



**Local Tourism Association Minutes Template**

**Date: 10<sup>th</sup> July**

**Location: The Beach Coffee House, Leven**

**Attendees**

|                    |                   |                    |                |
|--------------------|-------------------|--------------------|----------------|
| Sue Oak            | Matt Pointon      | Linn Williamson    | Robbie Blyth   |
| Michael Morris Snr | Rebecca Moncrieff | Cllr Eugene Clarke | Craig Smith    |
| Morag Dawson       | Ewan Brown        | Robert Graham      | Hannah Swanson |
| Dave Paterson      | Stan Green        |                    |                |

**Apologies**

|                  |                |                        |             |
|------------------|----------------|------------------------|-------------|
| Julie Young      | Kirsty Rider   | Ant Fould              | Ken Haig    |
| Martin Macdonald | Michael Morris | Ken Caldwell           | Mary Reilly |
| Jan Kerr         | Martin Gorey   | Audrey & Michael Urwin |             |

**Minutes**

**1. Minutes from previous meeting agreed**

**2. Update on Previous Meeting Action Points**

- Linn arranged to for Matt to meet with Fife Council colleagues to introduce
- Branding opportunities are being looked at as part of a wider Welcome to Fife and Fife Tourism Project at the moment. Update to follow as it makes sense to tie in with work being done.
- Create Heritage group - Levenmouth Heritage partnership created with around 20 people involved including community and partners. List of members to be sent an indication of what will be expected to be part of the group. It has been agreed that at least 1 full heritage Trail will be ready to go for the rail link opening. This will include a paper copy, a digital version and incorporate audio and signage.
- [Website copy](#) / Images - website has been update and copy added from Wendy Glass. Linn has sent through images the Welcome to Fife have on file for the area and Karen (WtF) is working on image a video brief for the area at the moment for additional content which can be used by the LLTA. Matt will spend time with Simplicity marketing to learn how to use the back end of the website so that updates etc can be made.

- Tourism Action plan – Sue has asked partners if she can share this document. It should be noted that any document sent is for reference only as it will not be the live document and will be updated regularly. If anyone has anything they would like to feed into the document, please advise Matt or Sue
- Sue introduced Michael to Margaret at SGN to discuss prom fest etc

### 3. Levenmouth Tourism Action Plan

- LLTA agreed that we need to set a baseline for visitor numbers. Matt will work with FC on footfall counters for the area and will also work with businesses to receive their feedback and thoughts on visitor numbers to the area.
  - Rebecca suggested it might be a good idea to pull together a visitor survey to give to hotels BB, self-catering properties and businesses to try and gauge why people are coming to visit the area and what they would like to see in the future etc
- Tourist map vending machine estimated cost £1800+VAT. Linn asked what this was and what was the need for such a machine. The machine would be located at the station for visitors to buy a map. Questions were asked about how people would be able to pay would it be cash or card or both. What would the ongoing running costs be. Linn asked is there a need for such a machine would it not be better to have the maps free and readily available around the town and perhaps have a dedicated information point in the Hub when it re-opens. Sue explained they would be made available free too in the tourism businesses willing to have them, including the hub where there is a dedicated tourism section in the gift shop. It was explained that we thought it may reach those visitors that may not be planning on entering one of the aforementioned businesses. Matt to do some research for information on how popular they are with visitors, ongoing costs associated with it. Information to be fed back to the group at the next meeting.
- Welcome to Levenmouth website as per above has been updated and will continue to be updated with new content. Visitor Itineraries to be created and added.
- Working with VS and WtF on marketing strategy. Businesses are encouraged to ask to engage visitors asking why they come to visit Leven. Marketing will be based around Traditional Family seaside resort, with local independent businesses.
- Tourism Passport \ area Z card - Matt working on creating relationships with businesses to see how they see a passport working and what (if anything) they would like to offer as a special offer in the passport - LW to follow up with Mint modern
  - Quotes for design / print
  - Businesses to sign up with stamp / offer
  - Digital option as well
  - Children activity passport to be available . This currently works well in Dunfermline during the school holidays with a new theme each school holiday.
  - Linn currently working on [Heartlands of Fife](#) and North Fife Z cards and it would be good Levenmouth content could follow the same style as it will then sit well together

It was decided by the members that 3 designs and concepts would be looked at and researched and that Matt would feed back at the next meeting for a decision.

- Levenmouth signage plan is being looked at by Dave Paterson and his team. Matt to highlight any specific areas of concern

- Rail Ready Campaign – Discussion had around what this should look like. Matt to engage with businesses to see what form they see the campaign taking. It was agreed that Matt would devise an online information session with a test at the end to form part of the campaign. FTP will provide World Host training as part of the offer. Business funding is also currently available through Business Gateway and InvestFife and this should be included as part of the rail ready campaign. Do business want training to be online or in person. Would fam visits around the area work for businesses better.
- Selfie Spots - Looking at various options to see how this can be created. Having these spots and encouraging visitors to take pictures then provides content for socials etc.
- Melville Cairn – Matt met with Kenny and Tom to find out more about the project and identified potential sites. Linn raised that this project had been discussed at previous meetings and it was decided by the group that although it is an interesting project it needs to be included as part of the wider project as it would be silly to go ahead with this project which may then impact on other projects in the plan. The LLTA continue to have the same stance as previously discussed and while this may be disappointing to Kenny and Tom it does have to be part of the wider plan at this stage if they want our continued support. Various issues with ownership, maintenance and location of the cairn also need to be discussed with various partners as the LLTA couldn't take ownership of the cairn.

#### 4. Fife Tourism Partnership – See below meeting note

- Highlight – [Grant funding available via Business Gateway businesses](#) encouraged to apply sooner rather than later for the funding to help with Net Zero. Other options are also available
- [FTP Newsletter Sign up](#)
- [Welcome to Fife Add \ update your business listing](#)

#### 5. Treasurer Report

In the period since the last LLTA meeting the chair and treasurer now have full access to the banking app and all outstanding invoices have been cleared. In this period there have been meeting costs covered, the copywriter has been paid for work that is now on the website, and an outstanding invoice from 2022 has been cleared. The balance sits at £5,450, and no other spend is committed at this point.

#### 6. Round table update

- **Silverburn (Morag)** – [Mill restoration contract](#) has been signed and work to restore the mill will commence
- **Lower Largo - Largo Arts Week** – 15<sup>th</sup> July – 23<sup>rd</sup> July, 60 venues, live entertainment, biggest festival yet
- We need to have a think about how to highlight Alexander Selkirk in Lower Largo, this is attracting visitors from around the world and we are not making enough of the story \ connection. Passenger on a cruise made his way to Lower Largo by public

transport just to see the statue and there is nothing there to tell the story of even a postcard as a souvenir.

- **The Leven Programme (Hannah)** - First projects being worked on include, restoring the river first 4KM of the rail line, developing the active travel network which will help create the destination.
  - Heritage Lottery fund applied for to enhance the area, wildlife, viewing platform, dipping platform. Looking to explore the heritage of the river and potentially open up Methil Mill to become part of a heritage trail \ hidden heritage project working with the heritage group to tell the real story of the how the river impacts local community and how it lead to where the community and surrounding areas are now and how will today's stories be told in the future.
  - The project fits in well with the sustainable tourism messaging for Levenmouth, Fife Tourism Partnership and the wider Fife Council strategy and it is important that all work together to get the messaging right as it is a unique project which will influence roll out in other areas of Fife.
  - Robbie Blyth raised how will the project be maintained going forward as often this is forgotten about. Hannah advised that this is in discussion
- **FCCT (Robbie)** - Busy season so far parking charges introduced at various carparks across Fife and seems to be working well. Robbie has agreed to give us a more detailed briefing about the mobile homes plans in the next meeting.
- **Life on the Bay Filming (Matt)** – Matt received an email from Red Sky production who produce the TV show Life on the Bay. After season 1 and 2 were a hit in Burntisland \ Pettycur they are now moving the story to include the Old Manor and Leven Caravan Park as they are also owned by the Wallace Family. Locals \ visitors have been asked to be involved in the production if they have an interesting stories or events to share. The group highlighted prom fest and various other events taking place during filming and also thought there might be an opportunity to tell the story of how Levenmouth is becoming a destination etc. Matt and Rebecca to reach out to production company and the Old Manor to see if they would be interested in having the group involved etc. Linn highlighted that the show increased traffic to the Burntisland section of the website and there has been an increase in visitors to that area of Fife partly due to the show so it is worth trying to engage with the production etc.
- **Networking \ Social Event** Linn highlighted that other LTA areas are or have arranged some social networking events to try and engage with more businesses in the area. This may be a good idea to allow for project updates and if possible launch of project e.g. Rail Ready campaign etc. Linn, Rebecca and Ewan to work together to pull the event together for around November time. This will also give Matt a deadline to work to for some projects.

## Action Points

| Description of Action Point  | Anticipated Date of Completion | Task Owner |
|--|--------------------------------|------------|
| Levenmouth Heritage Partnership – Details of who is on the group and what is involved to be sent out to LLTA members | Aug 23                         | MP         |
| WtF, FTP and LTA branding exercise – Linn to advise on decision  | ASAP                           | LW         |
| Map vending machine information to be fed back   | Next meeting                   | MP         |
| Linn to pass on Mint Modern details to Matt  | ASAP                           | LW         |
| Social event to be organised   | Nov 23                         | LW RM Euan |

### **Date of Next Meeting**

TBC



## **Fife Tourism Partnership Update**

### **Linn Williamson**

- Hilary is working on the new Tourism Strategy which will go to cabinet in September
- Travel Trade – Continue to work with [Tay Country](#) colleagues and plans are being pulled together for us to focus on over the winter months. Businesses looking to find out more please feel free to get in touch.
- Business Gateway – Funding available for businesses to attend trade shows (VisitScotland Connect if they wish for example), net zero transition, agriculture diversification and various aspects of training and up skilling. [Further information available via BG](#)
- Digital Boost support is available to businesses. This is one-two-one support for businesses looking to develop websites or may need a little assistance with social media. [Further information available from BG](#)
- [SME Funding \ Loan for renewable energy and energy efficiency projects](#)
- [Short Term Let](#) – Businesses are encouraged to apply as soon as they can to avoid any delay later in the year. If you have any questions please check out the FAQ document which is regularly updated, or please feel free to email the team who can assist.
- [Sustainable Tourism](#) – Rosalyn continues to lead on this project, businesses are invited to attend to find out more. The group are looking into forming a strategy and toolkits to help businesses. The strategy will go to cabinet in September for approval to sign Glasgow Declaration
- [Welcome to Fife](#) competition is now live. This quarters competition focuses on Levenmouth
- LTA funding for 2023/24 – Deadline for application is now the 31<sup>st</sup> October with money and project to be completed by March 2024
- [Welcome to Fife QR code](#) continues to be rolled out and is now on boards on 11 toilets across Fife. Further roll out will continue. Check out our toolkit to see how you can use the QR code in your business
- [Scotties By the Sea](#) – St Andrews Bid project. Welcome to Fife have sponsored one of the dogs location yet to be confirmed. Artist confirmed and is already working on the dog. Further information on how to get involved will follow over the next few weeks
- Tourism Skills group – worked with Fife College on a Tourism Takeover day. 6 Schools including Levenmouth Academy came to Fife College to have 6 sessions focusing on tourism. Event was well received by pupils and the team delivering the day
- Businesses reminded to sign up to [FTP newsletter](#)
- Businesses reminded to check or add a Free business listing to [Welcome to Fife](#) any issues with this please do not hesitate to contact Linn

### **Upcoming Social \ Networking Events**

- [Dean Park Hotel – Showcase Event](#) – 9<sup>th</sup> August, 4pm-6pm everybody welcome
- Fife Chamber of Commerce – Food and Drink Showcase at Rufflets – 21<sup>st</sup> August details TBC
- [Fife Tourism \ Agritourism social event](#) – 21<sup>st</sup> September, 2pm-5pm Bowhouse – Open to all but mainly focusing on Agritourism Business
- Outdoor \ Adventure Tourism Networking event with Water Ski Scotland – Townhill Loch this will be specifically for outdoor \ adventure tourism businesses – 24<sup>th</sup> October details TBC

### **Other LTA Areas Activity**

#### Dunfermline and West Fife

- Dunfermline City Maps are going down very well with visitors
- Also working to update area booklet

#### East Neuk

- Interpretation boards for Anstruther nearing competition
- Would like to do a Z card for this years project

#### Heartlands

- Z Card now complete and will be with us very soon for distribution
- Banner project for waterfront anticipated to be completed by August

#### North Fife Council

- Working on Z Card and should be completed in the next couple of weeks
- Next project updating website

#### St Andrews

- Invested in St Andrews visitor guide which is already extremely popular with visitors and businesses so made sense to work together
- Looking to do a social event end of August for St Andrew businesses
- Hoping to plan a winter festival