



**LEVENMOUTH**  
LEVENMOUTH TOURISM ASSOCIATION

**Levenmouth Tourism Association Meeting Minutes**

**Monday 2nd September 2024**

**Levenmouth Swimming Pool**

**Attendees**

Priya Logan Largo Communities Together  
Cuddy Cudworth – Fife Dippers  
Mary Connor – Levenmouth Foodbank  
Geoff Proudlock – Silverburn Park  
David - Visit Scotland  
Linn Williamson – Fife Tourism Partnership  
Chloe – Fife Tourism Partnership Intern  
Michael Morris – LLTA Chair, MSL Amusements  
Rebecca Moncrieff – LLTA Treasurer, KHEE Home  
Matt Pointon – LLTA Project Manager  
Cllr Eugene Clarke – Fife Council  
Craig Smith - Fife Council (Communications)  
Dave Paterson - Fife Council (Communities Manager)  
Robbie Blyth – Fife Coast and Countryside Trust  
Steven Adair - No.56 Wine and Tapas Bar  
Morag – Silverburn Park  
Michelle – Cairns B&B  
Sharon - Fife Sports and Leisure Trust  
Ewan Brown – LLTA Vice Chair, Base, Truth  
Elzbieta - A Cherry On Top

**Apologies**

Scott Harwood – Collier’s Coffee Roasters  
Douglas Couper-Fleming – LLTA Secretary, East Coast Eclectic  
Robert Graham - FFTC  
Cllr Ken Caldwell  
Jan Kerr - Homelands  
Jimmy Simpson - LCT

## Minutes

1. Welcome and Introduction - MM  
Round table intros
2. Apologies
3. [Minutes from previous meeting agreed](#)
4. Project Updates – **Matt**
  - **Discovery Trails**
    - o Finally real, approaching end
    - o 100 users have accessed the trails so far, with no marketing yet undertaken
    - o Matt will be asking David and Linn how to get most out of trails
    - o What 3 Words locations added to all points of trails
    - o Kennoway not yet included due to active travel routes not yet being complete
    - o Any more feedback on the trails to be sent to Matt
    - o Voice recordings to be redone once complete
    - o Craig Smith suggests launching pre October holidays. Linn suggests that would tie in to Outdoor Activity Week (end Sept)
    - o Geoffrey Proudlock asks if signage is in place. Matt explains there's not, the live map in the browser provides guidance in the absence of signage. Geoffrey asks if there's anything at the station. Matt says no and has been in talks with Phil Clarke.

**ACTION** - look into digital advertising opportunities at the train station? Or in Fife Councils land within car park? Bus Station screen being managed by WTF. Content could be added there through Linn. Should be going live end Sept. Can include Putting Green too. Cuddy can promote through tiktok too.

**ACTION** - tell local schools about them ahead of Oct hols. Plus Scouts, Beavers, Aid Cadets etc...

- **Landmark Project**

Proposed a year ago, been in development and working with partners including IGLU, CTH etc. Cost £80k. LRP funding applied for, 75% of costs, application accepted. £20k match funding being applied for from Heritage fund.

Linn from FTP says confused as to how different it is from existing signage. Matt explains monolith/art sculpture element is key, alongside engagement and information. Signage will tie in with Discovery Trails, FCCT etc. Won't duplicate content that already exists.

Geoff asked if local artists are going to be involved. Matt explains yes they can be but we can't pay for it. Matt has selected locations based on foot fall, but they can be changed if required. Steven Adair supports and thinks the project should be progressed. Geoffrey suggests we understand ongoing costs/ownership.

Skatepark funded by LRP

Sea Wall & Promenade - Dave Paterson updated that FC are looking for a consultant to

look at full stretch of work needed. No idea of cost as of yet. Round 1 of looking for contractor didn't identify an appropriate partner. Round 2 underway. Dave to let us know what date we're working to for appointing a contractor. Geoffrey suggests looking at another council as they've just had significant work undertaken.

- **Project manager post**

Matt updated that Dec 4th post comes to an end and will not be the project manager any longer. Matt has asked that people use him as much as they can over the next 3 months and he will support where he can. He's proud of what he's achieved and has enjoyed his time with the LLTA. Thanks to Brian, Dave and to the council. As well as the LLTA committee and wider team. Michael thanks Matt for an outstanding job, all very proud and the work undertaken has set us on the right footing. Matt has been a huge part of all that has happened in Leven over the last 14 months. Eugene asks for further conversation regarding the post. Mary thanks on behalf of the charity sector. Foodbank especially.

## **5. Prom Putting Green Sub Committee Discussion**

- Huge success so far.
- Sponsorship opportunities available if anyone wants to support
- Volunteers needed for open and close - Mary, Michael and Cuddy all offer to help.
- Update for outdoor cinema event given 0 funded through Fife Climate Action Trust. Two screenings taking place on Sunday 29th September. More details to be shared soon.
- ACTION - share detail of sponsorship opportunities - RM  
Eugene suggested Billy Bain from FC might be able to help with Outdoor Cinema

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

- Bus station screen for end of Month
- Love Fife Spots - tourist information points at other venues. Methil Heritage and Libraries will host z cards and 'bible'. Largo community library and Hub to be considered. Linn has already spoken to Brian but will pick it up again.
- El Spanggard is our new member of the team replacing Rosalyn who will be looking at our sustainability policy among other things
- Levenmouth Campaign Results – [CLICK HERE FOR RESULTS](#)
- All campaign objectives were met and exceeded
- Paid social ad campaign delivered exceptional results and was a very cost-effective way to promote Levenmouth to a targeted audience in Scotland
- Influencer activity produced inspirational content that attracted a high level of engagement online
- The Scotsman delivered a huge number of social posts (60) to promote the campaign video and online article and delivered 5,300 reels played and 425 minutes of video played
- The Scotsman also dedicated the front cover of their Travel Supplement to Levenmouth in addition to a DPS article
- Final stats on paid social to be sent through shortly
- Results will be shared on our website, and you will be able to view the full campaign results there

- LoveFife Spots will be rolled out over the next few months, final preparations are now being put in place with information being prepared for venues and training being delivered
- [Outdoor Activity Week 28th Sept –6th Oct](#)
- Food and Drink Week March 8th-16th 2025
- Fife Business Week – [Showcase events](#)
- Oasis Mini Campaign for accommodation in Fife
- New [events calendar](#) for businesses added to website to enable business to quickly look at upcoming strategic events in Fife \ across Scotland and any training \ meetings for business
- Women's Open was a great success visitor numbers TBC no news on Men's Open as yet
- STL Update – there are about 500 applications still to be approved from the main batch last September. Further updates will follow shortly. Amendments to legislation have been made by Scottish Gov and again news on this will follow as to what it will mean in terms of process shortly.
- Business Efficiency Grants – Around £380,000 allocated to projects across Fife ranging from £1500 projects to £20K. 7 Business supported across the Levenmouth area with a total of 38 business supported across the region in the tourism grant. Additional businesses have been supported through Town Centre and Ec Dev teams.

### **Upcoming Activity**

Travel Trade focus over the next few months

Fam visits for travel trade and for media

Content creation

### **7. Treasurer report**

Balance as of 2/9/24 £3774.81

Includes £2000 cash from putting green donations

And £500 grant received from Fife Climate Action

2 invoices pending

Postie money

### **8. Updates from members**

**Silverburn** from Geoffrey. Scottish Govt FUnDing Grant approved for eco pod. Will be in place for Easter 25, accessible with shower. Fife Fest this weekend. Scot Rail have done a marketing video at the park. Craft Day on 27th Oct. Fife Climate Festival wood whittling 4th Oct. Christmas Fair 15th Dec

14/15th Sept Doors Open Day/Flax Fest

Cottage Garden Window Cafe open 6 days a week now

Funding for accessible eco pod to be in place by Easter next year.

Fife fest this weekend. [Tickets still available.](#)

[Scott Rail promotional video on our Facebook page.](#)

[Flax Fest - Doors open day - 14/15 September- see website for details](#)

[Wood Whittling - 4th October](#)

[Fife climate Fest - 5th October](#)

[Craft day - 27 October](#)

[Christmas Fair - 15 December](#)

Eugene – Letham Glen - Centenary meeting 25th Sept at 7pm at Balmaise. All going well. Old pond water works being fixed by Spring 25. Official reopening/rededicating with Jim Leishman. Mother of Hercules the bear (keeper) been tracked down and will be involved in events. Kids fun days in the planning, as well as music events.

[Matt - Postie Patch Up this weekend. Open studio at 63 High St, Sat 10-4. Artist in place. Public welcome. Can anyone support for a couple of hours? With crowd management.](#)

Beyond The Tracks photo project, book to go in to time capsule. Will be a digital PDF for people to access free.

Eugene - David Spaven 'How Levenmouth got its rail back' book has been released. It's available from LMRC if anyone would like to buy a copy. Ross Bennett (ross.bennett@levenmouth.co.uk)

Michael Morris - Communtiy Council are planning Leven Christmas Light Switch On, it will take place at the end of November

Cuddy - Leven Fringe coming next year. Pre fringe comedy gigs in Levenmouth. Opportunity for comedians to test material ahead of performing at the Fringe. Micheal Morris suggested stretching it to Largo and Kennoway venues too.

Big Dip again next year, £4k raised for Megans Space. 461 people dipped.

Robbie - busy summer, strain on teams from toilets to lifeguards. Team spreading the love to Levenmouth. 2 vehicles stuck on beach. Lifeguards on 7 beaches in Scotland, 5 in Fife!!! Robbie to discuss litter at PromFest - potential for a sealed skip next year. Increased activity with the Polish community and consulate has been really positive.

#### **Next meeting -**

**Monday 4th November – Crusoe Hotel, Lower Largo - 4pm**  
**Drinks after meeting as Matt's last meeting in PM post.**

**Station car park availability note to be added to agenda email.**

#### **Action Points**

Share detail of sponsorship opportunities (outdoor cinema)	Rebecca
Look into digital advertising opportunities at the train station?	Matt
Tell local schools about them ahead of Oct hols. Plus Scouts, Beavers, Aid Cadets etc...	Matt