



**Tourism Association Agenda**  
**Monday 3<sup>rd</sup> December – 2.00pm**  
**Adam Smith Theatre**

**Meeting Agenda**

1. **Chairs Welcome and Introduction**
2. **Apologies**
3. **Minutes from previous meeting agreed / amended if necessary**
4. **Update on Previous Meeting Action Points (see below)**
5. **Agenda Items**
  - **Z Card – re-print and distribution**
  - **Influencer Campaign – stats and results**
  - **Funding application update**
    - i. **Gazebo – Appendix 1**
    - ii. **Further spending**
  - **Proposal to consider the transfer our bank account to an online banking based account.**
  - **East Neuk 50 Update – Appendix 2**
6. **Fife Tourism Partnership Update**
7. **Financial Report**
8. **Round table updates**
9. **Any other business**
10. **Dates for next 3 meetings**

<b>Actions</b>	<b>Date</b>	<b>Owner</b>
Produce costs for Gazebo for external events (See attached)	1 <sup>st</sup> December	SMcC
Apply for Fife Council funding grants	30 <sup>th</sup> September	CS
Finalise Z-Card design	30 <sup>th</sup> October	CS/NS
Finalise last influencer visit and round of campaign	30 <sup>th</sup> October	CS
Price up further merchandise – tote bags, stress balls etc.	1 <sup>st</sup> December	CS
Sharron McCormick to obtain social media logins.	30 <sup>th</sup> September	CS/SmcC
Signage for Lochore planters	30 <sup>th</sup> September	CS/GD/AA/SMcC

**Appendix 1:**

## Marketing Exhibition Materials

### Heartlands of Fife

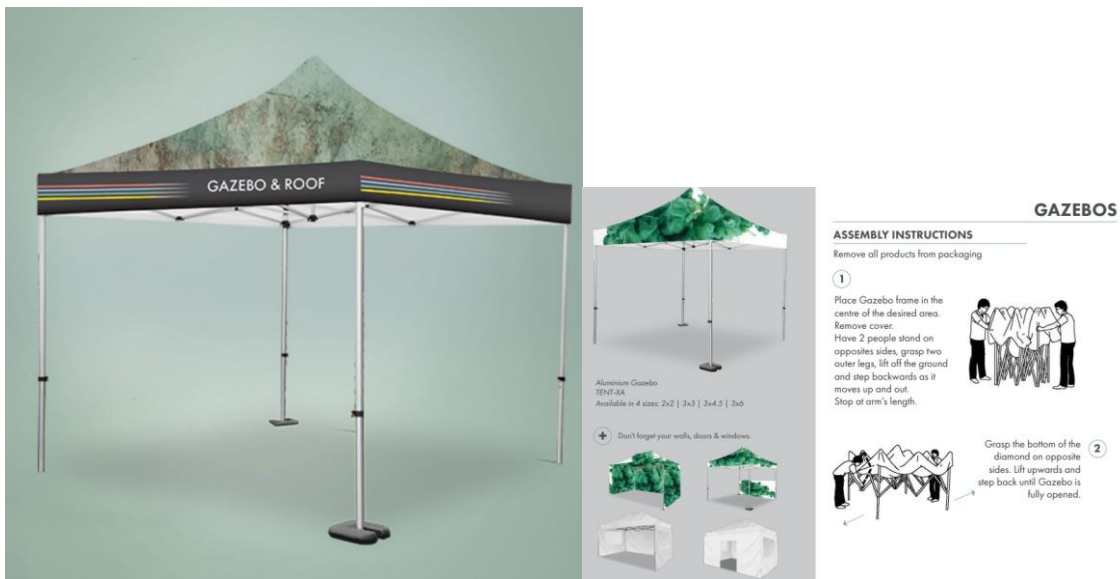
APPROX TOTAL COST EX VAT: £2394.00

GAZEBO - 3m x 3m

1 x 3x3 popup frame, with full colour printed canopy, and 3 full sized, single sided printed gazebo walls, c/w 4 x 10.5l water weights.

TOTAL PRICE, DELIVERED = £1450 + VAT

The walls are simply fitted with a velcro strip along the top, and Velcro ties down the legs.



### DOUBLE SIDED SMALL FLAGS

1... DOUBLE sided small flag: £215 + vat – Recommended 2 : £430

2.26m assembled height with pole bag, and 6.5kg flat metal base, c/w additional water weight.



## PROMOTIONAL COUNTERS

1... £279 + vat

straight promo counter, with high quality laminated wrap graphic and carry bag/tube (see central tand below – it has shelving inside to store materials)



ROLL UP BANNERS X 2: £110 + Vat

## PRINTED TABLECLOTH

1... £125 + vat

full size printed table cloth to fit 6ft table

## Appendix 2

Greener Kirkcaldy is working with The East Neuk 50 Cycle Route (CIC) to carry out awareness raising and outreach to businesses, localities and local organisations about the East Neuk 50 Cycle Route and make recommendations for future opportunities.

We would love to meet with you to hear your opinions on this cycle route and how it can benefit your business. We are also holding an in-person event where we can talk to you directly, and we will finalise the date in the near future. Your wisdom and experience in our local area are needed to help with this consultation.

The East Neuk 50 Cycle Route Community Interest Company (CIC) aims to establish a 50-mile sustainable tourism cycle route from Kirkcaldy railway station, around the East Neuk of Fife, up to

Tayport, before ending at the train station in Dundee. This route will encourage geographic spread around the region. Currently, limited sections of the route are off-road, but ultimately, the intention is for the entire route to be separated from vehicles, thereby having wider user appeal.

The route is expected to be a hit with visitors to Fife, adding value to the Fife tourism offer. Consumer research in 2021 has shown high levels of interest in cycling the route, with over half finding it 'very appealing'. The route's appeal is not limited to road cyclists but also extends to families and casual cyclists, making it a truly inclusive project.

The route will be designed in such a manner as to take it close by attractive locations and businesses in the area including through the villages, harbours, farm shops, historic locations and viewpoints rather than offering only a fast road cycle which may appeal to a relatively limited market.

Based on available data, it is estimated that the EN50 could generate up to £7m in visitor expenditure based on usage levels, with around 80% of the expenditure accruing from staying visitors. Direct expenditure could support up to 100 FTE jobs and up to 167 FTE through direct and indirect expenditure impacts. Here is the link to the East Neuk 50's website.

<https://eastneuk50.org/>

Your help with this is vital to help promote sustainable and active tourism.