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## DRAFT

### Levenmouth Tourism Association Meeting Minutes

Monday 17<sup>th</sup> June 2024

Base, Leven

#### Attendees

Michael Morris (MSL Amusements)	Robbie (Fife Coast & Countryside Trust)	Vicki Davidson (Local Hairdresser)	Scott Harwood (Colliers)
Cllr Eugene Clarke (Fife Council)	Craig Smith (Fife Council)	David Keen (Visit Scotland)	Sam Dick (DYW)
Shelly (Cairns)	Jan Kerr (Homelands Centre)	Rebecca Moncrieff (KHEE Homewares)	Michelle Conolley (Cairns)
Carol Cape (Cairns)	Morag Dawson (Silverburn)	Matt Pointon (LTA)	Ewan Brown (Truth, Base)
Ayshea Morris (Beachcomber Cafe)	Geoffery Proudlock (Silverburn)	Douglas Couper-Fleming (East Coast Eclectic)	Linn Williamson (Welcome to Fife)

#### Apologies

Steven Adair (No. 56)	Nancy Schollin (Jenna May's)	Andy Duff (The Aurrie, LCT)
Jimmy (LCT)	Cllr Ken Caldwell	Jill Todd (Blacketyside)
Hannah Swanson (SEPA)	Fiona Stenke (Fife Heritage Buildings)	Priya Logan (LCT)

#### Minutes

1. Welcome and agenda conducted by chair (MM)
2. Minutes from previous meeting agreed

### 3. Treasurers report -

Treasurer absent from meeting. Matt provided the bank balance - £2126.20. Current committed spend of £378 for Simplicity Marketing and bill for upcoming mixer at Truth on 24/06.

### 4. Levenmouth Action Plan - Matt

#### **Railway Opening Weekend**

- Railway Usage - Matt has requested statistics from Network Rail on passenger numbers. This information is currently embargoed and will be shared with the LTA when allowed.
- Z Cards - approx 1200 handed out on the official first passenger day. The group were reminded to contact Rebecca at KHEE as and when they require more Z cards. Group also made aware that they can collect Z cards at our upcoming mixer.
- Community Council Railway Opening Weekend Events - Matt noted a positive social media response to all the events over the weekend and one business noted their trading was 3x that of a normal day. The group celebrated the success of these events and noted that the addition of the second route phase next year provides us with an opportunity to have similar events. The Aurie & Silverburn estate reported railway visitors on the day which showcased visitors were travelling further afield on foot from the railway station in Leven town centre. It was also noted that the Dunfermline circuit rail link due for summer of 2025 is likely to be winter of 2025 - this is due to Network Rail awaiting the electrification of some rolling stock in Glasgow which will free up diesel rolling stock to accommodate our new rail link via Dunfermline.

#### **Discovery Trails**

- An open discussion about the trails with the group was had. Matt stressed the importance of feedback on the specific trails that are live on our website and directly asked for volunteers. Geoff and Morag advised they would review the 'Silverburn Loop' trail. Ewan, Douglas and Rebecca advised they would review the 'Letham Glen' trail. Michael advised he would review the 'Crusoes Footsteps' trail. The remaining trails still require volunteers to review and bring suggestions to Matt and the committee.
- There was a general discussion about making the trails more child friendly. It was suggested we incorporate child friendly activities into the trail - Matt to explore and create.
- Linn from Welcome to Fife highlighted that the content of some of the trails was directional and lacked heritage and social stories - Matt recognised this and pledged to add more to each trail.
- It was also mentioned that Fife Council had launched Treasure Trails - this is separate to our discovery trails and will only last for a period of 4 weeks.

#### **Z Cards**

- Group reminded again where to collect and who to contact for more Z cards.
- FCCT suggested Z cards would be a great interaction point for their wardens and traffic staff. The group agreed and Linn from Welcome To Fife agreed to facilitate Robbie with our and East Neuk Z cards.
- Linn gave an insight into the information point project that Welcome to Fife is developing as a result of the upcoming closures of VisitScotland's iCentres. She advised the St Andrews information

point is currently on hold due to awaiting a logo. Linn gave a run down of some existing information points they were helping develop and welcomed any members who wished to have an information centre to come forward for their support. Methil Heritage Centre expressed an interest in having one.

## **Social Media**

- Matt brought forward a call to help with our social media strategy. LLTA is looking for specific help with marketing campaigns and content creation. We had an open discussion about how to focus our social media efforts going forward. It was agreed that Facebook, Instagram and TikTok hold the most value. It was agreed that posts in the evening usually get most traction. It was also agreed that we can lessen our time spent using scheduled posts, AI support and content shared with us by members of the public and members of the LLTA.

We reminded the team to use the hashtag #welcometolevenmouth to allow us to do this and to encourage their end users to do the same.

## **5. Putting Green - Ewan**

- It was agreed that a sub committee was to be formed for the PG. Any LLTA member interested in joining this should contact Ewan directly as he will be the chair of this sub committee.

- Ewan advised the room that we had our lease ready to be signed for the PG active from July 1st. He witnessed both Douglas Couper-Fleming and Michael Morris signing this.

- Robbie from FCCT highlighted that it was important for the association to keep an eye on the impact of bin usage now that there will be more people using the bins at the beach front. FCCT are responsible for emptying these. We agreed we will review if necessary and are willing to have our own contracted bin if required.

- There was a discussion led by Ewan on the proposal of use - he advised that the aim was to have a 9 hole putting green space (maintained by Leven Links) with an events space in front of the hut - separated by fencing. Dog owners would still be available to freely use the space but signs and gates were to be added to remind people to pick up after their dogs and to respect the space.

It was suggested we have a doggy station with poo bags and information.

- A discussion was held around how we would use the event space. Vicki highlighted she had a new business venture and would be keen to host a Mexican food truck on the land. It was suggested that we were a little early to commit to/explore ideas at the moment but the best course of action was to join the sub committee and we would host further talks.

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

- Linn confirmed the 'Kingdom - where it all begins' campaign to continue. Linn advised that the campaign had been a great success so far and this is the first time they have been able to track generated income for businesses using partnerships with Expedia etc - campaign generated £341k worth of business.

- Linn thanked everyone that helped support Welcome to Fife at the expo at Waverley station and that WtF will continue the Levenmouth campaign.

- Linn advised WtF were working with the staff at Leven Bus Station and using some unused space at the station to market the '95' bus route from Leven to the East Neuk.

- Linn introduced the association to Outdoor Activity Week (28th Sept - 5th Oct) - she encouraged businesses to contact her for support on this and that she would be providing the association with more information.

#### 6. AOB

- Postie - the group was reminded that Postie's new funding strategy was to support a local charity or community cause every 6 months. Initially, Postie will support the Levenmouth Foodbank. There will be a sign affixed to him that will direct readers to our website where they can donate directly to this cause. This charity/community cause will be reviewed every 6 months and the next review will be at our November meeting.

- Mixer - attendees were reminded to RSVP to our mixer invitation if they hadn't already done so, were welcomed to bring along any marketing material and to send Rebecca at KHEE their logo to be present on our welcome slideshow.

- Promfest - group reminded that Promfest runs on 10th and 11th of August (organised by the Community Council).

- Silverburn representatives reminded the group that the Silverburn festival was on at the weekend and they were launching their beach wheelchairs.

- FCCT (Robbie) gave an update on the east end of the prom improvements and how these were widely well received. Robbie from FCCT had an interactive discussion with the group about paid parking vs the current honesty box for campervans. He advised the honesty box was the preferred option as the wider benefits to local businesses of this outweighed the cost of having a paid meter. FCCT also suggested they hope to take over the maintenance of the east end of the prom from the council and hopefully introduce chemical waste disposal - this would then hopefully draw more campervans to the area.

- Methil Heritage Centre (R-J) advised they were hosting a series of events - free provision and refreshments - and were in the final stages of their marketing material creation. The association advised that once these were created we would happily share on our socials and via direct email to our mailing listing. Linn from Welcome to Fife advised the events can also be added to the WtF website.

**Next meeting -**

**Monday 2<sup>nd</sup> September – Levenmouth Swimming Pool**