

Heartlands of Fife LTA Meeting
Wednesday 10th September 2025
6:00 – 8:00 pm
Dunnikier Park Golf Club

Minutes of Meeting

Attendee's:

Drew Shedden (Cluny Activities), Nicola Stewart (Mint Modern), Gordon Dixon (Paddleboard Fife), Raymond Johnston (DPCG), Martin Christie (DPCG), Ryan Strachan (Love Oor Lang Toun), Linn Williamson (Welcome to Fife), Andrew Walker (Fife Council), Susan Jaynes (Crime Masters), Jenny Hugh (Fife Sport & Leisure Trust), Callum Spence (Cluny Activities), Bill Mason (Leslie & District), Alan Crombie (Leslie & District)

Agenda Item: Group Projects – *Kirkcaldy Prom Banner Poles*

Discussion Points:

- £7,000 has been ring-fenced for the project.
- The LTA are liaising with Andrew Walker (Fife Council) to oversee the project to completion.
- Heartlands branding will feature on four designated flag poles along the Kirkcaldy promenade.
- Nicola Stewart (Mint Modern) will lead on the flag design.
- The banner poles will also be available to support other events, such as *The Lang Toun Festival*.
- Fife Council will manage and oversee the ongoing use of the poles.

Decisions / Actions:

- Funding allocation confirmed.
- Liaison with Fife Council to continue until project completion.
- Nicola Stewart to progress with flag design.
- Event use policy to be coordinated by Fife Council.

Agenda Item: Group Projects – *Kirkcaldy Parks Running Festival*

- The LTA supported the event with a £1,000 donation to help with signage that can be used for future events.
- The Heartlands Gazebo featured at the event for the full weekend, thanks to Linn Williamson who led with this.
- The festival is in its sixth year.
- Over 1,000 participants expected over the weekend.
- Both the trail race and half marathon were sold out.
- The half marathon has seen its highest number of entries since 2019.

Supporting Activities & Community Aspects:

- Live coverage by K107FM.
- Charity involvement: supporting Maggie's Fife.

Agenda Item: Welcome to Fife Update – Linn Williamson

- **Visitor Levy** – Linn has now taken on a temporary role until July 2026 to manage the early engagement phase of visitor levy. Linn will also be working on events strategy and will continue to manage some of her current projects.
- **Travel Trade**
 - Final reminder for businesses looking to sign up for stage 1 training on the 24th September. If you haven't signed up already please contact Linn to be sent the details ASAP.
Linn.williamson@fife.gov.uk
 - Stage 2 training will take place on the 29th October details TBC. This training is for businesses who have already gone through stage 1 training and are regularly working in the trade
 - Funding currently available to support businesses looking to attend a trade show for the first time. This funding will only be available until the end of September please advise Linn if you would like to apply for funding or would like further information
 - Fam trip planned for end of October for 10 x DMC's this is currently being planned
 - If you haven't added or checked your [Tay Country listing](#) recently please ensure it is up to date as we are going into the busy booking season
- **STL Control area consultation** will close on the 8th September. All businesses and local people encouraged to complete the consultation to express their views.
- **Welcome to Fife Events**
 - [LoveFife Networking event with R&A Golf Museum](#) with presentation from Bill Shaw from the Alfred Dunhill Links Championship
 - 23rd September, 6pm-8pm
 - Save the Date – Fife Business Week
 - 3rd November – 7th November
 - 4th November Welcome to Fife Showcase details to follow.
- **Training**
 - [VisitScotland Inclusive Tourism series](#)
 - *Session one: Unlocking the Potential: The Power of Inclusive Marketing (webinar) - 17 September*
 - *Session two: Inclusive Facilities and Features (Inclusion Design) (webinar) – 2 October*
 - *Session three: Welcoming All Customers (in-person event) venue tbc - 29 October*
 - *Session four: Welcoming All Customers (in-person event) venue tbc – 13 November*
- [Green Tourism Sustainability Support Programme](#)
 - Dates and details of funding TBC

- **Marketing Activity**

- [Outdoor Activities Week 6 to 14 September](#)
 - We are running a paid campaign on social media (facebook and instagram) also organic posts on both channels plus Tik Tok and You Tube. Information has also gone out through our newsletter and is featured on our website.
- **‘The Kingdom. Where it all begins.’** marketing campaign will kick off in September with OTA activity with TripAdvisor and Expedia. There are also plans to refresh the destination video for the social media campaign. Other elements of the marketing activity are still being agreed.
- Our brand partnership with Eden Mill, including competition, social media, newsletter, digital banners and bottle neck tags went live Aug and will run until end Oct.
- Influencer activity in planning with Highlands2Hammocks (Sept 25) and Charming Wanders (tbc).
- New golf video and reels commissioned over the summer will be shared in a social media campaign late Aug/early Sept.
- Our Dunfermline City Break campaign with The Herald continues, this includes monthly half page ads in the Saturday magazine, promoted online articles ([most recent one](#)), social media and mobile advertising.
- New Dunfermline destination video and reels commissioned and should be ready to share in Sept.

Reminder

- **Check, add and update your [FREE Welcome to Fife business listing](#)**
- **Follow [Welcome to Fife for Industry on Facebook](#) for the latest business update and opportunities**
- **[Join our monthly newsletter](#)**
- **Follow our Welcome to Fife destination socials, Facebook, Instagram, TikTok and LinkedIn**

Agenda Item: Funding Report – Heartlands Branded Gazebo

Discussion Points:

- Welcome to Fife confirmed they are satisfied with the funding report received.
- The gazebo has already been used at two events and is currently in use at Leslie for another.
- Members were encouraged to make use of the gazebo when required.
- The group aims to use the gazebo as a means to promote collaboration and cross-selling opportunities.

Agenda Item: Presentation from Dunnikier Park Community Golf – Park Golf **(Full presentation attached)**

What is Park Golf at Dunnikier Park Community Golf

- Park Golf is a simplified, inclusive form of golf, originating in Japan. The equipment is minimal (a mallet-style club and a ball) and the course is short, making the game accessible to people of all ages and abilities.
- It is called *Park Gowf* locally, giving it a Scottish flavour.

Course Details

- The Park Golf facility is a **6-hole course**, with a total length of about **500 yards**.
- The course is part of the “2019 Course” at Dunnikier Park, adjacent to the first hole of the club’s main 18-hole parkland golf course. It doubles as a community development course and practice facility.
- A round takes around **45 minutes** to complete.

Purpose, Access & Use

- The programme is run by *Dunnikier Park Community Golf*, a charitable organisation, and aims to provide barrier-free access to sport, mental health & wellbeing, community engagement, and raising confidence in participants.
- They host free sessions for local community groups (Alzheimer Scotland, Salvation Army, Phoenix Futures, etc.), care homes, school children, support groups and others.
- Regular sessions are organised (e.g. weekly on Tuesday mornings, and other group sessions) during April-to-October. When weather is bad, indoor alternative activities are arranged.

Benefits, Outcomes & Feedback

- The feedback has been very positive: people enjoy the game, it’s fun, social, inclusive.
[Welcome to Fife - Visit+1](#)
- It has helped engage people who have never played golf before, especially children and young people via school sessions. sportfirst.sportscotland.org.uk
- Its gentle, low-impact nature means it is suitable for older people, people with limited mobility, or those who don’t want the demands of a full golf course.

Financial Report

Current Balance

- Current Balance (as of 10th Sep 25]): £13,911.00

Upcoming Expenditure (Outgoings)

Project / Item	Amount (£)	Notes
Kirkcaldy Banner Poles	£7,000	Ring-fenced allocation
Banner Pole Flags	£1,000	Approximate spend
Lochore Dog Wash	£4,000	Approximate spend

Total Expenditure (approx.): £12,000

Balance Summary

- Balance before outgoings: £13,911
- Total Expenditure: £12,000
- **Remaining Available Balance (approx.): £1,911**

Notes / Actions

- Ensure remaining balance is reserved for upcoming projects.

- Monitor final costs for “Banner Pole Flags” and “Lochore Dog Wash” as they are currently approximate.
- Prepare funding applications for future projects to maintain positive cash flow. Up to £4,000

Next Meeting Date: TBD

Contact: heartlandslta@gmail.com

Office Bearers: Chair – Gordon Dixon; Treasurer – Nicola Stewart; Vice-Chair – Callum Spence

Purpose: Bringing together tourism, hospitality, and leisure businesses from across KY1–KY7 for collaborative action and networking.