown Signs** in place. Please go to [Brown Tourist Signs | VisitScotland.org](#) to see how to apply for an accreditation letter to VS and can then take that letter to Fife Council for approval of the signage. Please be aware that the council is keen to reduce sign clutter, including Brown Signs.

## 8. AoB:

**ACTION:** Our chair has invited our elected representatives for Fife Council and the Scottish Parliament for a meeting with accommodation providers to discuss the effect (potentially cumulative) of licensing, control areas and Visitor Levy

## 9. Next Meeting

- Our next meeting will take place on Thursday 20<sup>th</sup> March at the **West End Bar in Pittenweem** at 4pm. Please be aware that parking is on-street or you could walk, cycle or travel by the 95 bus (which would be perfect if you fancied a drink after our proceedings!): [Pub | West End Bar | Pittenweem](#)