



Levenmouth Local Tourism Association Minutes

Monday 4th September 2023, 11am

Heartlands – The Paxton Centre

Attendees

Sue Oak	Matt Pointon	Linn Williamson	Robbie Blyth
Jan Kerr	Mary Connor	Jimmy	Craig Smith
Audrey Unwin	Robert Graham	Cllr Clark	Dave Paterson
Morag Dawson	Michael Morris	Cllr Suttie	

Apologies

Geoffrey Proudlock	Ken Haig	Rebecca Moncrief	

Minutes

1. Sue welcomed everyone to Homelands – The Paxton Centre. Thank you to Jan and the team for hosting the meeting
2. Minutes from [previous meeting agreed](#)
3. **Update on Previous Meeting Action Points**
 - Levenmouth Heritage Partnership – details of those on the group have been sent out with the LTA minutes from previous meeting
 - Map vending machine has been put on the back burner
 - Mint Moder details passed onto Matt from Linn Williamson
 - Welcome to Fife and FTP branding decision awaiting final decision as new branding will be part of the new tourism strategy which goes to cabinet on the 7th September. Linn will advise of changes in due course
 - Social event being organised by Linn, Rebecca and Ewan. Wednesday 8th November 2023, 5pm Truth Night club as part of Fife Business Week
4. **Update Levenmouth Tourism Action Plan – Matt**
 - Update - [Click here for presentation](#)

- Purchased Lovelevenmouth.co.uk url which will redirect to welcometolevenmouth.co.uk this will prevent anyone else owning that domain name
- First heritage trail around Methil has been mapped out and ready once funding sought will be rolled out. Further trails to then follow across Levenmouth and across various themes. Jan highlighted trails should be accessible, Matt advised he has been working with various local groups to ensure the routes are accessible for all.
- [Methil Memories event Wednesday 27th September everybody welcome](#)
- Welcome to Fife video are working on video content for the area at the moment, if anyone would like to be in the video as a model please get in touch ASAP as this will be carried out shortly. Businesses have been contacted already who will feature.
- Rail Ready Campaign - [Link to website / quiz](#). This is still in testing so please feel free to offer feedback. Fam trips will be arranged so businesses can see around other businesses and things to do in the area. Craig Smith has requested a press release regarding the Rail Ready campaign.
- Methil dock site – Matt and Dave looking at the doc to see who a potential owner of the site could be in the future and how this would be funded etc to allow for water sport activities.
- Cycling - E-bikes, hire of bikes. Looking at potential options. This will allow easy connection between villages. Fife Sports Leisure trust happy to have discussion about hosting bikes however don't have the staff to maintain \ manage the bikes. CLEAR are happy to maintain the bikes but don't have a location of staff to management the bikes
- Looking at the old putting green as a potential Park golf location

5. Fife Tourism Partnership Update – Linn Williamson

- Please see below appendix for full update
- Short Term Let – existing property owners are reminded that they have until the 30th September to submit their application if they wish to continue to trade from the 1st October. Help is available through [Fife council website](#)
- Jimmy asked how many application had been received for Lower Largo as he had only seen 2 notifications. Linn has now confirmed there are applications currently in for Lower Largo.

6. Financial Report – Rebecca submitted apologies however Sue was able to update

- no change in status no money spent or money in.
- LTA Grant funding from 2022/23 funding still to be fully used. £1500 has been used for content creation however this leaves £2500 still to be used. Images were also created as part of this funding application however this hasn't been done to date. Group may look at working with a local photographer to create a bank of images over various months not just the summer etc. Matt and Sue to confirm this is acceptable to Hilary Roberts FTP manager
- LTA Grant funding for 2023/24 can be applied for deadline is 31st October. Before submitting an application a report needs to be produced for 2022/23 funding. The deadline is non-negotiable.
- Sue has suggested that the funding for 2023/24 is used as match funding for Heritage Trail development with an estimated cost of around £15,000 two small grant application will be made to the LRF fund. The first application would be for the development of the route including signage and marketing material. Application two

would then be for the creation of the digital aspect of the trail. Although this aspect of the project would be around £10,000 this would then allow future trails to then be added easily. It is hoped that people doing the trails will be able to donate to the trail through scanning a QR and businesses may be able to advertise on the maps etc to provide a level of sustainability for the project. The web developer has also agreed to manage the website etc for a 5 year period which ensure the project will continue beyond Matt's employment period if funding can't be sought to retain him.

- Stage 3 of this project still requires a funding source and can be looked at once trails are all in place. This may then bring in the development of augmented reality etc
- Robbie (FCCT) raised the it is important have people look at the condition of the trail etc and someone needs to take ownership of doing regular site condition survey's to ensure the trail is kept in good condition and any antisocial behaviour etc is dealt with. Whoever takes ownership of this needs to ensure they are feeding into the correct people within Fife Council and other partners etc.
- The group also raised concerns regarding trails being on or partly on golf courses in the area. This is dangerous and needs to be discussed with the relevant clubs etc. Matt to follow up with FCCT as they are already in discussions.
- The group also suggested for future trails of Largo Matt should look at [VINTAGE LUNDIN LINKS AND LARGO - Blog \(weebly.com\)](#) to gain some additional local knowledge

7. Round Table updates

Cllr Clark

- Working to develop Letham Glen. Organising events for 2025 for park celebrations. Working group meeting will take place on the 13th Sept, 7pm please contact Cllr Clark for further details.
- Scotrail have advised that 2 trains per hour may not happen due to lack of rolling stock. Cllr Clark has raised his concerns however it will be about managing expectations of visitors and locals. [Click here for Scotrail update \ presentation](#)

Robbie Blyth FCCT –

- In discussion to take over ownership of Lower Largo and Cellerdyke toilets.
- Route diversion being put in place so that walkers pass the golf clubs of Leven and then back to Silverburn for proper safe management of the route.
- Working with the Polish consulate regarding various events around the Orzel project

Michael Morris - Prom Fest \ Beachcomber

- Great event and thanks to everyone who helped out. The Bay TV filmed at the event which will be on screen next year.
- Michael also raised concerns over signage to the station from the main road. Dave Paterson confirmed that the main signage will direct to Cameron Brig with local signage to the Leven station. Matt and Dave are working on signage currently around Levenmouth area.

- **Any Other Business – None**
- **Future meeting dates**
 - **6th November, 10am – Levenmouth Campus Fife College**

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Levenmouth networking event further details to be shared	Oct 2023	Linn, Rebecca and Ewan
LTA Grant Funding application	Oct 2023	Sue \ Matt
LRF Small funding grant application x 2	Oct 2023	Sue \ Matt
Confirm image content creation from 2022/23 project with FTP	Sept 2023	Matt \ Sue \ Linn
Rail ready press release to be sent to partners	When ready to release	Matt
Site Survey to be carried out and someone to be responsible for continuing this before Methil Trail is released	Nov 23	Matt
Discussion with local golf courses around access for trails. Discuss with FCCT	ASAP	Matt \ Robbie



Welcome to Fife Update for LTA Meetings

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

- Local area number of businesses listed in Database - 67
- Reports of a busy summer season, mainly foreign guests with reduction in domestic tourism. Similar findings to ASVA findings. If however you feel this doesn't reflect your business please let us know.
- New Tourism Strategy for Fife will be going to committee in September and if no major changes requested will then be rolled out. Further details to follow.
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- As part of the strategy Welcome to Fife and Fife Tourism Partnership will be going through a bit of a re-brand. Fife Tourism Partnership will merge into Welcome to Fife, this is to avoid confusion from businesses. More details to follow on full re-brand
- Fife Tourism Sustainability policy will go to cabinet in September for approval to sign the Glasgow declaration. The sustainability group will then work on this strategy moving forward
- Working with Agency 83 (Zoe Irwin) to create marketing campaigns for Fife, this may include OTA's, PR and social media coverage.
- Still continuing to work with VisitScotland on any PR activity available
- We are starting to business map the Fife Coastal path so that we can start engaging with specific businesses along the route. This has already been carried out for the Fife Pilgrim Way and we will work with FCCT and businesses to develop the route.
- UCI event 6th August was a great success please click [HERE](#) for further details
- Opportunity for Fife tourism attractions to become an EV charging point for FREE available through [Scottish Power Networks](#)
- New Z cards for Heartlands and North Fife are now available if you would like some for your business please let me know and I can arrange to have some dropped off. They are going down very well with business and visitors
- Dunfermline Maps have been very well received
- Outwith Festival 6th-11th September. Created a business toolkit to alert businesses in the area to how they may want to engage \ take advantage of the event
- Travel Trade – new contract with Tay country and separate consultant for Fife to work with businesses on a one-two-one basis to develop product
- Levenmouth Railway – activities continue with anticipated opening date of late spring
- Short Term Let – Application process is busy with deadline for existing hosts 1st October. Information, help and guidance can be found on the dedicated [website page](#)

Upcoming Events to Note

- Agritourism Event – Bowhouse, Kat Gilmour Fife Lead for Agritourism will host her first event. Agritourism businesses are welcome to come along. 21st September 2pm, Click [HERE](#) for further information
- 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 late February 2024 tickets will be released over the next few months with further details to follow