Heartlands of Fife Local Tourism Association

Meeting Minutes

Date: 15th October 2026
Location: Inchdairnie Distillery
Chair: Gordon Dixon
Present: Nicola Stewart, Holly White, Callum Spence, Logan Shaw, George Proudfoot, Drew Shedden, Don Dunlow, Ian Johnson, Gillian Devine, Hilary Roberts, John Balfour, Martin Christie, Michaela Street.

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1. Project Updates

1.1 Dog Wash Project

The LTA received an update on the dog wash facility operated by Coastal Path, located alongside its café.

- The project was reported to be performing well.
- The LTA had contributed towards the installation and information provision.
- Further work is planned to improve the branding and potentially link the facility with Welcome to Fife.
- There was discussion about promoting other dog-friendly activities in the surrounding area to encourage visitors to explore more of the region.

1.2 Cat Festival / Local Art Project

An update was provided on the local cat-themed art and fundraising project.

- The fundraising target was £5,000, with a stretch target of £7,500.
- The project was reported to have raised approximately £7,500. The LTA donated £250 to the campaign.
- The final locations of some of the artworks were not yet confirmed.
- Opportunities to feature the artwork in local gardens, public spaces and seasonal displays were discussed.

The group also discussed potential links with Christmas displays and local events to maintain interest in the project.

2. Z Cards and Destination Promotion

The LTA confirmed that funding had been secured through Welcome to Fife for a further print run of Z Cards.

The existing cards have been distributed widely and provide visitors with information about attractions, activities and destinations across the area.

Key points discussed:

- The previous print run was understood to have been approximately 20,000 cards, distributed over around two years.
- A new print run of approximately 20,000 cards was discussed as a possibility.
- The content requires reviewing and updating before reprinting.
- Local businesses and attractions are invited to express an interest in being featured.
- Inclusion is free of charge, subject to the available space and the redesign.
- QR codes will continue to provide visitors with access to further information online.
- Members were encouraged to take existing cards away, review the content and identify any changes required.

Existing cards will continue to be distributed through local businesses, visitor information points and reception areas.

Action: Members to review the current Z Cards and contact the project organisers if they wish to be included or have updated information.

Action: The project team to coordinate the redesign, confirm content and agree the print quantity and funding requirements.

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3. LTA Equipment and Resources

The committee was reminded that equipment purchased through previous funding rounds is available for members to use.

3.1 Branded Gazebo

A branded Heartlands of Fife gazebo is available to borrow free of charge for local events and promotional activities.

Members were encouraged to make use of the gazebo to promote the area at festivals, Highland Games and other community events.

Where possible, members borrowing the gazebo should also take and distribute Z Cards.

3.2 Drone

A drone is also available for members to borrow for suitable promotional activities.

The discussion highlighted the need to check the relevant registration, operator requirements and permissions before use.

Action: Members interested in borrowing the gazebo or drone should contact the relevant LTA representative to arrange access and confirm the requirements for use.

3.3 Wider Funding Opportunities

The committee discussed the possibility of applying for funding from sources beyond Welcome to Fife, given the LTA's constituted status.

Members were encouraged to identify potential projects and funding opportunities that would benefit the wider area.

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4. Welcome to Fife / Tourism Industry Update

Hilary Roberts provided an extensive update on current tourism initiatives and opportunities for local businesses.

4.1 Local Food and Drink – "Fife 5"

A new initiative has been launched to encourage food and drink businesses to serve at least five locally sourced food or drink products.

Participating businesses can receive promotional support, including website listings, window stickers and social media coverage.

Sixteen businesses had reportedly signed up at the time of the update.

Action: The initiative's registration link to be circulated to LTA members so interested businesses can participate.

4.2 Travel Trade Familiarisation Visit

A travel trade visit took place on 22nd–23rd September, showcasing Heartlands of Fife alongside other parts of the region.

- Approximately nine travel buyers took part.
- Eleven businesses were visited.
- The programme included accommodation, attractions, golf and other bookable experiences.
- Feedback from the visits was positive.

The aim is to encourage travel buyers to include local businesses in group and independent travel itineraries.

Further familiarisation visits and travel trade training opportunities are planned.

Action: Businesses interested in developing travel trade opportunities or attending Scotland Connect should contact Linn Williamson at Welcome to Fife. Financial support may be available for some opportunities.

4.3 Visitor Levy

An update was provided on the proposed visitor levy.

A draft scheme has been considered, with a statutory consultation expected to begin in the new year. The consultation is expected to last 12 weeks.

The consultation is intended to provide more detail than the previous engagement exercise, including proposed charging arrangements and different levels of charge.

Following the consultation, responses will be analysed and further economic forecasting undertaken. A report is expected to return to committee around June, after the local elections and the formation of the new administration.

No final decision on implementation has been made.

Members were encouraged to engage with the forthcoming consultation and ensure that local business views are represented.

4.4 Business Events and Funding

The business events showcase scheduled for 4th November was reported to be fully booked, with a waiting list available.

A further round of strategic events funding is expected, with applications open until 27th November for events taking place between 1st and 30th April the following year.

- Funding of up to £10,000 may be available, depending on the event.
- Applications can potentially cover activity over three years.
- Eligibility and funding levels depend on expected visitor numbers, economic impact and event costs.

Action: Event organisers interested in applying should contact the relevant Welcome to Fife representative before submitting an application.

4.5 Marketing and Destination Campaigns

An autumn/winter destination marketing campaign is due to launch, using a new agency and incorporating STV advertising for the first time.

The campaign is intended to reach audiences across Scotland and northern England.

Preparations are also underway to promote the region ahead of The Open in 2027. Activities include digital marketing, golf-related promotion and a dedicated section of the destination website.

Further operational planning will be required to understand the impact of The Open on local businesses and staffing.

4.6 Skills Development and Business Support

Members were advised of potential skills development funding through Fife College, with up to £5,000 mentioned during the discussion.

Support may also be available for businesses seeking to improve staff skills, address training gaps and develop their workforce.

An additional programme supporting links between businesses and schools was highlighted, with opportunities for businesses to introduce young people to different careers.

4.7 Keeping Businesses Informed

Members were encouraged to:

- Maintain or create a free listing on the destination website.
- Sign up to the industry newsletter.
- Follow relevant industry social media channels.
- Keep Welcome to Fife informed about new products, events and business developments.

This will help ensure that businesses are considered for future marketing campaigns, travel trade visits and other opportunities.

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5. Financial Summary

The committee received a brief financial update.

The balance was reported as approximately **£9,525**, although the detailed allocation of funds requires confirmation.

The discussion also referred to funds allocated or reserved for the Z Card project and other existing commitments.

There had been relatively few transactions since the previous update.

The committee discussed the importance of developing new projects rather than allowing accumulated funds to remain unused unnecessarily. Funds already committed to specific projects will need to be accounted for separately.

Potential project ideas included:

- Additional flags and promotional materials.
- Further destination branding and visitor information.
- Other relatively small projects that could improve visitor awareness and promote the Heartlands of Fife area.

Action: The treasurer/project team to confirm the financial balance and clarify the amounts ring-fenced for existing projects.

Action: Members to bring forward potential projects for consideration at future meetings.

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6. Member Business Updates and Collaboration

Members shared updates on their businesses, upcoming activities and opportunities for joint promotion.

6.1 Cluny Activities - New Padel Courts

3 new padel courts had recently opened and was highlighted as an additional activity for the local area.

Introductory sessions and further information are available through the business's website. Members were encouraged to try the activity and help raise awareness.

6.2 Bowhill Highland Games

Discussion covered opportunities to connect local events with businesses and potential sponsors.

Members highlighted the potential for collaboration between Highland Games, local attractions and other visitor experiences.

It was suggested that event dates and promotional information could be shared to improve coordination and cross-promotion across the region.

The Z Cards were identified as a useful way to promote these events and encourage visitors to explore other nearby attractions.

Action: Interested members to explore opportunities for joint promotion and sponsorship, including links with Highland Games and other regional events.

6.3 B Arty's - Business Events and Venue Promotion

B Arty's, a local venue, discussed efforts to develop its business and corporate events offering.

The focus is on promoting the venue for smaller corporate groups, networking events, private functions and other bookable experiences, rather than relying primarily on its existing reputation for weddings.

The importance of developing relationships with other businesses, hospitality providers and schools was highlighted.

Members also discussed the value of introducing young people to the range of careers available within hospitality.

6.4 Mint Modern Creative

Members discussed the importance of reviewing business branding and websites to ensure that the customer experience is consistent across digital and physical touchpoints.

There was also discussion about the growing role of artificial intelligence in online search and business promotion.

Members were encouraged to consider how their online content, websites and service descriptions can make their businesses easier for potential customers to discover.

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7. Any Other Business

The committee discussed the need to maintain momentum on destination promotion, collaborative marketing and the development of new projects.

Members were encouraged to share information about their activities and upcoming events so that opportunities for wider promotion can be identified.

The possibility of arranging a visit Inchdairnie ahead of its anticipated opening was also mentioned, potentially in February. Details remain to be confirmed.

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8. Summary of Actions

Action	Responsibility	Timescale
Review existing Z Card content and identify updates.	All interested members	Before redesign
Confirm businesses and attractions to feature in the new Z Cards.	Project team and interested members	Before printing
Confirm print quantity, funding and project costs for the Z Cards.	Project team	To be confirmed
Circulate the Fife 5” local food and drink initiative link.	Welcome to Fife representative	Following the meeting
Contact Welcome to Fife about travel trade, Scotland Connect and training opportunities.	Interested businesses	As appropriate
Engage with the forthcoming visitor levy consultation.	All interested members	When consultation opens
Contact Welcome to Fife before applying for strategic events funding.	Interested event organisers	Before the application deadline
Confirm the financial balance and ring-fenced project funds.	Treasurer/project team	Before the next financial update
Submit ideas for new projects, signage and promotional activity.	All members	For consideration at future meetings
Explore collaboration between local events, businesses and Highland Games.	Interested members	Ongoing
Confirm arrangements for borrowing the gazebo and drone.	Relevant LTA representative and borrowers	As required

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9. Date of Next Meeting

To be confirmed.

Meeting closed.