



Welcome to Levenmouth
Local Tourism Association Minutes
Monday 6th November 2023
Fife College, Levenmouth Campus

Attendees

Sue Oak	Matt Pointon	Linn Williamson	Dave Patterson
Michael Morris	Euan Brown	Dougie Saunders	Audrey
Craig Smith	Lee Rollo	Priya Logan	Geoffrey Proudlock

Apologies

Morag Dawson	Jim Parker	Ken Haig	Mary Connor
Rebecca Moncrieff	Cllr Eugene Clark	Cllr Suttie	Hannah Swanson

Minutes

- 1. Minutes from previous meeting agreed**
- 2. Update on Previous Meeting Action Points**
 - Levenmouth Business networking event being held on Wednesday 8th November, 5pm, Truth Nightclub. 27 people signed up to attend. Linn, Euan, Matt and Rebecca organising final details
 - LTA Grantfunding application - Now submitted for 2023/24 funding. Funding applied for development of heritage trails. Money must be spent by 31st March 2023. 2022/23 funding was used for copywriting, images, and logo design for heritage trails
 - LRF Funding – First £5000.00 LRF Small grant funding application has been approved with a second to follow which will total £10,000 between the two applications. This will be used for development of the heritage trails. Once the groundwork has been done this will be easier to add new trails to etc
 - Welcome to Fife have worked with Simon Hird photography for destination images. These will be available for use soon

- Site Survey - Carried out with Robbie to look at opportunities / improvements that can be made to the heritage trail
- Working with FCCT and local golf courses to feed in with the trails

3. Levenmouth Project Manager Update

- Heritage Trail - Partnership meeting partners have agreed the trail. Now looking to get voice actors and production of the trails. Over 60 local people came to tell their story and provide information for the trails.
- Other trails are being looked at which will then be marketed as an experience and joined the trails together.
- Letham Glen - update in progress of the Glen for the 100th Anniversary. There is already a heritage trail in the Glen and Alistair is updating the trail so we have a short and long trail.
- Largo - Place plan being pulled together. Community event to pull together trails and see how this can be used as part of the heritage trails.
- Interpretation boards work with community and other projects to have some continuity.
- Logo being created for heritage trails and LTA will work with Lee to create logo for the trails.
- Marketing - Video has been created by Welcome To Fife and will be available over the next couple of weeks. Photography has also been created by Lee and by WtF. Website continue to update website, Matt to provide analytics. Continue to update content and SEO on website.
- Matt posted on the community FB page to get local feedback about website which was overwhelmingly positive.
- Social media \ website analytics – Website 518 users, 1118 page views. Facebook 573 followers, 12,748 views to the posts. Work continues...
- A-Z of Levenmouth - Matt to share around the group for feedback. This may be used for socials and online
- Rail Ready Campaign is now live and businesses can now complete - [Rail Ready Campaign | Levenmouth Tourism Association - Find local attractions \(welcometolevenmouth.co.uk\)](#)
- Combined Cycling Strategy - meeting on Friday to discuss cycling schemes. Linn suggested engaging with SCOTO about community tourism projects
- Largo Bay National Park - Shortlisted to the last 10 to become Scotland's next national park. Full application due in Feb. Strategy being pulled together to look at what it would look like for visitors, local community and partners.
- Methil Heritage Centre - Re-opening date TBC. Museum assistant was employed however she has now left the position and OnFife are looking to get someone else in place. Centre getting update and cleaned at the moment. Although not open to the public it is available for community meetings etc.
- Art installations - continue to have conversations

4. Welcome to Fife (WtF) Update – Linn Williamson

- Please see below for full update
- New Fife video has been created using content we already had available [Click here](#)

- Levenmouth Video will be completed in the next couple of weeks apologies it is not ready for the meetings this week.
- New inspiring content will be added to www.welcometofife.com and url created for marketing www.welcometofife.com/levenmouth
- Looking into outdoor advertising at Waverley

Destination campaign

- [The Kingdom. Where it all begins Campaign](#)
- One of the main images being used is **Leven beach with family** and **Leven Links golf course**. These images are included in Expedia, TripAdvisor activity and social media campaign.
- Coast magazine - On shelf 25th Nov - includes mention of Wemyss Caves in advertorial. Online content includes reference to the Levenmouth Rail Link opening 2024.
- Toolkit should be available next week to share with businesses and encourage them to engage with the campaign

Scotrail

- Had a chat with Elaine from Scotrail, she is going to share her media plan and will then meet to see where we can do some joint marketing, or at least co-ordinate plans. Then we can finalise how we spend our remaining budget.
- Train wrap - she's hoping to be able to share a visual of this with us next week.

5. Business \ Community Updates

- **Leven Community Council** - 25th November xmas light switch on. Market stalls on the Highstreet, 2nd tree being added. Cammy Barns will be turning the lights on.
 - **Truth \ Base** - Xmas wrestling show at Truth. December looking busy and new menu just launched in Base which is going well
 - **Fife Heritage Railway** - Santa coming 2nd / 3rd December tickets now available
 - **Silverburn** - Xmas fayre planned. Events are well attended. Mill work continues. Banners going up around the fencing to educate people of what is going on.
 - **Largo Winter Arts weekend** coming up 2nd and 3rd December.
 - **Largo Communities** working on Place plan / community action plan being pulled together.
 - **Riverpark project** - Consultants final meeting November 6th. Final projects in for the end of the month* different to what was discussed at the meeting.
 - **Craig Smith Comms update - Bawbee Bridge** works looking like January for works to be carried out. It will not have roadworks for 7months.
 - **Railway** continues with anticipated date of June. Working with Scotrail for opening plans
 - **Seawall** - Assessments being carried out to fix the wall.
 - Look out and support where you can the upcoming anti fire raising campaign.
- **Financial Report – No spend Rebecca to update at next meeting**

- **Any Other Business - None**

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Share new photography images and video from WtF	Next meeting	LW
Post meeting action raised at Networking event – Businesses very interested in the Z cards produced by other areas and would like this style progressed ASAP so it is in place for next season.	April	MP \ LW
Share events funding with Michael and Euan	ASAP	LW
Share print room details with Michael and Euan	ASAP	LW

Date of Next Meeting

8th January 2024 - 3pm - Location Methil Heritage Centre

4th March 2024 - 1pm - Location TBC

6th May 2024 - 10am - Location TBC



Welcome to Fife Update for LTA Meetings

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

General Information

- Local area number of businesses listed in Database - 74
- New Fife Tourism Strategy will be launched in the next 2 weeks
- 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. Branding changes will take place in the next 2 weeks including website, socials, newsletters etc

Welcome to Fife Marketing

- 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
- Working with Expedia and Tripadvisor on banner add campaigns full business toolkits to follow for businesses. This will explain how to take advantage of the content for your business. Please see expedia group links below
 - **Expedia:** <https://www.expedia.co.uk/lp/b/ms-b-dmo-exp-uk-fife>
 - **Hcom:** <https://uk.hotels.com/lp/hotel-deals/ms-b-dmo-hcom-uk-fife>
 - **Vrbo:** <https://www.vrbo.com/en-gb/travel/campaign/vrbo-mlp-uk-meso-fife>
- Coast magazine – Editorial piece and competition focusing on the East Neuk. Working with various businesses to provide the prizes for the competition in the area. Out in November
- National Geographic magazine – content to being briefed in for December issue
- Influencer content planned for 2024 details and opportunities for businesses to be confirmed

- Destination video has been created and will be available [CLICK HERE](#). We will also have short reels produced for use on socials. We would encourage you to think about how you could use the video in your business. Could you add to your hotel welcome screens, add to your website, send link with confirmation emails, use across social media. Please note the video has been created by using footage we already had available.
- 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. If you are included in the post we will advise you but please feel free to share across your channels even if you are not included in that post. Always good for social media reach and SEO on websites

Other Opportunities

- Business on the coastal path and Pilgrim way are encouraged to sign up to Fife Coast and Countryside Trust [website](#)
- Business who work with golf travellers encouraged to sign up to [Fife Golf 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

Short Term Let Licence

- Short Term Let – Around 1900 application 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 and be involved in – [Click HERE](#) to see business events

- 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 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
- Training events, webinars and meetings can be found on our website
- If you have any events in your business or community you would like to promote to visitors please feel free to add a [free listing on Welcome to Fife](#)

Things to do for your business

- Sign up to our B2B newsletter
- Add or update your FREE Welcome to Fife business listing. Remember you can add more than one listing for your business if you are various parts to your business e.g., hotel may have accommodation and restaurant.
 - [Add a new business listing to Welcome to Fife](#)
 - [How to update your current business listing](#)
- Do you have a VisitScotland listing does it need updating or can you add a free listing to their website

- FREE business listing on <https://www.visitscotland.com/> giving a bit of potential exposure to our global audience.
- Please upload details using the following link: [Promote Your Tourism Business on Visitscotland.com | VisitScotland.org](#)
- If you are interested in hearing more about tourism locally and nationally, make sure to subscribe to our e-news: [News - Latest Updates for Scottish Tourism | VisitScotland.org](#)
- Contact James Sinclair for further assistance from VisitScotland
james.sinclair@visitscotland.com



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