



# Heartlands of Fife



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**Heartlands of Fife Tourism Association AGM  
Monday 18<sup>th</sup> March 2024  
Kirkcaldy Galleries, 2pm**

**Attendees**

Callum Spence	Alex Airnes	Sharron McCormick	Nicola Stewart
Drew Shedden	Linn Williamson	Helen Stevenson	

**Apologies**

Sheila Hubble	Brian Gorton	Cllr Alistair Cameron	Gordon Dixon
Wendy Barrie			

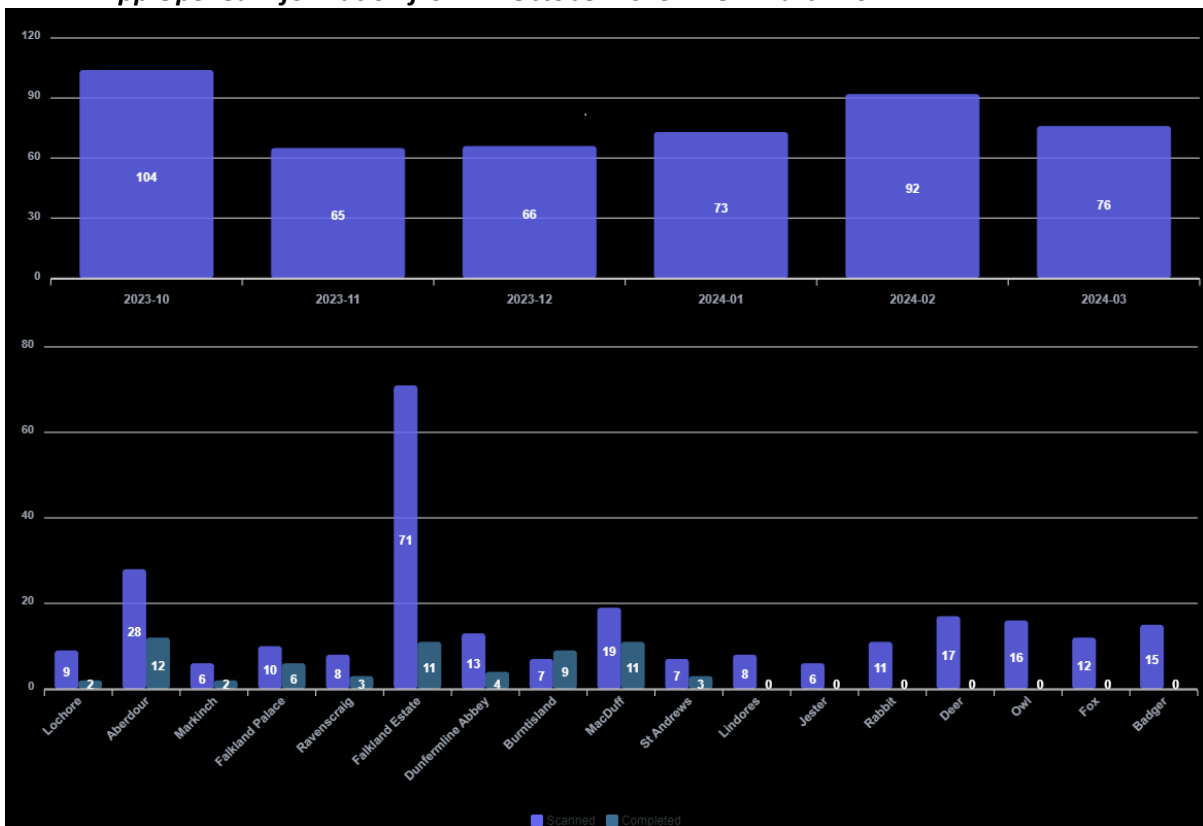
- 1. Chairs Welcome and Introduction thank you to Helen Stevenson and the Kirkcaldy Galleries for hosting.**
- 2. Minutes from previous meeting agreed**
- 3. Update on Previous Meeting Action Points**
  - Kirkcaldy Galleries information point –Still in discussion Helen & Linn, book/brochure display in library at computer room + QR code
  - In the Footsteps activation point
    - **Lochore Meadows: checked and working** issue was with Linn’s phone
    - **McDuff Castle:** Checked & working. Note: Not much to see around the castle. A view out over the Forth would make it a decent stop but visibility poor due to high growth of shrubbery.
    - **Carnegie Galleries** - Checked & working. Note: Front desk receptionist had to think about its location but eventually said in the Museum. A lady in the museum had also to think but said QR was up the stairs and turn left. It’s in the section “kings and queens of Scotland” which is the correct place. However, it’s not easily found being tucked in a corner overlooking the Abbey

- **Ravenscraig Castle** – Checked but closed for renovation
  - **Falkland Palace:** Checked and working. Note: Immaculate and in an excellent position at the entrance.
  - **Markinch Old Kirk** – Checked but not working as there is no QR code. Activation notice is signed posted; it is on a door at the side of the church.
- Activation points still too check
    - **Lindores Abbey** Note: It's on the App but no mention on Welcome to Fife
    - **Aberdour Castle:** Closed until April
    - **Falkland Estate;**
    - **Burntisland**
    - **St Andrews Cathedral:** – Was at the Cathedral but couldn't see Footsteps plaque

#### 4. In the Footsteps of Kings

- POS for In the Footsteps – Linn to drop off board from the office. Further POS to be created Linn will send through digital versions, however these are out of date and need updating
- Welcome to Fife will be working on a campaign for the project in 2024/25, this will be the final push on the app to increase users from Welcome to Fife
- Z cards digital copy to be added to WTF - Complete but: see note in AOB

#### Footsteps Analytics Update – App Opened Information from 1<sup>st</sup> October 2023 – 28<sup>th</sup> March 2024



#### Location Information from 1<sup>st</sup> October 2023 – 28<sup>th</sup> March 2024

## 5. **Marketing Campaign 2023/24 Grant Funding influencer Project**

Linn has been in contact with several businesses to get involved. Heartlands will pay the expenses of the “influencers”. Strong feeling that Influencers shouldn’t go to businesses that don’t get involved with Heartlands. Influencers to visit from Mid-May onwards has still to be approved

## 6. **Z card analytics from QR code and distribution for 2024**

- Date Range 1<sup>st</sup> July 2023 – 28<sup>th</sup> March 2024
- 929 Views using QR Code
- 674 users
- Distribution to be arranged across Fife

## 7. **Banner Pole update**

- Foundations are in the ground, but poles not installed.
- Heartlands not paying until poles are installed this has been agreed with the accounts team at Fife Council

## 8. **Welcome to Fife - Linn Williamson**

- Tourism conference was well attended with over 140+ delegates on the day. The stand put presentation was by Stephen Whitelaw on AI and Tourism. [CLICK HERE](#) TO BOOK
- Fife Food and Drink Week is currently underway with over 50 businesses taking part. A questionnaire will be sent out to businesses to gather feedback for next year.
- SME Grant Funding between £ 3,000 and £ 20,000 is now available for B&Bs and Short Term Lets for improvements around sustainability and digital. The first tranche of this grant will be allocated by end of April. [CLICK HERE](#)
- LTA’s will be awarded their £1000 admin fee for 2024 in April and will have the opportunity to apply for Project funding grant for 2024/25. Application form will be sent out ASAP. Final reports from 2023/24 must be submitted before you can apply for new funding.
- As [VisitScotland have closed the QA scheme](#), Fife Council will not accept any new applications for Brown Tourism Signs until it is clear how the criteria for this will work going forward.
- The Levenmouth Railway link is due to open on 2nd June 2024 and a new toolkit is now on the Welcome to Fife website: [Welcome to Levenmouth Marketing Campaign Toolkit - Welcome to Fife For Industry](#) which will give us information on what is happening with regard to the new railway link.
- The new Wanderlust – Off the Page podcast has arrived: “[Tidal Pools, Farm Stands, Castles and Dolphins](#): Wandering the Fife Coastal Path in Scotland”
- LoveFife spots continue to be rolled out across Fife, Kirkcaldy Galleries and Crail Heritage Centre will be the next 2 locations in addition to DCLG. Any business looking for maps, Z card or leaflets or have any to share please let me know
- Businesses are encouraged to do a digital detox before the season to ensure listings are correct. If you need assistance with your welcome to Fife listing, please just ask. [TOOLKIT HERE](#)

## 9. Treasurers Report

- Deferral of the £8,500 owed for the banner poles has been the main item. Payment to be made once the banner poles and banners are in place
- Outgoings: Refreshments at last meeting of £23.98.

## 10. Round table updates

### K107FM

- 10th anniversary of K107FM - 30 March 2024 - expect 10th anniversary activities throughout the year
- OFCOM licence extension - meaning we'll continue to cover the Kirkcaldy area to at least 2029
- Fife Business Awards Nominations - not yet fully announced, Fife Chamber starting to announce nominees over course of this week, but K107FM with 2 nominations for #FifeBA24 (Marketing & Creativity & Innovation category, and for the 2nd year in a row Community Partnership category)
- Currently working with Gaydio Academy and Prince's Trust to deliver a week long course "Get into Radio" within our Community Space within the Mercat.
- And, fresh from supporting Fife Food & Drink Week, strong campaign activity on-air and social media for Fife College's Food and Drink Festival

### Kirkcaldy Galleries

- Gallery 1 and 2 will launch a new exhibition on Saturday 23 March - finishing on 12 May. It's called Crafted Selves; The Unfinished Conversation. The exhibition explores dual identity.
- The Balcony Gallery has a new exhibition. Ruther Glen Ladies F.C; The hidden history of James H. Kellys Trailblazers. The exhibition comes from Hampden and features photos and stories from the early period of women's football in Scotland. All galleries are well worth a visit.
- Cafe Wemyss  
Will be the hosting venue for a pop-up ceramic shop; Redbreast Pots on Friday 5 and Saturday 6 April. Christine Cook, a local ceramist will be selling her bespoke wares.
- Spring Craft Events and Easter Scavenger hunts will take place over the April School holiday period - all free of charge.

### Mint Modern

- In the final stages of producing an information leaflet for 16 venues with map with Fife Museum Forum
- About to start a retail project with Food from Fife to improve brand awareness and show what is available to buy on our doorsteps.
- Has been on a Scottish Enterprise Elevate Her Sales program

### Fife Leisure Trust

- New website and new app are being worked on for the trust
- Membership launch has been very successful with record breaking numbers
- Cowdenbeath leisure centre now under refurbishment. Additional classes have been put in place at other leisure centres in the area

## 11. AOB

- **Welcome to Fife web site:**

Footsteps of kings very difficult to find on Welcome to Fife. Link broken for the Footsteps of the Kings.

- Search type Footstep of Kings results in nothing
- Type Footstep: Result: Markinch Church and Ravenscraig castle only
- Heartlands of Fife is found on the menu hierarchy but not when you use the search functionality. Linn advises that we need to think about good SEO for the website and heartlands is not a search term that visitors to the area would look for, you will find this is the same for Dunfermline and West Fife and North Fife, people will search the locations not the LTA area name
- Minimal content on Heartlands. How can this be improved? Who to contact. Welcome to Fife happy to arrange a discussion and always happy to receive feedback on content
- CS Contact other Fife regions to get their feedback on WTF. Other regions are in the process of checking their areas on the website and also on VisitScotland. Any updates for Welcome to Fife or VisitScotland can be fed to Linn.
- Digital Heartlands Z card on the website but it refers to a Z Card. Can this be changed to Heartlands of Fife Welcome Guide. With a button. Update from Linn this has now been changed there will however be no button added. The web developers are looking at sorting the URL links text and this will be sorted ASAP.

## 12. Date for next meeting:

Monday 3<sup>rd</sup> June 14:00. Venue- Michael Woods Centre in the Steven Donnelly room.