



Heartlands  
of Fife

**Heartlands of Fife Local Tourism Association Meeting**

**Monday 15<sup>th</sup> May 2023, 2pm**

**Kirkcaldy Golf Club**

**Attendees**

Callum Spence (Chair)	Drew Shedden (Vice Chair)	Cllr Alistair Cameron	Cllr Lesley Blackhouse
Linn Williamson	Liz Rae	Stuart Duff	George Proudfoot
Brian Gorton	Kate Watt	Sheila Hubble	Danny Cepok
Alan Crombie			

**Apologies**

Gordon Dixon	Wendy Barrie	Boose	Yvonne Shivas
Dawn Cruickshank	Douglas Philip	Jim Galloway	

**1. Chairs Welcome and Introduction**

Callum welcomed all to the Heartlands LTA 3<sup>rd</sup> meeting of the year.

**2. Minutes from previous meeting agreed / amended if necessary.**

*No action required.*

**3. Z-Fold**

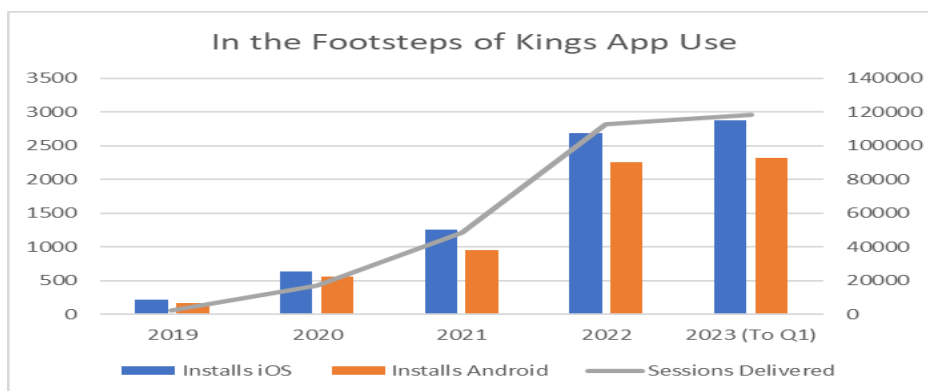
Nicola Stewart of Mint Modern was able to provide the 1<sup>st</sup> draft for the updated Z-Fold's. It was agreed that they were looking good however a few minor changes were required to the images and text.

Attendees have until Friday 19<sup>th</sup> May to submit any ideas or proposed changes.

*Update: These were signed off on Monday 19<sup>th</sup> June and will be distributed accordingly. Please contact Linn.*

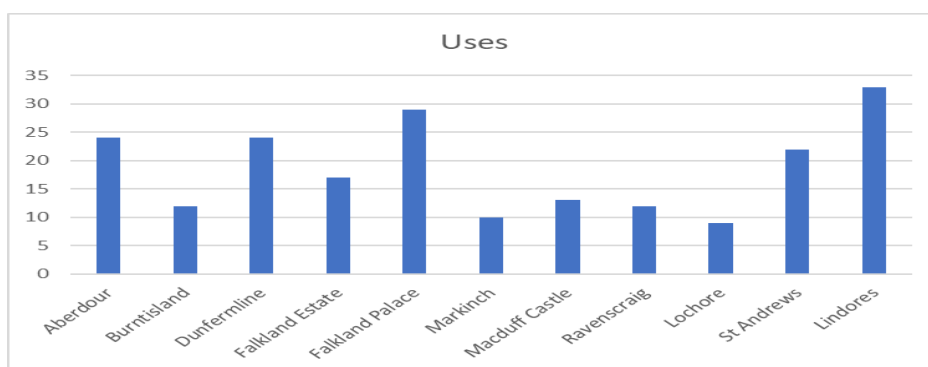
**4. In the Footsteps of Kings Update**

Matthew Fraser of Harmony was able to provide the following stats for the group:



	2019	2020	2021	2022 (To Q1)	2023 (To Q1)
<b>Installs iOS</b>	216	642	1259	2684	2873
<b>Installs Android</b>	173	554	954	2251	2315
<b>Sessions Delivered</b>	2250	17290	48321	112567	118271

As a snapshot for April (which is not the busiest month by far), the breakdown by location is:



It was noted that there is still some concern regarding the activation points at Ravenscraig Castle due to on-going renovations. No update was provided by Historic Environment Scotland.

The Footsteps project will remain as part of Heartlands marketing material to encourage app usage and interaction. It is hoped that other Fife LTA's will promote the branding too.

## 5. Adam Smith Festival of Ideas

George Proudfoot gave an in-depth update on the events for the Adam Smith Tercentenary event in June. Lots of progress has been made with all events now bookable via <https://www.adamsmithglobalfoundation.com/>

Cllr Alistair Cameron commended the team for all their hard work on pulling this together. Linn Williamson also noted that the FTP had done a considerable amount of work pulling together some marketing content. A 5-minute video for the event was presented to the group. All were impressed by it. It was noted that business including the Fife Tourism Partnership should advertise this video on their website to help promote.

A full programme as mentioned can be found via the weblink above. However, in short summary:

- **Friday 12<sup>th</sup> May:** Larry Summers, Ed Balls & Stephanie Flanders in Conversation. (Around 400 were in attendance).
- **Wednesday 7<sup>th</sup> June:** Alexander McCall Smith
- **Friday 9<sup>th</sup> June:** Robert Peston delivers Adam Smith's Annual Lecture
- **Saturday 10<sup>th</sup> June:** Two Doors Down Cast Arabella Weir & Elaine C Smith
- **Sunday 11<sup>th</sup> June:** Adam Smith's Music Event Lights Out by Nine

There will also be an academic programme running from Thursday 8<sup>th</sup> and Friday 9<sup>th</sup> June, morning and afternoon sessions will be available. Again, more information is available via the website.

## **6. Heartlands Networking Event – 8<sup>th</sup> June, Kings Theatre, Kirkcaldy**

To promote the group, Linn has organised the above event to target more Heartlands companies and ultimately encourage more people along to the group's meetings.

### **Update:**

*The event was a success with 13 local businesses in attendance, a lot of who had never been involved with the LTA until now. Thanks must go to Paul at the Kings Theatre for their hospitality, Ricky and the Merchants Coffee House for the sandwiches and cake, and Louise for providing the group with some insight as to what is going on at Greener Kirkcaldy.*

## **7. Fife Tourism Partnership Update:**

- Who are our visitors survey is now complete with a webinar held on the 20th April. Full report is available on our website – [CLICK HERE](#)
- Open Golf Economic Impact report is now available [online](#).
- Our STEAM figures for 2022 have just been released and there will be further information available on this in the coming weeks.
- Hilary is working on the new Tourism Strategy
- Travel Trade – VisitScotland Connect took place from the 16th April and was a great success. Eight businesses across Fife took part in Fam visits before and after the event. Businesses also attended the event to speak with buyers. This is something Linn and Karen will be working further on this year with opportunities for businesses to get involved and hopefully go to VisitScotland Connect 2024.
- Business Gateway – Funding available for businesses to attend trade shows (VisitScotland Connect if they wish for example), net zero transition, agriculture diversification and various aspects of training and up skilling. [Further information available via BG](#)
- Digital Boost support is available to businesses. This is one-two-one support for businesses looking to develop websites or may need a little assistance with social media. [Further information available from BG](#)
- [Short Term Let](#) – Businesses are encouraged to apply as soon as they can to avoid any delay later in the year. If you have any questions please check out the FAQ document which is regularly updated, or please feel free to email the team who can assist.
- [Sustainable Tourism](#) – Rosalyn continues to lead on this project, businesses are invited to attend to find out more. The group are looking into forming a strategy and toolkits to help businesses
- New Welcome to Fife competition is now live. Any businesses looking to get involved in future competition promotion please get in touch with Karen Christie. Current comp is Levenmouth focused.
- LTA funding for 2023/24 – Deadline for application is now the 31st October with money and project to be completed by March 2024
- Welcome to Fife QR code continues to be rolled out and is now on boards on 11 toilets across Fife. Further roll out will continue
- Businesses reminded to sign up to FTP newsletter
- Businesses reminded to check or add a Free business listing to [Welcome to Fife](#) any issues with this please do not hesitate to contact Linn.
- Tourism Skills group – Various partners are looking for businesses to get involved in projects including mentorship, guarantee interviews (no guaranteed job), and work placements. The Old Course Hotel run a great initiative with local schools and it would be great if other businesses could do something similar. If you are interested in getting involved please contact Hilary or Linn for further information.
- Businesses encouraged to enter [Thistle Awards](#) you can self-nominate or nominate another businesses. Closing date was the 12th May 2023.
- Tourism networking event planned for 8th June 2023 4.30pm, Kings Theatre Kirkcaldy with guest speaker to be announced.

- Influencer campaign for Dunfermline has been really successful. We will have all content and analytics available over the next few months. Thank you to all the businesses who took part. We will be looking to do further influencer campaigns across Fife, if you would like your businesses to be involved please let us know.
- Tourism St Andrews ran a Trade Fair event with over 40 people coming along and 30 businesses highlighting their businesses. This worked really well and may be something we look to do Fife wide next year
- Heartlands of Fife and North Fife are developing their Z cards with Nicola Stewart from Mint Modern and both are ensuring there is a similar look. These will be ready to hand out by June / July. Slightly delayed due to original Vector Files not being available.
- East Neuk are developing new interpretation boards for Anstruther.
- Levenmouth are currently working on new content for their website which will also link into Welcome to Fife for the opening of the new railway. They have a new project manager starting on the 5th June who will be in post for the next year to help pull the tourism project together.

## **8. Financial Report**

## **9. Date for next meeting**

- **Monday 28<sup>th</sup> August at Fife Airport, 2-4pm.**
- **Monday 13<sup>th</sup> November at Wemyss School of Needlework, 2-4pm.**