



Heartlands of Fife



Heartlands of Fife Tourism Association
Monday 3rd September 2024
Cluny Activities
14:30

Attendees

Callum Spence Cluny Activities	David Keen Visit Scotland	Sharron McCormick Fife Sport & Leisure	Brian Gorton Links Guest House
Gordon Dixon Paddleboard Fife	Linn Williamson Welcome to Fife	Helen Stevenson Kirkcaldy Galleries	George Proudfoot KDKT,
Reilly Dufresne Fife Voluntary Action	Lisa Edwards Riverside Park , Project Fife Council	Ryan Strachan Love oor Lang Toon	Sheila Hubble Wemyss School of Needlework
Justyna Majewska Adam Smith Global Foundation	Alex Aimes K107FM	Nicola Stewart Mint Modern	Tony Stevens Adam Smith Theatre – On Fife
Bill Fiet Leslie Heritage Trust	Bruce Manson Markinch Heritage & Pilgrim Way groups	Drew Shedden Cluny Activities	

Apologies

Cllr Mowatt	Cllr Alistair Cameron
Wendy Barrie	

1. Chairs Welcome and Introduction

2. Minutes from previous meeting agreed.

3. Update on Previous Meeting Action Points

- Z Cards: Had feedback and Mint Modern working on new data. Should have a draft back in next 2 weeks
- Influencer Campaign – Both campaigns now complete – data available for following meeting.

4. Riverside Park Project , Glenrothes - Lisa Edwards

A £4.8million investment throughout 2024 including new toilets, work on the river to prevent erosion, pathway improvements, improved community access, pond dredging and improvements, parking for caravans and tourers, new play park fully accessible play equipment, new pump (cycling) track - largest in UK and capable of hosting international events, new cycle track.

5. Welcome to Fife Funding

Application for this needs to be submitted before the end of October. It was agreed that the group would be looking to spend their budget on:

- More marketing resources – including merchandise as well as a gazebo in order to attend external events.

- To support 'Friends of' Groups to get a better footing in the community.

Callum will ensure that the application is submitted.

6. Welcome to Fife Update

- El New member of the team replacing Rosalyn who will be looking at our sustainability policy among other things
- LoveFife Spots will be rolled out over the next few months, final preparations are now being put in place with information being prepared for venues and training being delivered
- [Outdoor Activity Week 28th Sept –6th Oct](#)
- Food and Drink Week March 8th-16th 2025
- Fife Business Week – [Showcase events](#) Heartlands event 5th November.
- Oasis Mini Campaign for accommodation in Fife
- New [events calendar](#) for businesses added to website to enable business to quickly look at upcoming strategic events in Fife \ across Scotland and any training \ meetings for business
- Women's Open was a great success visitor numbers TBC no news on Men's Open as yet
- [STL Update](#) – there are about 500 applications still to be approved from the main batch last September. Further updates will follow shortly. Amendments to legislation have been made by Scottish Gov and again news on this will follow as to what it will mean in terms of process shortly.
- Business Efficiency Grants – Around £380,000 allocated to projects across Fife ranging from £1500 projects to £20K. Total of 38 business supported across the region in the tourism grant, with 4 from MidFife area (was 5). Additional business have been supported through Town Centre and Ec Dev teams.
- Up coming Activity
 - o Travel Trade focus over the next few months
 - o Fam visits for travel trade and for media
 - o Content creation.

7. In the Footsteps of Kings

WtF have confirmed that there will be no further support for this campaign going into the new year. The Heartlands group will need to agree a plan for winding this down.

8. Treasurers Report for the last 9 months

Income £1,000

Outgoings £880

Balance in account 24,000

Note: Heartland have abandoned the banner project.

9. AOB

Sharon McCormick will take on improving the digital presence of Heartlands. Facebook etc. Callum to provide passcodes.

10. Date for next meeting:

Monday 3rd December – Adam Smith Theatre – 14:00-16:00

11. Round table updates

The meeting concluded with short round table updates from all attendees.