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## Levenmouth Tourism Association Meeting Minutes

Monday 29<sup>th</sup> April 2024

The Aurrie, Lower Largo

### Attendees

Michael Morris (MSL Amusements)	Steven Adair	Mary Bradford (Singers)	Scott Harwood (Colliers)
Cllr Eugene Clarke (Fife Council)	Craig Smith (Fife Council)	David Keen (Visit Scotland)	Hilary Roberts (Welcome to Fife)
Cuddy Cudworth (Fife Dippers)	Jan Kerr (Homelands Centre)	Rebecca Moncrieff (KHEE Homewares)	Michelle Conolley (Cairns)
Carol Cape (Cairns)	Morag Dawson (Silverburn)	Matt Pointon (LTA)	Ewan Brown (Truth, Base)
Mary Connor (Foodbank)	Alistair Donald (Letham Glen)	Douglas Couper-Fleming (East Coast Eclectic)	Linn Williamson (Welcome to Fife)
Helen Lawrenson (Homelands)	Amy Donald (Letham Glen)	Andy Duff (The Aurrie, LCT)	Carol Duff (The Aurrie, Friends of Largo Bay, LCT)
Steven Adair (No. 56)			

### Apologies

Dave Patterson (Fife Council)	Nancy Schollin (Jenna May's)	Ant Faulds (Beach Guest House)	Peter Wooding (Greener Kirkcaldy)
Jimmy (LCT)	Cllr Ken Caldwell	Caroline Warburton (Visit Scotland)	Craig (Woodlands Gardens)
Hannah Swanson (SEPA)	Fiona Stenke (Fife Heritage Buildings)		

## Minutes

1. **Welcome** and agenda conducted by the Chair
2. **Minutes from previous** meeting - agreed by the group
3. **Treasurer's Report** - Rebecca Moncrieff
  - Michael, Ewan, Rebecca,
  - and Douglas (LTA Leadership team) are now all signatories to the bank account. Bank balance sitting at £9834.20 and £1000 additional from Welcome to Fife pending.
  - Rebecca awaiting confirmation of VAT position on upcoming charges for accurate projection of upcoming and committed spend.
4. **Group Funding**
  - The LTA receive a £1000 yearly admin fee from Welcome to Fife - this has been initiated and should hit our account in the next week.
  - The group has a yearly opportunity to apply for project funding up to £4,000 on a yearly basis from Welcome to Fife. The group has applied and been successful in obtaining this funding for our Z card project and the money has been received.
5. **Levenmouth Action Plan - Matt**
  - Discovery Trails - Matt explained about the trails and the benefits to the local area. Matt showed the group the Methil Heritage Trail and asked the group for volunteers to test each of the trails and give feedback. Matt explained physical signage unavailable pre railway opening, as it stands but they will be available digitally. He is meeting with Phil Clarke to explore options for physical signage. Matt asked the group to email him should they be available to test the trails. Matt is seeking collaboration with Clear in Buckhaven for their existing heritage trails.
  - Re-routing of coastal path by FCCT - Matt explained FCCT is re-routing the coastal path away from the beach due to the risk of being hit by golf balls and opened it up to the room for discussion on this. He proposed we either change with them or keep the promotion of the existing route. The group decided that we would promote the existing route with increased signage and collaboration with the golf clubs in the area. The group welcomed the use of the new FCCT coastal path to be promoted as a coastal cycle path. Matt to explore this.
  - Project Landmark - Matt provided an update on the project and provided the group with a map of where the 11 interpretation boards would be placed. The project would be funded by the LRP Large Grant Fund - the application has been submitted and we are currently awaiting a decision.
  - Leven Town Centre Information Boards - Matt has been asked by Fife Council to look at updating the 5 town centre information boards. Matt asked the group what we would like to see on the boards. The group agreed we would like to retain the Heritage feel of the boards on one side with our updated marketing and the map of the Z cards on the reverse. Matt has taken this forward and will be applying to the LRP Small Grant Fund for the funding to complete the project - estimated at £1,000.
  - Putting Green - Matt explained that he had been approached by the council to see what can be done at the old putting green space at the promenade and asked the group for suggestions. He explained that the leadership team were exploring ideas for putting and park golf. Cuddy explained that the Fife Dippers would like a corner of the space to erect a sauna and changing room. Jan Kerr brought forward the possibility of beach wheelchair project and it was suggested that a space be used for the storage of these. All ideas for the putting green taken forward and will be explored.
  - Wheelchair Rentals - Matt explained that he was explained that he was looking for a host for wheelchair rentals in the area. He spoke with Mike at Clark Mobility Services about this service. Mike used to provide the service and is willing to explore the possibility of reviving h this. Mike struggles with the storage and pick up and drop off of rentals. Matt asked the room what we could do to help Mike make this service successful. The group suggested

locations for pick up and drop offs. Jan Kerr suggested the modular hut at Temple Car Park Lower Largo, Audrey Urwin suggested the former Network Rail Offices could be used and the group suggested that we could erect a hut at the putting green also.

- SCOTO Conference - Matt asked the room whether we should put ourselves forward as hosts for the next conference. The group agreed that we should, and Matt will explore further. Welcome to Fife offered their support.
- Z-Card - Linn from Welcome to Fife headed the discussion on the first draft of Z Card. She provided the room with copies of the first draft and welcomed feedback. The first draft of the Z Card will be sent via email to all the group for feedback. It was stressed that this was time sensitive and any members with feedback must provide this by noon Friday 3rd May. There was a group discussion about adding accommodation to the Z Card, the group decided that the Z card was for visitors who were already here so felt accommodation was not needed but stressed all our accommodation providers could be found on our website.
- Volunteers for railway opening - Matt is seeking volunteers to help with railway opening. He has a few volunteers already and is seeking more from surrounding schools. He asked the group to contact him should they need support with events surrounding the railway opening. Then group suggested Matt speak with the Youth Fire Volunteers/Young Police Volunteers/ Sea Cadets for more volunteers.

#### **6. Welcome to Fife Update**

- Hilary from Welcome to Fife explained that Network Railway have provided Welcome to Fife with expo space at Waverley Station from 16th May - 16th June. Welcome to Fife will have a stand with table, screen showcasing our marketing video, banners, sticks of rocks, a giant sun lounger for social media alongside various marketing materials. Hilary advised the stand will be manned on Thursdays, Fridays, and Saturdays with the exception of the Taylor Swift concert weekend. The stalls are likely to be manned 11-3 on Thursdays and Fridays and to agreed timings on Saturdays. Hilary asked the room for volunteers, suggested there may be funding for travel expenses but highlighted the importance of the opportunity and that members can provide the public with information about their businesses too. The group were advised to contact Linn should they wish to volunteer.
- Welcome to Fife advised there is a section on their website for railway opening events and welcomed the group to add any events they had planned or offers they will have for the opening - <https://www.welcometofife.com/events?category=levenmouth-rail-link-opening-events--offers>
- Welcome to Fife let the group know about their upcoming competition and full details can be found here - <https://www.welcometofife.com/competition>
- Welcome to Fife spoke to the group about their marketing strategy for the railway opening and beyond. They advised they had received additional funding and were in talks with their marketing agencies about what this looks like.

#### **7. Craig Smith - Fife Council Communications**

Services now confirmed to start on Sunday, June 2nd, and Mon-Sat timetable is now available online. Awaiting Sunday service confirmation.

Network Rail drop in event held last Saturday, and further ones scheduled for May 22/23.

Official opening celebrations due to be announced as soon as possible, but political events at Holyrood had delayed that announcement. Watch this space.

In meantime, focus on the local events coming together, and these have received good coverage in the local press/radio as info about them is now available.

Sat 25<sup>th</sup> - Levenmouth Spring Clean

Sun 26<sup>th</sup> - Levenmouth Link N Dip

Tue 28<sup>th</sup> - LMRC's 109<sup>th</sup> meeting

Thu 30<sup>th</sup> - Railway Celebration Garden Party at Festival Gardens (Care homes)

Fri 31<sup>st</sup> - Fife Council Primary Schools event at Savoy Park. Over 400 pupils to attend, and K107FM linking up with us to create audio history project to capture kids' opinions as part of the rail link

Fri to Sun will have fairground along the Prom, and Sunday June 2<sup>nd</sup> itself will have entertainment and stalls in the High Street.

Ongoing work revolves around:

- completion of Leven and Cameron Bridge stations and car parks, which are well on course for June 2nd. Time capsules to be buried at end of this week or next.
- work on active travel network around both stations. Roadworks obviously been a nightmare, but bulk of Cameron Bridge roadworks due to finish on May 3<sup>rd</sup> which should ease things hopefully.
- new footbridges at Methilhill, Duniface and Mountfleurie being created (*SINCE MEETING: obviously now a delay with Methilhill which means bridge won't be in until autumn, but alternative route being looked at, and Duniface will be done before rail opening. No timescale on Mountfleurie as yet but that will be a while yet.*)
- new and improved bus services serving all parts of Levenmouth. £1.75m from Levenmouth Reconnected Programme being used to pay for that for three years initially, and awaiting confirmation of operators etc before we can market the services properly. Hopes that at least some of the services will be in place for June 3<sup>rd</sup>.

Action Points	Owner
Get Discovery Trails into draft form for testing	Matt
Test, feedback and support Discovery Trails production	LTA members
Putting Green operations	LTA committee
Station the Waverley Expo	LTA & community members
Officially open the Railway!	TBC 😊 maybe Taylor Swift?

### Next meetings -

Monday 17<sup>th</sup> June 10:00-11:30 – LTA Meeting at BASE, Leven

Monday 24<sup>th</sup> June 18:30-20:00 – Levenmouth Tourism & Business Networking Event at Truth Nightclub, Leven