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Levenmouth Tourism Association Meeting Minutes

Monday 11th November 2024

McPhails, Leven

Attendees

Scott Harwood (Colliers)	Peter Wooding Ryan Morris (Greener Kirkcaldy) (Photographer)	Andy Duff (The Aurrie/LCT)
Jim Parker (Fife Properties)	Audrey (Fife Heritage Railway) Brian Roberston-Fern (BRAG)	Paula McCulloch (Fife Heritage Buildings/The Buckhaven Project)
Mary Connor (Levenmouth Food Bank / Silverburn Park)	Priya Logan (Largo Communities Together) Rachael Morrison (Methil Heritage Centre/On Fife)	Fiona Stenke (Fife Heritage Buildings/The Buckhaven Project)
Cllr Eugene Clarke	Craig Smith (Fife Council) David Keen (Visit Scotland)	Dave Patterson (Fife Council)
Michelle Conolley (The Cairns)	Cllr Alistair Suttie Rebecca Moncrieff (KHEE Homewares)	Matt Allan (LCT)
Cllr Ken Caldwell Andrew Stenson (Largo Arts)	Dougie McMillan Matt Pointon (LTA) (Largo Arts) Geoffery Proudlock Douglas Couper-Fleming (East Silverburn)	Ewan Brown (Truth, Base) Linn Williamson (Welcome to Fife)

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Apologies

Michael Morris	Ken Haig Caroline Warburton
David Keen	Jan Kerr

Minutes

1. Welcome and agenda conducted by Ewan Brown (vice chair)

2. Minutes from previous meeting agreed

3. Treasurers report -

Bank balance £3,596.25 at time of meeting. Awaiting a further £4,000 from LRP into the account and a few invoices for putting green signage outstanding.

4. Presentation on the LTAP - Matt

- Matt started the presentation on a topic outwith the LTAP to gather opinions from the LTA about whether or not we should proceed with the proposed Melville plaque. The consensus reached was that the group would like evidence presented to them before considering going forward with any plans as it was stated that the idea had been presented previously and the evidence was not strong enough. Douglas to reach out to Kenny to seek evidence and we will present this again at our next meeting for a final decision.
- Matt's presentation is available here using [this link](#)
- Matt explained that the LTAP formed the framework for his role in the last 18 months and had been successfully completed. Matt has an 80 page report available and welcomed reading and feedback on this.
- Matt explained that although LTAP formed a framework for his role, it successfully completed and supported our projects that benefited Levenmouth in terms of tourism - railway opening events, postie, fife college partnership, beyond the tracks project, primary school collaboration with Priya to name a few.
- Matt explained the benefits of tourism to businesses/visitor attractions and communities and these are noted on the powerpoint.
- Matt explained that Levenmouth as a visitor destination is at the 'consolidation' stage - we have to build on what we already have and have created and better it. Building a greater tourism destination for repeat returners to Levenmouth.
- Matt explained that there is much still to do to achieve this - continuous marketing, collaboration with WTF/Visit Scotland, the river park project, FHR/Community Hub expansion, continuous updates to our website and trails, reviewing of Z cards, train station signage, the landmark project, development of ideas and committee engagement etc.
- Matt advised the group that his role with the LTA will end on the 4th of December but that the handover process would begin from the end of today's meeting. Matt will continue to be employed by BRAG until at least March and will lead on special projects. All contact to the

LTA inbox (info@welcometolevenmouth.co.uk) will be monitored by the LTA secretary and leadership team. Matt will continue to advocate for tourism and offers support to any members and be reachable at (mpointon@brag.co.uk)

- Matt gave thanks for the support he has been given throughout his role. Eugene gave Matt thanks from the Levenmouth Area Committee. Ewan gave thanks from the LTA and provided Matt with a gift to show our appreciation. Ryan Morris gave personal thanks for support on the Railway project.
- Some members expressed concern about the continuity of projects going forward - the leadership team addressed these concerns and provided commentary on how we continue to be successful going forward.

5. Local Business Directory / Community Photography Project - Ewan/Ryan Morris

- Ewan introduced an idea of using empty shop windows to showcase what is going on in Leven/showcasing local businesses.
- Ewan also introduced a community photography project that was being developed with the community council and local photographer Ryan Morris. The project aims to tell more stories, to connect people, to celebrate the hardworking people in our community and inspire others to get involved.
- The LTA agreed both ideas were worthwhile to pursue and we would welcome collaboration with the community council. Linn from WTF reminded the LTA that we have the £4k funding opportunity again in April and we could possibly line these projects up to get funding.

6. The Buckhaven Project - Fiona Stenk

- Fiona explained that the Buckhaven Project was in the development stage currently and expected the delivery stage to begin in 2026 and run for 5 years.
- The project has now got a group of consultants on board and within the new 6 months they will be reaching out to locals.
- The project will be roughly 4 million pounds with match funding.
- You can read more about the project here - <https://fifehistoricbuildings.org.uk/news/buckhaven-heritage-regeneration-project>
- You can email and get added to the mailing list to learn of any updates - buckhaven@fifehistoricbuildings.org.uk

7. Welcome to Fife Update - Linn Williamson

- Linn spoke about the travel trade workshop where 14 businesses attended on the day and as a result 7 businesses so far will be given 1-1 support going forward to produce things like sales sheets to travel agents etc. Linn explained that if businesses were interested in the travel trade programme they should register their interest, it runs for 18 months starting next year.
- WTF are working with Travel Quest on a new social media campaign promoting various aspects across Fife and are working on stage 2 of their 'Kingdom Where It All Begins' campaign.
- Linn advised that Fife Council are looking at the visitor levy but these are early talks.
- Linn gave an update on short term let applications and updated the group that the over 2k applications submitted were now processed and complete. All applicants' applications were completed by the deadline and the team were nominated for a communications award and had won it.

- Linn advised the work at the bus station was almost complete - they are awaiting the TV - this will showcase a presentation on Leven and the 925 bus route specifically. WTF lead this and information can be updated as requested.

- Linn had an ask for LTA members - she asked that businesses use the winter period to look at their business listings and update them (especially events).

- Linn gave information on WTF installing information points across fife, they are awaiting branding guidelines and will install these in Kirkcaldy Galleries, Methil Heritage Centre, Libraries etc. If a business wants an information point in their business they should get in touch with WTF.

6. AOB

- Geoffrey approached the subject of sea wall defences and how there did not seem to be any progress on this and pathways were littered with debris. Fife Council advised they will get the bricks removed. Fife Council also advised that we can report issues like this online or through the telephone - a couple of links below added for reporting. It was advised that the council continues to work alongside specialists to get this repaired.

[Street lighting & permanent traffic signals | Fife Council](#)

[Road maintenance & reporting | Fife Council](#)

- Brian let the LTA know that the hub team was recognised for the impact of its work on people, place and the local economy in the Scotland Loves Local Awards 'High Street Hero' category for Mid Scotland and Fife.
- Audrey for Fife Heritage Railway updated the LTA that they will be hosting a santa express on the 7th and 8th of December and tickets were selling fast. Audrey updated the LTA on their plans for a community centre and cafe in their new buildings and that FCCT and CTH will have offices there.
- The Levenmouth Christmas light switch on will be held on Saturday 30th Nov. - Possible Paths exhibition at Methil Heritage centre now open until December 21st and Santa Lunch Day on 14th Dec. Booking is required for the santa lunch by email (methil.heritagecentre@onfife.com) or calling 01334 659339.
- The Buckhind Players will be hosting their Christmas panto 'Chest! I'll Show You a Chest!' - tickets available here - https://www.ticketsource.co.uk/buckhindplayers?fbclid=IwZXh0bgNhZW0CMTEAAR0tqFGK0I5cNXyzX6E1U3QzHqK_Ip5CZWJnaYSOcug5bY7usz5X_1gcZBs_aem_poNZxpJXcln1WdPOQrbJ6g
- Cllr Eugene Clark has advised that ward 21 councillors have been nominated as councillors of the year for their work on the Levenmouth Rail Project and will update on the outcome.
- Ewan advised that Base are releasing their Christmas vouchers - 2 courses for 2 people for £30 and that the last Friday of November they will be doing 50% off vouchers. Truth nightclub will be hosting their over 30s christmas bash on December 7th.
- Peter Wooding introduced the East Neuk 50 cycle route - going from Kirkcaldy to Dundee following the coast. It's a CIC company and Peter will be reaching out to LTA members to gather feedback on the proposed route.

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Next meeting -

AGM - February 2026 - Details to follow