



Heartlands
of Fife

Heartlands of Fife Local Tourism Association Meeting Minutes

Monday 6th March 2023

Cluny Activities

Attendee's:

Callum Spence (Chair)	Drew Shedden (Vice Chair)	Brian Gorton (Treasurer)	Linn Williamson
Gordon Dixon	Nicola Stewart	Danny Cepok	Sheila Hubble
George Proudfoot	Ian Archibald	Alan Crombie	Wendy Barrie
Bosse Dahlgren			

Apologies

Sarah Thomson Och Aye Canoe	Beth Bell Historic Buildings	Kate Fife Airport	Anne Marie o'Reilly HES
Cllr Alistair Cameron			

1. Chairs Welcome and Introduction

Callum welcomed all to the Heartlands LTA 2nd meeting of the year. Congratulations were passed to Linn Williamson on her becoming a permanent member of the Fife Tourism Partnership team.

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

No action required.

3. Update on Previous Meeting Action Points (see below)

Marketing ideas for the Footsteps of Kings.

Linn mentioned that all activation points were in order and of working order however raised concern that the Ravenscraig activation no accessible to on going works. Drew suggested that he would perhaps look into moving the point to somewhere out with the works which would still allow the activation to work and function. It has been noted that permission from Fife Council will probably need to be granted.

Linn also mentioned that she had given out merchandise of the footsteps project to local primary school kids whilst at an event at Fife College. It was pleasing to hear that some kids were aware of the project.

Callum mentioned the marketing behind the project is still a concern however hoped that with activation points out with the Heartlands area, the other LTA's could promote too. Linn also raised the issue of maintenance and upkeep of the app. which is still billed to the association from the supplier. Linn noted that there was an on-going dispute regarding maintenance for the past 3-years.

1st proof of new Z-fold

Thanks were passed to Ian Archibald, Gordon Dixon and Iain Laing for the input regarding a revamp of the Z-fold. All ideas were collated by Linn and have been passed on to all in attendance at the meeting. Any further changes and suggestions were to be sent to Linn or Callum (heartlandslta@gmail.com) by Tuesday 14th March.

Nicola suggested better symbols to represent the walks and routes throughout the map. Allan was keen to see the activation points for Footsteps included. Gordon suggested using OS symbols to ensure there was a bit of consistency throughout. Further, suggestions from Wendy included making better use of colours as well as the need for the small full map of Fife on the insert.

Prom Banner Project

Linn mentioned to the group that this project was moving along. It was noted that approx. £10,000 was to be allocated for the works which will include no more than 6 large flag style banners being displayed on Kirkcaldy promenade. John Pow, a Kirkcaldy based photographer has been lined up to collect images for the banners. The group have been tasked to decide which images would be best to promote the Heartlands area.

Drew questioned whether or not this was a Kirkcaldy only project. It was later highlighted that the funds for the project were received from the Kirkcaldy area committee. Allan and Drew agreed that a Footsteps of Kings banner would be beneficial. Ian Archibald had suggested that there were a number of good images available throughout Burntisland.

Nicola Stewart asked whether the flags were double sided and of what material i.e. would they last over a significant amount of time. At this stage the group isn't too sure.

Callum asked the question whether it was possible to get more than 6 flags printed within the budget. This would mean the flags could be changed depending on the season.

4. Fife Tourism Partnership Update

- Linn's Contract has been made permanent
- 132 businesses on FTP database to date
- Linn has engaged with 17 businesses so far this year in the Heartlands area
- It would be good to get more businesses along to meetings and engaging with the groups work. Ideas welcome on how to achieve this
- VisitScotland and FTP MOA work
 - Times online feature available online and was in the travel magazine at the beginning of March
 - <https://view.ceros.com/news-uk/explore-fife-unmissable-highlights-visit-scotland/p/1>
 - Wanderlust article now online
 - <https://www.wanderlust.co.uk/discover/fife-scotland/content/fife-travel-guide/>
- **WorldHost Training** continue with events planned – Dates in March, April and May

- **Tourism Talks Webinars** – Accessibility, Who are our visitors, Youth Development inspiring the next generation
- **Tourism Skills group** – Meeting coming up on the 21st March. Any business looking to get involved please let Hilary or Linn know. The group will look at what business needs and wants are around training and opportunities. Linn also attended a Food, hospitality and tourism takeover day with the InvestFife team, Food from Fife, and Fife college to promote the industry to S2 pupils.
- **Sustainable tourism group** – Rosalyn working with businesses
 - Courses available on FTP
 - Any business looking to be involved in the group please contact Rosalyn Watson – Rosalyn.watson@fife.gov.uk
- **Accessible tourism group** – Met in January to pick up from project work in 2019. The group will be looking at Accessible tourism and accessible employment in the industry as well. Anyone looking to be involved in the group contact Linn
- **LTA funding for 2023/24** - Project Grant deadline for 2023/24 will change from December to 31st October. This is to ensure projects are applied for with time to complete by the end of the financial year. Linn advised that the September meeting of the group should be where the project is decided on to ensure the application can be made by the LTA in time. A full report on 2022/23 grant funding project will also be required at this time
- Reminder to Sign up to newsletter for FTP if you haven't already
- Reminder Add or update your [business listing on WtF](#)

5. Adam Smith Festival of Ideas

George Proudfoot was able to give a further update of the [Adam Smith Tri-centenary celebration](#). Draft calendar of events was presented at the meeting. These are subject to change. The event kicks off on Monday 5th June for the full week.

George mentioned that the website is due to launch shortly where more detail will be included.

6. Travel Trade Fam visit 16th April

Callum highlighted that Visit Scotland had arranged a visit to Cluny on Sunday 16th April. The event details are very much still TBC however it's expected 6-8 potential Travel Trade buyers will be on site.

Callum mentioned that this should be used as a means to promote the Heartlands area and other business are encouraged to pass on some content that could be promoted on the day. The idea of Heartlands specific packages was once again floated i.e. packages to include activity, food & drink, accommodation and more. For consideration and future discussion.

Linn has agreed to assist Callum with the event. Callum is to pass on more details when he has them.

7. Financial Report

In summary, the Heartlands account sits at £24,619.23
£4,000 received from Fife Council on 18/01/23.

Future outgoings:

- Z-Fold approx. £4,000
- Kirkclady Banner Project approx. £10,000

The group should decide upon further initiatives to spend funds and it's been noted that grant applications must be submitted this year by 31st October rather than the 31st December.

8. Round table updates

All guests were given the chance to take the floor and present what had been going on.

- Ian Archibald – Burntisland Heritage Trust – Shipwreck project has been gathering momentum and remains to be a very exciting discovery. Not just for Burntisland for the whole of Fife. More information here - <https://www.burntisland.net/>
- Alan Crombie – Notified the group that Rev Duncan Weaver had recently been announced as pastor for the Fife Pilgrim Way. More information here - <https://www.fifetoday.co.uk/news/people/fife-pilgrim-way-minister-appointed-as-first-pilgrim-pastor-in-scotland-3931502>.
Alan raised some concerns around tourism in Markinch. Alan has since suggested some changes for the new Z-fold and passed on images of Markinch Church for consideration.
<https://wemyssneedlework.com/museum-1>

Further updates were given by other groups and businesses.

Gordon Dixon at Paddleboard Fife - <https://www.facebook.com/paddleboardfife/>

Danny Cepok at Love Oor Lang Toun - <https://www.loveoorlangtoun.com/news>

Wendy Barrie at the Scottish Food Guide - <https://scottishfoodguide.com/latest-news-2/>

Sheila Hubble at the Wemyss School of Needlework - <https://wemyssneedlework.com/museum-1>

9. Any other business

A potential Heartlands LTA social event was mentioned. This is something that could help to bring

10. Date for next meeting.

- Monday 15th May 2023 – Kirkcaldy Golf Club Time 2-4pm.