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Levenmouth Tourism Association Minutes

Monday 9th January, 3pm

Methil Heritage Centre and Online (Hybrid)

Attendees

Matt Pointon	Linn Williamson (FC)	Michael Morris (MSL)	Craig Smith (FC)
Brian Robertson-Fern (BRAG)	Jan Kerr (Homelands)	Morag Dawson (Silverburn)	Dave Paterson (FC)
Ewan Brown (Base)	Clr Eugene Clark	Robbie McSkimming (Crusoe)	Audrey Unwin (FHR)
Scott (Colliers)	Cuddy Cudworth (Priority Mind Mgmt)	Geoffrey Proudlock (Fife College, online)	Ken Haig (LMRC, online)
Jimmy Simpson (FCT, Online)	Michelle (Cairns)	Gilliam Crumpton (On Fife)	Andy Duff (Aurrie, LCT)
Dave Sleet (Love LEVEN)	Leigh (Silver Dollar)	Rebecca Moncrieff (KHEE)	

Apologies

Clr Ken Caldwell	Robbie Blythe		

- Welcome and introduction.** Michael Morris introduced and explained chair that due to Sue Oak leaving her position at Brag he has been asked to take over as interim chair. The group thanked Michael for stepping in to allow the group to continue the good progress made. The March meeting will be the AGM and will give the group the opportunity to elect officers bearers and committee members formally.
- Minutes agreed from previous meeting**
- Action points from previous meeting**
 - Networking event went well thank you to Euan and his team. 28 people came along to the event with some new faces in attendance. Great opportunity for networking and to see the progress from Welcome to Fife and the LLTA for the area
- Postie Scottie Dog** – Congratulations to the local area on crowdfunding to bring Postie back to the Prom. Great community effort and is a great symbol for moving forward with great community support from businesses and local people. Linn advised that another 6

are being kept in Fife and will endeavour to introduce to other owners to see if a small trail can be created. Scott has created a prototype 3D printing of Postie with the idea that businesses and organisations could buy one and local groups and schools could decorate them to then display in their business. Each unit would be around £10-£12, and take around 5 hours to print. Audrey and Morag asked if there may be an opportunity to make them like piggy banks so that people can donate to local charities etc. Scott thinks this should be possible and will investigate further.

- Linn advised that a trail in Girvan was created around crochet hanging baskets. People could follow the trail from their beach right up the high street. The Postie Trail could be similar to this.
- Dave Paterson raised that there may be a need to pave the area around postie as the grass has already had a fair bit of wear and tear. Jan offered paving slabs that they have left over from a project and Audrey offered large sleepers they have available which could be used. It would be a good idea to get Postie screwed into a firm base for safety. Dave Paterson to look into options and will come back to Jan and Audrey
- The money raised has fully paid for Postie however it should be remembered that each year there will be maintenance required. Everyone in the group and in the community are asked to keep an eye on Postie to ensure he is well maintained.
- There is a slight issue with people sitting on it. Signs are in place but this may need to be looked at again

[Postcards from Fife - Levenmouth's Mascot | Levenmouth Tourism Association - Find local attractions \(welcometolevenmouth.co.uk\)](#)

5. **Heritage Trails** - Methil Heritage Trail
 - Simplicity marketing are working on the project. Concept shared however it was difficult to see on screen. The concept needs to mainly be worked on as a mobile friendly experience, Matt to share this version with the group.
 - Content for the app has been developed by Matt working with heritage partnership, local groups and people. Local voice actors will be recording audio for trails.
 - QR codes / signs will be added on lampposts to guide people around the Trail, Matt advised this has been agreed with Fife Council.
 - Internet connection. The full trail will be able to be downloaded in full using wi-fi onto their device. The Railway station will have Wi-Fi and there may be other wi-fi spots available around the route. Users of the trail can join the trail at any point using mobile connection.
 - Methil trail will be the first trail, Matt is working with various other community groups and individuals to create trails in other areas which will then be added to the software in the future.
6. **Logo / Design for Heritage Trails** – Leigh from Silver Dollar has been working on potential logos for the trail. It should be remembered this logo is for the Heritage trail and at this stage is not for the LTA. The designs shared are fresh vibrant, eye catching colours. Leigh looked at various landmarks and attractions in the area for inspiration as well as looking at other logos which may sit alongside this one to see how they worked together.
 - Concept 1 Logo - based on Largo Law, the bay, the beach, and the sun
 - Concept 2 Logo - Sketch of the skyline similar themes to concept 1
 - Concept 3 Logo - Similar themes as above but slightly different layout
 - Vote taken at the meeting with Logo 1 overwhelmingly being voted for. Main reasons for this are it sits nicely with FCCT logo. Only slight change that may be

needed to reduce \ increase the size of one of the curves and to add a border around the logo.

7. **Heritage Trail maps** – Matt has been working with artist Ian Green to create the trail maps with illustrations being created of various local landmarks which will then be on the illustrated map. Heritage Centre, War Memorial, the Tram, Sailors Rest, Dockyard, Power Station. Target date for completion of the Heritage trail is May but Matt is hopeful that it will be earlier than that.

8. **Area Z Card** - Linn gave update on where other areas are with their Z cards. [North Fife](#) and [Heartlands](#), East Neuk are in the process of developing their card, Dunfermline haven't gone down that route yet and St Andrews have a local company that do a similar map already. QR codes are used on the cards and we are able to obtain analytics from the QR codes. Cards will be distributed at various venues across Fife, it was highlighted that the cards are designed to bring people to the area so need to be distributed outwith the area as well as being used in bedrooms and for people to pick up in local venues. Discussion was had around if they are really needed as people are moving away from print however various people pointed out that people need to know where to find the information online and the cards can help with that. The cards will mention various businesses but it should be highlighted that businesses who attend LTA meetings will be given priority on the cards to advertise their business for FREE as they have given up their time to be involved in the project. Some asked about businesses paying for advertising Linn suggested not going down this route as it does take a fair amount of time to manage and you are then into legal agreements with businesses which the LTA would want to avoid.
 - Costings for the Z cards is around £5000 in total for design and printing (10,000). Once the design is complete the vector files are made available to Fife Council and any future changes can be made by the internal design team at Fife Council for Free. Linn estimates that 10,000 copies would be enough for 2 years. Additional funding may be required in the future for additional printing down the line.
 - Potential funding for this project may be available from Welcome to Fife as part of the groups project funding for 2024/25.
 - Linn advised Michael and Matt post meeting that area committee's in other areas have provided funding for such activity so this may be an option

9. **Tourism Action Plan** - Matt went through action plan and advised that some of the tasks have now been archived as they are either completed or are now part of other projects. They are still however available to see on the spreadsheet tabs.
 - Rail Ready Campaign - will be looked at again as it didn't meet what we wanted it to do. Looking at what we are trying to achieve from the campaign
 - Events Calander has now been added - businesses to let Matt know what they have going on
 - Matt to share website analytics with group at each meeting going forward as part of update
 - Discussion had around artwork in Levenmouth and potential graffiti walls. This is to be added to the next meetings agenda for further discussion around what can potentially be done.

10. **Treasurer Report Rebecca** – There is currently an issue with accessing the account as there needs to be 2 signatories. Michael has now been added however the Bank of Scotland haven't sent through the card or card reader to enable him to access the account to make payments with Rebecca. Rebecca asked for a third person to be added

to the account to prevent this situation from happening again. Ewan agreed to be the third signatory. There is currently around £20,000 in the account however this money is currently accounted for with various projects which now need paid for. Once Michael has access this will be done as a matter of priority. Apologies to those waiting on payment and thank you for your patience.

11. Welcome to Fife update – Linn – Highlights show below full report available at the end of the minutes as appendix.

- Levenmouth video was shown. Linn advised that due to the cinema closing there now needed to be a final edit before it can be finally shared with businesses. She will follow up on this ASAP.
- Images taken to be used as part of the Levenmouth marketing campaign will be available in due course but we need to keep the images to ensure we get the most of out the campaign. Once the campaign is launched we will share the images with everyone.
- Linn advised that there is a marketing plan in place for pre and post railway coming to Levenmouth and would encourage everyone to share relevant content on socials and through their networks. Should anyone have any queries regarding marketing please do not hesitate to get in touch to discuss
- [Welcome to Fife Tourism Conference](#) will sell out please book tickets ASAP. Tuesday 27th February, Adam Smith Theatre, £25pp
- Fife Food and Drink week, 9th March – 17th March, all food and drink businesses are encourage to be involved in the event. [Please see toolkit for further details.](#)

12. AOB

- **Brag** - Brian - The hub re-opened on 1st Oct. Internal change made to the building one big space has been created for events, pop ups and meeting space. Planning application has been made for Cyberland. This will be created in the basement to provide digital skills, gaming, and a multisensory room. The plan is to have the area open by summer.
- TV shows – Cuddy asked about taking advantage of TV shows and filming in the area. Linn will introduce [Julie Craik from Fife / Tay Screen](#) who Fife Council work with on filming opportunities
- Michael ask about repairs to the Prom pathways which were damaged by storms. Costing is being done to fix the damage. Needs to be done in a robust way to ensure it is safe for the future. Dave to provide timeframe when he knows more

13. Future Meetings

- Please note this meeting will be the AGM.
 - Monday 4th March, 1pm Caledonian Hotel, High Street Leven, KY8 4NG

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Artwork \ Graffiti Wall to be added to next agenda for discussion	Next meeting	
Linn to share reach out to other Scotti dog owners to discuss potential trail	Next meeting	LW
Look at Scottie Dog prototype to see if it can be made into a donations box	Next meeting	Scott

Scottie Dog Paving	Next meeting	DP
Share Welcome to Levenmouth website analytics	All future meetings	MP
Heartlands QR code analytics from Z cards	Next Meeting	LW
Mobile friendly version of trail app to be shared for feedback	Next meeting	MP
Poll on logo and Z card idea to be shared	ASAP	MP

Appendix



Welcome to Fife Update for Meetings

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

- New Tourism Strategy for Fife now launched - [Strategy - Welcome to Fife For Industry](#)
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- Fife Tourism Partnership branding is no longer and we will now be collectively known as Welcome to Fife

Marketing

- Marketing Campaign – “The Kingdom Where it all begins” we would like businesses to use the hashtag #KingdomofFife along with #LoveFife. Please feel free to share content on websites and social media and tag or link back to Welcome to Fife. This really is making a huge difference
- Business Toolkit for campaign - [The Kingdom. Where it All Begins: Campaign Toolkit - Welcome to Fife For Industry](#)
- Destination Video - [The Kingdom, where it all begins - YouTube](#)
- National Geographic - [How to spend a long weekend in Fife, Scotland’s ancient kingdom \(nationalgeographic.com\)](#)
- Coast Magazine - [Discover Fife - Coast Magazine](#)
- 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>
 - Expedia Results – We have so far seen some fantastic results and will be able to share some real ROI detail over the next few months
- 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

Other LTA's

- Dunfermline and West Fife – Working on website and city content
- Heartlands of Fife – Working with 83agency on social media activity
- Levenmouth – Heritage Trails \ Marketing campaign in the build-up to new railway June 2024
- East Neuk – Z Cards in development
- St Andrews – AGM meeting being arranged to discuss future ideas \ projects
- North Fife – Working on their website to link more with Welcome to Fife

Short Term Let

- Applications are being worked on. The team will be in touch when they reach your application

Upcoming Events to Note

- Fife Tourism Conference – Tickets now available to purchase for 27th February, 09.30-15.30, Adam Smith Theatre £25 - [Fife Tourism Conference 2024 - Developing New Markets - Welcome to Fife For Industry](#)
- Fife Food and Drink Week – 9th March – 17th March – businesses encouraged to get involved in the week and submit events ASAP [Fife Food and Drink Week - Welcome to Fife For Industry](#)
- Training and events updated regularly on our website - [Home - Welcome to Fife For Industry](#)
- 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](#)
- Check your business profile online. Is your google listing up to date and accurate. Google your business and see where you can be found online

Visit Scotland

- 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](#)
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