



LEVENMOUTH

LEVENMOUTH TOURISM ASSOCIATION

Levenmouth Local Tourism Association Minutes

Thursday 11th May 2023, 6pm

The Crusoe Hotel

Attendees

Sue Oak	Linn Williamson	Wendy Glass	Cllr Eugene Clark
Rebecca Moncrieff	Cllr Alister Suttie	Matt Pointon	Lauren Crichton
Martin Gorrie	Jimmy Simpson	Morag Dawson	Michael Morris
Mayumi Pointon	Mary Reilly (almost)	Robert Graham (almost)	

Apologies

Dave Paterson	Jan Kerr	Ant Foulds	Hannah Swanson
Geoffrey Proudlock	Michael Irwin	Ken Haig	Ken Caldwell

1. **Welcome and introductions – Thank you to The Crusoe for hosting the event and apologies to those unable to find a parking space!**
2. **Minutes from previous meeting approved**
3. **Project Manager Introduction**
 - Sue welcomed and introduced Matt Pointon to the group. Matt will be the LLTA Project Manager and will be in post for the next 18 months. Matt has worked in 8 countries around the world and is currently working on a Masters in Responsible Tourism Management. He has also worked as lecturer in travel and tourism and has been a tour guide. Matt and his wife Mayumi are re-locating to Levenmouth having bought an apartment, and which will bring a new perspective to the project
 - Matt will start on the 5th June
 - Rebecca has offered to co-ordinate a familiarisation visit around the businesses in Leven
 - Linn will co-ordinate a meeting with Fife Tourism Partnership, InvestFife and Business Gateway and town centre’s teams for the 12th June
4. **Project Manager main role duties – agreed by group via show of hands**

Sue led a discussion on the action plan on the LLTA project manager by referring to the Tourism Action Plan for Levenmouth. All points which the LLTA are responsible for were discussed and agreed to be Matt’s priorities coming into the role.

Action	Success Criteria
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Official Launch of Art Trail, Selfie Spots and Heritage Trail	Launch Event
Employ a Project Manger for the LLTA to carry put the activities as listed on the LRF application	Professional, experienced candidate in place
Establish way to determine the impact of actions	KPIs written
Look to establish an events group with shared resources (gazebos / tables / barriers). Speak to Together Levenmouth.	A local group that anyone wishing to hold an event locally can access to use promotional tools, assets and resources
Look into having Tourist Info vending machine? Pay £1 (refundable at any venue inside) and you can get different leaflets (heritage; art trail; shopping; walks; cycle trails; golf), maps etc	Research done and if possible, funding applied for to build machine
Promotion of Art Trail, Selfie Spots and Heritage Trail	Partner website links and physical advertising on trains
Launch of Website	Professional Photographs and copywriting completed
Creation of Itineraries	Added to website and being promoted with partners to visitors and travel trade
Explore possibility of Levenmouth brand (either place or destination)	Creation of clear branding and messaging for Levenmouth
Development of working partnerships with Welcome to Fife and Visit Scotland	Alignment of strategies
Development of working partnerships with Welcome to Fife and Visit Scotland	Website links and apps shared
Development of local business and organisations partnership - create map/discount voucher book	Minimum 12 visitor attraction sign-ups to Tourism Passport
Creation of Rail Ready campaign	Toolkits, and training programmes created
Create Art Trail, working with artists/ agency, local community and businesses	Installations co-designed and built ready for placement
Art Trail linked to website and QR codes working	Web based app working and QR codes working
Promotion of Art Trail, Selfie Spots and Heritage Trail	Website and social media hits
Levenmouth Tourism Website and Social Media created	Analytics showing steady increase in hits
Creation of destination content.	Tourist Passports printed and brochures updated and distributed
Signage improvement programme delivered	Banners and signs erected
Signage improvement programme delivered	Advertising displayed
Work with local business & rail companies to promote day trips and joint tickets for attractions	Number of rail tickets purchased to the area
Sign up Tourism business and staff to Rail Ready Campaign	60% Tourism businesses signed up to campaign with 50% of their staff having completed the training
Create Selfie Spot App and image overlays	Web based app working and QR codes working
Create 4Heritage_trails -working with local historians, artists and local people	Project created and ready for install
4Heritage trail linked to website and QR codes working	Web based app working and QR codes working
Soft Launch of Art Trail, Selfie Spots and 4Heritage Trail	Work with local community to trial trail and technology
Establish a volunteer team to help with tours / staffing museums etc.	All 3 local museums open 7 days to cater for tourists with sustainable business model to keep them open in future

Creation of Melville Cairn

Cairn built with help from youngsters in Levenmouth. Relevance of the cairn marketed to a wider audience to bring people in.

5. Content Creation for Levenmouth

- Michael has been working with Wendy glass on content creation for the area. Wendy has sent the first draft and is aware there will be gaps and additional content required however the group are asked to give feedback and where they can help fill in the gaps. Sue will share the document with the group and feedback should be given to Sue by the 19th May. Second draft anticipated from Wendy by the 5th June
- Wendy was tasked to write content for all 14 villages / towns however some of the small villages simply do not have enough content and so this has been reduced to 11
- Content created will be shared on LLTA website and with Welcome to Fife. This can then be shared across business social media pages etc
- Images – Michael has spoken with Andrew Beveridge who said he would pull some images together. Linn will also pull images WtF have and share with group to use.
- Businesses are also reminded to update their listing on welcometolevenmouth.com

6. Cairn Art Project

- After the last meeting in March Sue fed back that the group like the project and would like it to go ahead. This will form part of the heritage trails that are being worked on to make sure geographically there is a good spread of art around the area. Tom and Kenneth will be kept informed.

7. Levenmouth Community Recovery Fund

- Methil community centre staff member applied for through fund with onFife. Awaiting final decision (Update since meeting – this has now been granted! Great news for the Methil Heritage Centre and huge kudos to Mary who has fought tirelessly)

8. Station Visitor Information Point

- Digital Screen - There will be a screen on the inside of the building, would be better if the screen could have been facing outwards however due to security and the housing of the TV it needs to be inside the station building.
- Sue still in discussions regarding branding in the station as it needs to be visible for visitors to see as soon as they arrive to give the best first impression
- Rebecca raised that there may be a possibility of working with an advertising company to create an advertising board
- Sue continuing to work with partners on this project
- Rebecca raised that she is aware of branding activity taking place in the area however this has not been discussed with partners. Rebecca to investigate with Colin Davidson further

9. Tourism Action Plan

- Sue shared the action plan with the group. They have requested it be shared ASAP to ensure there is no duplication. Sue to discuss with partners.

10. New Treasurer

- Rebecca will now be taking over as group treasurer with documents signed for the bank account

- £11531.00 - some money is already allocated, and payments will be made shortly
- £1000 added from Fife Tourism Partnership as admin fee for the year

11. Fife Tourism Partnership update

- Please see appendix 1 below for full update. Linn highlighted business funding and training available through Business Gateway. She also encouraged businesses to nominate in the VisitScotland Thistle Awards. Deadline has now been extended to the 25th May
- Linn is working on a brown signage project if anyone notices any out-of-date signs or any issues with signs please advise

12. Round Table Updates

- **Michael** - Prom Fest will take place on the 12th / 13th Aug. It was raised that SGN are also holding a community event that weekend. Sue will introduce Michael to Margaret so that they can work together to cross promote etc
- **Largo Arts Week** 15th July – 23rd July. Open studios, live entertainment etc. Plans are well underway
- **Friends of Largo Bay** – Will be organising a beach clean further information available on [facebook group](#)
- Cllr Clark
 - Letham Glen will be celebrating their centenary year in 2025 and a program of events and activity is being pulled together. A Friends of Letham Glen group will be created to form plan for the park.
 - Cllr Clark had a conversation with locals regarding the game of Petanque. A meeting was arranged at Scoonie bowling club with 26 people attending. The club have agreed to transform the greens to Petanque greens with lots of potential opportunity. There will be another meeting on Sunday 14th June and everyone is welcome to come along.
- **Craig Smith Update - From Levenmouth Reconnected perspective**
 - the next round of grant funding is likely to be finally decided upon at a special meeting in June. It was due to be at the May 31 Levenmouth Area Committee but apparently a bid to Sustrans for active travel funding has been successful so it may well be that none of the LRP budget is required for active travel routes - hence the slight further delay. A special meeting of the committee is being arranged for June. Will keep you all posted though.
 - The only other thing to note is that while work on a range of events/activities designed to promote the rail link (via ourselves, Visit Scotland, ScotRail and Network Rail) will continue between now and rail link opening (Hilary has more details if you need them), the first meeting of the opening ceremony working group has been pencilled in for 25th May so will keep you all posted on what's being arranged. Network Rail obviously taking the lead on that, but we'll no doubt have plenty of input.
 - A reminder that the next Levenmouth Live! newsletter is due to come out on June 1 so if anyone has anything they'd like to highlight/promote in there, give me a bell as soon as possible with any details.

Date of Next Meeting

- Please earmark **Monday 17th July at 10am for the next meeting. Is anyone available to host?**

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Arrange Fife Council meeting with Matt	June 2023	LW
Find out about current branding opportunities	June 2023	RM
Create Heritage Team	May 2023	SO
Finalise website copy and look at pics	June 2023	MP
Sue to share Tourism Action Plan (after checking w/partners)	June 2023	SO
Sue to introduce Michael to Margaret at SGN	June 2023	SO

Fife Tourism Partnership update – FULL VERSION – Linn Williamson

- Who are our visitors survey is now complete with a webinar held on the 20th April. Full report is available on our website – [CLICK HERE](#) · Open Golf Economic Impact report is now available online
- Our STEAM figures for 2022 have just been released and there will be further information available on this in the coming weeks
- Hilary is working on the new Tourism Strategy
- Travel Trade – VisitScotland Connect took place from the 16th April and was a great success. Eight businesses across Fife took part in Fam visits before and after the event. Businesses also attended the event to speak with buyers. This is something Linn and Karen will be working further on this year with opportunities for businesses to get involved and hopefully go to VisitScotland Connect 2024.
- 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 · 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
- New Welcome to Fife competition is now live. Any businesses looking to get involved in future competition promotion please get in touch with Karen Christie. Current comp is Levenmouth focused.
- LTA funding for 2023/24 – Deadline for application is now the 31st 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
- 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
- Tourism Skills group – Various partners are looking for businesses to get involved in projects including mentorship, guarantee interviews (no guaranteed job), and work placements. The

Old Course Hotel run a great initiative with local schools and it would be great if other businesses could do something similar. If you are interested in getting involved please contact Hilary or Linn for further information. · Businesses encouraged to enter Thistle Awards you can self-nominate or nominate another businesses. Closing date was the 12th May 2023.

- Tourism networking event planned for 8th June 2023 4.30pm, Kings Theatre Kirkcaldy with guest speaker to be announced.
- Tourism St Andrews ran a Trade Fair event with over 40 people coming along and 30 businesses highlighting their businesses. This worked really well and may be something we look to do Fife wide next year
- Heartlands of Fife and North Fife are developing their Z cards with Nicola Stewart from Mint Modern and both are ensuring there is a similar look. These will be ready to hand out by June / July. Slightly delayed due to original Vector Files not being available.
- East Neuk are developing new interpretation boards for Anstruther.