



Heartlands of Fife Tourism Association Meeting Minutes

Monday 2nd December 2024

Adam Smith Theatre

Attendees

Callum Spence	Linn Williamson	Gordon Dixon	Ryan Strachan
Bruce Manson	George Proudfoot	Alex Airnes	Sheila Hubble
Cllr Lynn Mowat	Cllr Lesley Backhouse	Nicola Stewart	Tiago Costa
Tony Stevens	Bill	Mark White	

Apologies

Sarah Thomson	Helen Stevenson	Cllr Alistair Cameron	Brian Gorton
Lisa Harley	Wendy Barrie	Ian Archibald	Drew Shedden

Minutes

1. Welcome and Introductions. Minutes passed
 2. 20,000 Z Card delivered have been delivered and are available to collect from Cluny Activities. Thanks to Nicola for the work done on the Z card. Nicola will provide updated PDF for Welcome to Fife website. Contact Callum if you wish to arrange collection (callum@clunyactivities.co.uk).
 3. Influencer Campaign - Stats from the visits see below. Welcome to Fife to also provide feedback on campaign. Image and content link [CLICK HERE](#)
1. 2024/25 LTA Funding Project - Parks and Event Support
 - Nicola will look into design of Gazebo and sourcing at the best price.
 - The purpose of the Gazebo will be for businesses in the group to support at events, promote the Heartlands area and promote their business
 - Callum will look into small easy to move around promotional items
 - It was also suggested that the group might want to sponsor some flowerpots on roundabouts etc. Cllr Backhouse advised she paid £540 for something similar over the last few years.

- Opportunities to work with “Friends of” groups in Lochore Meadows, Riverside Park etc to help promote The Heartlands and also support them with small park projects
 - Ryan raised that he is looking to arrange a Kirkcaldy Festival from end of June – end of July and there would be an opportunity their for the group to support perhaps with printing etc and have logo on the information.
 - Ryan is also working with college students on developing a “whats on guide” for Kirkcaldy. Linn suggested that it would be a good idea to use Welcome to Fife for events that will attract visitors and use the “whats on guide” for more local community events
 - Any other events brining people to the area can look to be supported. Perhaps set up a google form so people can express interest and then the group can decide on projects
 - Mark advised that Leslie Town Hall will be hosting the semi Finals (end of April into May) of the Drama competition with Adam Smith hosting the finals. One to add and advise businesses in the area.
 - Linn raised that it would be advisable for the group to start thinking now about 2025/26 projects so that if funding is available in April 2025 they can apply straight away and support projects over the summer months
 - Check out the Welcome to Fife business events calendar. This is designed to allow events organisers and businesses to see what major events are coming up over the next year. Dates and events are being in put over the next few weeks for 2025.
Linn to send updated dates to Alex for info [Events - Welcome to Fife For Industry](#)
4. Online banking – The group currently don’t have online banking, Callum and Brian have suggested that it will be of benefit to the group to move to online banking to make paying supplier easier moving forward. Callum proposed the group go to online banking. Ryan suggested looking at CEF banking. Everyone in the group agreed. Alan proposed and Gordon seconded.
5. East Neuk 50
- Concerns over duplication re- sustrans and Fife Council. Callum to contact Peter Wooding to be invited to attend the next meeting to give update and what is proposed
6. Welcome to Fife
- Visitor Information points across Fife - [Love Fife Tourist Information - Welcome to Fife For Industry](#)
 - Travel Trade training delivered via Tay Country programme – 21 businesses signed up and 14 attended and so far 7 of those businesses are signed up for 1-2-1 support via Tay Country. An additional 14 businesses who are our stage 2 businesses have been offered 1-2-1 support, these businesses are slightly further down the line and are already working with the trade this opportunity allows them to tweak product and ask advice from our expert.
 - We will be attending VisitScotland Connect25 in April and businesses on the Travel Trade Programme will be promoted through us and Tay Country. Tay Country will also be attending other trade shows over the next few months.

- Support may also be available for businesses to attend. Any businesses looking for support please contact either your Business Gateway Advisor or Linn and we can discuss further.
- Marketing - Fife Food and Drink week - [Fife Food & Drink Week - Welcome to Fife For Industry](#)
- Working with Travel Quest on a new social media campaign promoting various aspects across Fife, including Fife Art Trail, Pilgrim Way, Food and Drink week
- Press Trip arranged for 21st-25th November, mainly for Dunfermline and West Fife however they will also be spending time in Levenmouth, East Neuk and Heartlands across the 3 days. Trip went well and we should start to see content over the next few months.
- Working on stage 2 of our “Kingdom Where it All Begins” Campaign. Reminder for businesses you can access images, content and video reels through our [toolkit](#).
- Visitor Levy - This is being looked at within Fife Council, this is at very early stages and as part of the process businesses will have the opportunity to be consulted. [Local visitor levy - Tourism and events - gov.scot](#)
- STL – Those who applied before the deadline Oct 2023 application have now been processed and licences issued. We continue to work with the team to develop the process for the future. Businesses are reminded that your Licence number, EPC where applicable and number of guests should be displayed on ALL marketing. Please ensure your Welcome to Fife listing has been updated, failure to do so may result in your listing being removed in the next few months.
- Brown Signs – New details now available from VisitScotland. Businesses are reminded brown signs are not to be used as a form of marketing and your own website, google listing and what three words should be used to direct your visitors.
- Business Events - Fife Business Week events, thank you to those who came along. We welcomed over 70 people across the 3 events with good feedback from those who came along. We will be looking to do a similar event in 2025
- Fife Tourism talks webinars are back and details can be found on [Meetings & Events - Welcome to Fife For Industry](#)

7. Finance - £20,166.95

- Nicola will create sign for planters at Lochore Meadows
- Anyone with any idea happy to accept suggestions on projects which could be looked at.
- Potential Wemyss Cat trail raised by Ryan. Linn advised that the technology needs to work well and these type of art trails work well when all in walking distance of each other. Ryan has spoken with Wild in Art however it is too expensive, he is looking at alternative options to create a trail.

- Nicola raised Kirkcaldy App £120K project no update available from FC or brought to the table in previous meetings. Concern raised over costs and how useful it will be, how will it be funded going forward, how will it be managed. This was not taken to area committee for approval. Ryan and George have been part of the steering group who have raised concerns over the app. Linn advised Levenmouth Tourism Association have created Levenmouth discovery trails [Levenmouth Discovery Trails | Levenmouth Discovery Trails -](#)

8. Round Table

- Markinch doing well visitor numbers increasing and looking at options on how they can use the church going forward. Potentially looking at it becoming a visitor attraction and information centre.
- Gordon (Paddleboard Fife) - getting ready for 2026
- Love our Lang Toun - great festive light switch on event. Unit being taken on in the High Street in early January, potential opportunity to work with Nicola on window Vinyl potentially directing visitors to KG for info. Kirkcaldy festival event will be the main focus over the next few months.
- Leslie town hall - Culture hub for local community, with national tours coming to the hall.
- Adam Smith Global foundation - Kirkcaldy then and now exhibition in the upstairs of the heritage museum. On until next Feb. Old Kirk 6 different events on over the festive period. Kings Panto starting on Thursday. (Vegan festival in Jan at Old Kirk)
- Tiago - Learning more about the Fife area now with 2 hotels the Balgeddie House Hotel and Pitbauchlie House Hotel
- K107 - Helped stagecoach with launch of e-buses. Christmas light switch on event great success. Continuing to highlight local business. Community space in the Merkats being opened each Friday. Let K107 know about any press release regarding events press@k107.co.uk
- Cllr Backhouse - 1883 Model looking at getting it a permanent home for the train model potentially in Burntisland Library. Burntisland heritage trust and community trust working on a special project more details to follow in 2025
- Wemyss School of Needle Work - Sept / Oct busy with groups from Australia and USA
- Cllr Lynn Mowat - Riverside park project ongoing and will be a great asset to Glenrothes
- Nicola - happy to help with any branding required across the group
- Bill - Leslie Heritage - Archaeological dig will now happen end of June. Clan Leslie will visit in June they are doing a tour in Edinburgh and will spend 2 days in Fife. Staying at Balgeddie House hotel. Linn to speak to Kirsty Strachan to help with visitor information for the visit

- Cluny 2500 visitors through the mini golf and continue to develop the attraction
- Next meeting AGM - TBC

On The Road Again Travels - <https://ontheroadagaintravels.com/>

	Theme:	Featuring:	Reach:	Where:	Link(s):
1.	Heartlands Cottage Stays	<ul style="list-style-type: none"> • Banchory Farm 	24,400	Instagram	https://www.instagram.com/reel/C6_yTRJlpBb/?igsh=MzRiODBiNWFiZA%3D%3D
2.	13 Must Visits in Heartlands Fife	<ul style="list-style-type: none"> • Kinghorn Harbour • Kirkcaldy Galleries • Banchory Farm • Tornado Bagel • Paddleboard Fife • Cluny Activities • Aberdour Bistro • The Bothy • Lochore Meadows • The Buffalo Farm • Aberdour Castle • The Ecology Centre • Merchants House Cafe 	33,200	Instagram	https://www.instagram.com/reel/C7Ht1F6o-63/?igsh=MTc4MmM1YmI2Ng==
3.	5 Things to do this Summer in Scotland	<ul style="list-style-type: none"> • Paddleboard Fife 	32,700	Instagram	https://www.instagram.com/reel/C7RzyOtiusA/?igsh=MTc4MmM1YmI2Ng==
4.	3 Amazing Farm Experiences in Scotland	<ul style="list-style-type: none"> • The Buffalo Farm 	187,000	Instagram	https://www.instagram.com/reel/C77Ae4RcVPv/?igsh=MTc4MmM1YmI2Ng==
5.	3 Magical Cottage Stays in Scotland	<ul style="list-style-type: none"> • Banchory Farm 	21,400	Instagram	https://www.instagram.com/reel/C9iAqAqIWB0/?igsh=MTc4MmM1YmI2Ng==
6.	Farm Shops to Visit in Scotland	<ul style="list-style-type: none"> • Pillars of Hercules 	85,600	Instagram	https://www.instagram.com/reel/C8XWW2toaAK/?igsh=MTc4MmM1YmI2Ng==
7.	Cost Cottage Getaways	<ul style="list-style-type: none"> • Banchory Farm 	542,000	Instagram	https://www.instagram.com/reel/C_GbFM-JyT/?igsh=MzRiODBiNWFiZA%3D%3D
8.	Coffee Stops (Part 2)	<ul style="list-style-type: none"> • The Roasting Project 	38,400	Instagram	https://www.instagram.com/reel/C8pYi7doXTO/?igsh=MTc4MmM1YmI2Ng==