



Heartlands
of Fife



Heartlands of Fife Local Tourism Association Minutes

13th November 2023

Weymss School of Needlework

Attendees

Brian Gorton	George Proudlock	Gordon Dixon	Sheila
Jim Galloway	Ian Archibald	Helen Stevenson	Izzy Gilmour

Apologies

ClIr Lynn Mowatt	ClIr Alister Cameron	Danny Cepok	Drew Sneddon
Callum Spence	Dawn Cruikshank		

Minutes

- 1. AGM Meeting postponed as Callum was unavailable to chair the meeting. Those in attendance agreed to move the AGM to the next meeting in January.**
- 2. Linn chaired today's meeting in Callum's absence with agreement from those in attendance**
- 3. Minutes from previous meeting agreed**
- 4. Update on Previous Meeting Action Points**
 - Small working group met to discuss project ideas for 2023/24 LTA project grant funding. It was agreed that the LTA would work with Agency 83 to develop influencer activity for the area. Application made and accepted by Welcome to Fife and money has been paid into LTA account. Estimated total cost of the project will be £10,000 depending on expenses for influencers.
 - Waterfront Banner project – further confusion over the banner project from Andrew Walker. Callum will arrange a meeting with Andrew to discuss way forward. Brian raised that £10,000 which was reportedly given to the LTA for the project from Kirkcaldy area committee (information from ClIr Ian Cameron) was never received into the LTA account. Brian produced a full paper trail of transactions by the LTA back to 2013. There is £4000 from Fife Council which has been received and the LTA are unsure what that is for. Linn will ask Hilary to investigate payment and report back to LTA ASAP.

- Callum to provide written update on Greyhound letter at next meeting
- Z Card distribution continues. Should anyone require any for the new season please contact Callum as they are currently stored at Cluny Activities

5. Fife Tourism Partnership Update – Linn Williamson

- See below full written report for full update
- Notes to mention please check out latest [“The Kingdom where it all begins” marketing campaign. Toolkit](#) now available online to discover how to use the campaign in your business. Video link also available in the toolkit. If you have any other suggestions or queries please do not hesitate to get in touch
- Fife Food and Drink week launched and looking for businesses to take part. Further information available on the [toolkit](#) or contact Linn for further details
- Fife Tourism Partnership branding will be changing to Welcome to Fife for Industry in next couple of weeks.

6. Round Table updates

Paddle Board Fife ,Gordon - Off season at the moment and planning for next year. Gordon asked if a list of local events could be pulled together. Linn suggested looking at Welcome to Fife events section as many local events are shared there by community partners etc.

[What's on in Fife | Welcome to Fife](#)

Burrtisland Golf House Club, Jim – Organisation is nearing the end of its 125th year anniversary year. £52,00 raised to support with maintenance of the club house etc this has been raised through various fundraising activities at the club throughout the year. Membership numbers have increased over the last year and look to continue to increase moving forward. This may possibly because other areas are putting costs up so local people are looking for cheaper alternatives. Club is looking at developing their online marketing, they have recently featured in Bunkered online magazine. They have had a record number of foreign visitors, partly due to funding from Scottish Golf Tourism. They are Looking to apply for funding again. Continue to reach out to the local community to get the message out they are open for community events etc.

Adam Smith festival \ Kirkcaldy George - Final event Thur 30th November - Book launch Old Kirk. The book will pull together papers created as part of the Tyr century event into one document. 2024 event will run from 3rd June - 8th June events being planned and will be announced shortly. George also raised that the Sailors Walk in Kirkcaldy which is owned by NTS has received some investment and interest from NTS with it now being used as an office. i

Kirkcaldy Galleries Helen – October has been busy month with Halloween, lots of activities for families etc going on. 15th November there will be a launch of the Linoleum exhibition, this is a free exhibition which will run until the end of February. Susan McGill (artist) will be in house from Wed for a week to do a pop up shop. End of Nov Linolium expo Free. Good partnerships made with K107 and Danny Cepok with Love Oor Lang Toun since the last meeting and this will continue to develop.

Adam Smith opening went well. Theatre now fully open with bar \ restaurant now open.

Link Guest House, Brian – STL licence applied for. Linn advised that almost 1900 application have been received and the STL team are working hard to get through the application to validate them. Any issues please do not hesitate to get in touch.

Burntisland Heritage Ian - Burntisland Heritage trust has become a SCIO, and are looking for new members. 900 visitors this year, reliant on volunteers so only open when volunteers are available. 2024 is the 30th Anniversary looking at Burntisland High Street theme from 1890 – Date TBC. Events planned and getting the shops and businesses involved.

Forth Ports interpretation boards are being created telling the story of the harbour

Shipwreck project - Next meeting Ian will do a short presentation on this project. Exciting project planned for 2024 further details to follow.

Weymss School of Needlework Sheila - Group tours continue. Latest group from NZ. Continue to work with Travel Trade and develop cruise market moving forward. They also feature in the new Tay Country Video. https://youtu.be/_bK5zHS3cx8

Victoria’s Haven, Izzy – New to the group. Working with holiday cottages to promote STL property. Looking to engage with other likeminded businesses to learn more and discover opportunities available in the area.

7. Treasurers Report

- Current account balance £23679.26
- £10K ring fenced for banner project
- Leaving working balance of £13679.26
- Linn to check LTA payments made from 2021 onwards

8. Dates for Future meetings

- 15th January 2024, 2pm – Burntisland Burgh Chambers
- 11th March 2024, 2pm, Kirkcaldy Galleries
- 3rd June 2024 Time and venue TBC (open to offer to host)

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Investigate £4k payment from 9 th Aug 2022	ASAP	LW
Meeting with Andrew Walker to discuss Banner project and finalise details	ASAP	CS
Linn to Speak with Helen to develop info point in Kirkcaldy Galleries and look for other potential locations	Winter Project	LW
Develop LTA strategy in line with Welcome to Fife new strategy	TBC	CS \ LW
Linn to check booking for Burntisland Burgh Halls re Ian Archibald	TBC	LW
Linn to check LTA payments made from 2021 onwards	ASAP	LW



Welcome to Fife Update for LTA Meetings

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

- Local area number of businesses listed in Database - 159
- New Fife Tourism Strategy has been agreed by cabinet committee and will be launched along with new branding early November.
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- Fife Tourism Partnership will now become Welcome to Fife for industry. You will begin to see changes to branding over the next few weeks
- Sustainable tourism – Signing of the Glasgow Declaration was confirmed by cabinet committee in September. We are now awaiting it to be accepted and from a strategy will be formed to work towards
- Working with Agency 83 (Zoe Irwin) to create marketing campaigns for Fife, this may include OTA's, PR and social media coverage. Marketing campaign will be called "The Kingdom. Where it all begins" we would like businesses to use the hashtag #Kingdomoffife along with #LoveFife
- 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
- Business on the coastal path and Pilgrim way are encouraged to sign up to Fife Coast and Countryside Trust 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
- Fife Food and Drink week will take place from the 9th March – 17th March 2024. All food and drink businesses will have the opportunity to be involved in the week. For further information please contact Linn
- Short Term Let – Around 1900 applications have been received (as at 7th Oct). The STL team are working through the applications to validate them and ensure we have all the correct

information. Any STL businesses is encouraged to follow the [Fife Air BB and STL Hosts group](#) as it is a good source of information

Upcoming Events to Note

- Fife Business Week – 6th-10th November various events, including importance of being online bookable, employability opportunities webinar, Levenmouth business networking, People Planet Pastry event
- Tourism Conference in planning stages for 27th February 2024 at the Adam Smith Theatre tickets will be released over the next few months with further details to follow
- Fife Food and Drink Week – 9th March – 17th March