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Heartlands
of Fife

Heartlands of Fife Tourism Association AGM and General Meeting Minutes

Monday 15th January 2024

Burgh Chambers, Burntisland

Attendees

Callum Spence	Alex Airnes	Audrey Pebbles	Gordon Dixon
Andrew Walker	CLlr Julie McDougall	CLlr Lesley Backhouse	Danny Cepook
George Proudfoot	Sharron McCormick	Melanie Mullen	Nicola Stewart
Drew Sneddon	Linn Williamson	Helen Stevenson	CLlr Alistair Camerson
Brian Gorton	Ian Archibald	Wendy Barrie	Bose

Apologies

Sheila Hubble	CLlr Linda Erskine	Alan Crombie	Jason (Burntisland Sands Hotel)

AGM Minutes

1. **Welcome and introductions**, thank you to Ian and the Chambers for hosting
2. Minutes agreed from previous AGM - [Click Here to View](#)
3. Callum provided **Chairs report** – The group worked on their Z cards in 2023 which have now been distributed across Fife. The group have also worked with Fife Council on instillation of banners on Kirkcaldy Waterfront. This project is due to be completed in February 2024. Going forward the group are looking to work with marketing agency 83 Agency on content for the Heartlands area to get the brand out there to the wider community.
4. **Finance** – Please see appendix below for full report
 - Brian and Linn explained to the group how the group is funded. £1000 admin fee and opportunity to apply for LTA project grant funding of up to £4000. The group also currently have funds from previous years funding and when the group had a fee

structure. The group however decided to abolish any fee structure a number of years ago.

5. **Office Bearer Nominations** – Linn took over this part of the meeting explaining how the group works constitutionally. It is noted that only those with independent businesses are able to stand in office bearer positions.
 - **Chair** – Callum advised he would stay on for a further year. Ian Archibald seconded
 - **Treasurer** – Brian advised he would be happy to stay on as chair however the group should look for an alternative for future planning. Seconded Drew Sneddon
 - **Vice Chair / Secretary** - Gordon Dixon nominated. Seconded by Callum Spence

Thank you to all businesses who have taken part in activity in the past year and thanks to those who have agreed to be office bearers.

Meeting Ended.



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Meeting

1. [Minutes from previous meeting agreed](#)
2. **Previous Action Points**
 - Linn and Bryan investigated £4k issue from previous meeting. All money now ties up with Fife Council reporting.
 - Linn and Helen to follow up over next few weeks regarding Visitor Information point in Kirkcaldy Galleries
 - [Welcome to Fife Strategy](#) has now been launched. LTA's strategy will align with the overall tourism strategy for the area
 - Banner project update - Foundations in place for 4 banners, 2 West End, 2 East End of waterfront now waiting on additional 2 poles to arrive and they will be installed. £10K funding has been ring fenced for the project in the bank account. £8500 towards instillation costs remaining funds to be used to replace banners as and when required. If anyone would like to see a the banners please advise Linn and see will send through a digital copy of what is proposed. Themes of Culture, Heritage, Golf, Outdoor Activity, Food and Drink and general Heartlands banner. Double sided PVC banners to be purchased. 7 Day Turnaround.
3. **Marketing Campaign (Grant Funding Project 2023/24)** - £4K grant submitted to Welcome to Fife for marketing of Heartlands area via 83 Agency. The campaign will form part of an influencer campaign which will start in Spring and will feed in with other Welcome to Fife activity. Callum and Linn will have a discussion around content etc. The campaign will showcase the area using local businesses who input into the group. The project will cost around £6-£8K with additional budget coming from funds in current account. Members at the meeting felt this would be a worthwhile spend. Results will be available from 83 Agency in due course.
4. **Z card Analytics** - 10,000 printed. Businesses to advise Callum if they require further copies for the season ahead. They are stored at Cluny Activities. Online version to be made available for sharing from Nicola. Linn to discuss with WtF team to get a link added to webpage etc. The link can then also be used on e-signatures in businesses etc.
5. **In the footsteps Analytics** – Drew raised there seems to be an issue with the Lochore Meadows point, Drew check the plinth and feedback with issue. Ravensraig Castle site

currently not available as castle is closed this needs to be updated on the app (Linn to follow up). Overall promotion needs to be looked at, suggestions included it could be part of influencer campaign, link into WtF campaigns, Alex offered K107 could highlight around the school holidays. Mail shot to schools / line to school social media pages and Our (Glenrothes \ Cowdenbeath \ Kirkcaldy etc FB pages.) Window space available with K107 in Merchant, Linn to follow up with Callum on what point of sale banners etc there is in the office and any online material which could be used.

6. Welcome to Fife update – Please see below for full update

7. Finance See AGM update

8. Round Table update

- **K107 (Alex)** - Celebrating 10 years of community radio. Looking to increase community engagement and awareness, through working with community groups \ businesses
- **Kirkcaldy Galleries (Helen)** - Successful Nov and Dec with events and exhibitions (Flooring the world). 2024 focusing on working with local businesses and community groups to establish strong links in the community again
- **Fife Leisure Trust (Sharron)** - New membership launched in January which offers something for everyone including family, corporate memberships, and Day passes £8 per day for tourist visitors. Cowdenbeath is closing for refurbishment for 14 months.
- **FCCT (Audrey)** – Burntisland Car park at Beacon Centre, will become a PCN carpark managed by FCCT as per other areas across Fife. Storm damage, continues to be an issue, communities need to understand that the path may need to be altered to allow for storm damage going forward. FCCT do not own any land and so in discussion with landowners etc is required to sometimes achieve the more obvious route. Pettycur Bay toilets had a slight design flaw and the door is now fixed. Looking for funds for the Harbour Masters House for development. Please alert FCCT if anything is damaged or there are any issues you discover along the path etc.
- **The Fig Tree (Mel)** – New owners (was Banners in Markinch) Linn to follow up with WtF opportunities and discuss tourism landscape etc
- **Adam Smith \ Kirkcaldy (George)** - Next big push for Adam Smith will be 2026 (publication of the Wealth of Nations).
 - Festival will take place 25th June
 - Old Kirk open for visitors for the season. 2 members of staff have been taken on for the heritage centre and garden. Kings Theatre great panto season 3000+ very successful event. Activity will be expanding in 2024. Looking to work closer together with organisations and join up thinking, sign posting etc.
- **Mint Modern (Nicola)** - Working on other area Z cards which will sit as part of a suite with Heartlands cards. Working with WtF on [sustainable tourism group](#). Working with Fife Museums Forum on a Z card design which again will fit nicely with the other Z cards across Fife. Also working with Food From Fife on developing branding etc
- **Paddleboard Fife (Gordon)** – Quiet season as too cold but preparing for the summer season
- **Links Guest House (Brian)** - Busy over new year. STL licence still pending
- **Burtisland Heritage Trust (Ian Archibald)** - Established as a SCIO first open membership meeting happening start of March. 30th summer exhibition this year. Focusing on changing landscapes and will be researching the high street specifically for the expo. Looking to work with OnFife to add scale model of the harbour which always proves popular, waiting on confirmation. Burgh Chambers working with Fife

historic buildings trust to raise funds to take on the project to develop the building. Shipwreck project progressing well and hopefully next meeting Ian will be able to provide an update

- **Cluny Activities (Cullum)** - Steady winter, developing indoor adventure golf 12 holes. Based on the Heartlands area, looking for a name. Opening date TBC.
- **Scottish Food Guide (Wendy)** – Taken the winter to refresh of all experiences after discussions with Travel Trade experts. Scottish Bread championships, takes place 23th Feb, Bowhouse, info for visitors will be out soon. Free to attend.
- **Fife Council Kirkcaldy (Andrew)** – Project Manager for Place and Tourism in Kirkcaldy which has been funded through recovery fund. Digital element to be created, through app, Linn to share Levenmouth Heritage Trail project. Volunteers green finished by Mid Feb, opening event being planned. Waterfront project looking to bring the project alive a bit more with colour. Harbour end hobby horse, to be put in the basin.
- **Love Our Lang Toun (Danny)** - Xmas light switch on bringing a community lead approach to the event. Great event which is developing year on year. Future of Kirkcaldy town centre, creating 21st Century town centre. Now pulling everything together and presenting the information to local community. 1000 people engaged. Key themes small business, living in the town, waterfront, structure of the town centre needs to change especially after demolishing various buildings. Collaboration is the key to making the change. Vision document to be drafted.
- **Cllr Julie McDougall** - making sure to get the message about the group and opportunities out to community
- **Cllr Alistair Cameron** - collective approach. Reporting hospitality numbers appear to be up year on year.
- Markinch Heritage Group (Alan Crombie) - are celebrating their 20th anniversary around a huge photograph display over a weekend in March. Will feature over 300 photographs from Tullis Russell and the local Scouts winning the inaugural soapbox derby at Olympia. The trophy will be on display and we hope to have members of Tullis Russell Silver Band appearing. Submitted report by email.

9. Next Meeting - 11th or 18th March – at Kirkcaldy Galleries TBC

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Check POS for in the Footsteps	ASAP	LW \ CS
Lochore Footsteps point to be checked	ASAP	DS
Linn to meet with Helen to discuss Info point	ASAP	LW \ HS
Z cards Digital copy to be added online	ASAP	NS \ LW
Influencer project develop itineraries	Feb	LW \ CS



Welcome to Fife Update for Meetings

Linn Williamson – linn.williamson@fife.gov.uk

- New Tourism Strategy for Fife now launched - [Strategy - Welcome to Fife For Industry](#)
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- Fife Tourism Partnership branding is no longer and we will now be collectively known as Welcome to Fife

Marketing

- Marketing Campaign – “The Kingdom Where it all begins” we would like businesses to use the hashtag #KingdomofFife along with #LoveFife. Please feel free to share content on websites and social media and tag or link back to Welcome to Fife. This really is making a huge difference
- Business Toolkit for campaign - [The Kingdom. Where it All Begins: Campaign Toolkit - Welcome to Fife For Industry](#)
- Destination Video - [The Kingdom, where it all begins - YouTube](#)
- National Geographic - [How to spend a long weekend in Fife, Scotland’s ancient kingdom \(nationalgeographic.com\)](#)
- Coast Magazine - [Discover Fife - Coast Magazine](#)
- 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>
 - Expedia Results – We have so far seen some fantastic results and will be able to share some real ROI detail over the next few months
- 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

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

Short Term Let

- Applications are being worked on. The team will be in touch when they reach your application

Upcoming Events to Note

- Fife Tourism Conference – Tickets now available to purchase for 27th February, 09.30-15.30, Adam Smith Theatre £25 - [Fife Tourism Conference 2024 - Developing New Markets - Welcome to Fife For Industry](#)
- Fife Food and Drink Week – 9th March – 17th March – businesses encouraged to get involved in the week and submit events ASAP [Fife Food and Drink Week - Welcome to Fife For Industry](#)
- Training and events updated regularly on our website - [Home - Welcome to Fife For Industry](#)
- 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](#)
- Check your business profile online. Is your google listing up to date and accurate. Google your business and see where you can be found online

Visit Scotland

- 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.
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