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Levenmouth Tourism Association AGM \ General Meeting Minutes

Monday 4th March 2024, 1pm

Caledonian Hotel, Leven

Attendees

Michael Morris (MSL Amusements)	Sharon Adair	Mary Bradford (Singers)	Scott Harwood (Colliers)
Mark Crichton (Cycling)	Craig Smith (FC Comms)	James Sinclair (Visit Scotland)	Leigh Rollo (Silver Dollar)
Cuddy Cudworth (Fife Dippers)	Jan Kerr (Homelands Centre)	Rebecca Moncrieff (KHEE Homewares)	Michelle Conolley (Cairns)
Carol Cape (Cairns)	Dougie Saunders (Silverburn)	Matt Pointon (LTA)	Ewan Brown (Truth, Base)
Mary Connor (Foodbank)	Brian Robertson Fern (Online)	Douglas Couper-Fleming (Online)	Linn Williamson (Welcome to Fife)
Tom Couper (Online)			

Apologies

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

Minutes

1. Welcome and Introductions
2. AGM – Linn Williamson ran this part of the meeting

3. Minutes from previous AGM – Agreed by the group

4. Chairs Report – Michael Morris

- Michael highlighted the great work that has been achieved over the last year by the group to develop Levenmouth as a destination.
- He thanked Matt for his work as project manager as he has been key in moving projects forward. He also thanked Welcome to Fife and all the Levenmouth businesses for coming along and supporting the group
- He also highlighted the good work Sue achieved in her tenure as chair over the last few years. Her vision put the group on a good track to get projects started
- One of the key highlights of the year was the group and community working together to bring Postie the Scottie Dog back to the prom. Well done to everyone involved and special thanks to Rebecca for organising
- Created Heritage Partnership to develop the trails. Community members and stakeholders have come together to develop routes, stories and highlight local heritage
- River Park work - giving the voice of tourism to the project
- Rail celebrations in the community and area
- Represented at Greener Kirkcaldy staycation event at Fife College discussion with students
- Scoto conference attended
- Attended Welcome to Fife Conference
- Developed website and social media presence

5. Treasurer's Report – Rebecca Moncrieff

- Michael, Ewan and Rebecca are now signatories on the bank account and invoices have now started to be paid
- £9193.83 currently in the bank account, most accounted for with the ongoing projects.

6. Constitution Changes – Linn Williamson

- As the Fife Tourism Partnership rebranded there needs to be a slight change in the groups constitution to highlight this. Any mention of Fife Tourism Partnership needs to change to Welcome to Fife. This is the only change to be made. Updated constitution will be sent out with the minutes. Should anyone have any questions or require a copy in the future please contact Welcome to Fife.
- Michael proposed the change and Ewan Seconded the change

7. Group Funding

- The LTA receive £1000 yearly admin fee from Welcome to Fife for general expenses including printing, events etc
- The group also have the opportunity to apply for £4000 project funding on a yearly basis. This has to be a one year stand alone project. Fund application opens April, application deadline 31st October with all projects completed by March with project report.

8. Office Bearer Positions – Linn Williamson

- Chair – Michael Morris nominated himself and Rebecca Moncrieff Seconded

- Treasurer – Rebecca Moncrieff nominated herself and Ewan Brown seconded.
- Secretary – Doug nominated himself and Jan Kerr Seconded
- Vice Chair – Michael nominated Ewan Brown and Leigh Rollo seconded
- Group Committee – As with other LTA groups in Fife it is proposed that the general committee will be made up of regular attendees to the group. All at the meeting agreed this was the best way forward for the Levenmouth Tourism Association
- Linn thanked office bearers for coming forward. Anyone who has any queries please do not hesitate to contact her



General Meeting – Michel Morris Chaired this part of the meeting

1. Levenmouth Action Plan - Matt

- Heritage trails are progressing. Matt showed the group the current look and feel of the website which Simplicity Marketing have been working on. Jan raised that it needs to be clear how accessible the trails are. Matt also suggested that the name is changed from heritage trails to something else as they are not all heritage based. Poll to be sent out with the minutes. It should be noted that the monolith signs will highlight the trails as Adventure trails
- Leigh updated the group on the design for the Heritage trails. She has tweaked the design slightly and added it to a google pin style which the group agreed looked good. It should be remembered that this logo is for the trails only
- Leigh also has a list of photography to be carried out for the area which will help with the design of the Z cards. Images can then be added to the Welcome to Fife google drive for sharing and use by businesses
- Z Card – Funding for this will be sought through Welcome to Fife in April. In the meantime, content is being pulled together so that the project can get started ASAP
- Events - Community events. Scotrail and Network rail working on the main opening event still TBC. Anyone looking to add an event or run a promotion to highlight the opening are encouraged to add to [Welcome to Fife events section](#). They will add a special events sub section for the opening to highlight everything. Community Council have been asked to add a fun fair to the prom and co-ordinate stalls and music for the high street. Michael is working with community council on this now
- LRF Large Grants funding. Expressions of interest submitted for the following potential projects
 - Heritage interpretation boards, which will be made by the community trade hub in collaboration with IGLU architecture. This project is for around £80,000. Full application now being submitted

- Levenmouth Activity Centre – a cycling and watersports facility built at Methil Dock No. 3. EOI for £400k submitted and full application has been requested. In development.
- Video Series for Levenmouth featuring Cammy Barnes - £15,000
- Rail Ready Campaign needs worked on as it has not been as successful as envisaged. Matt will work with partners on this. Businesses are encouraged to get involved as there are FREE opportunities available to them. It is also important that we bring the community with us on the journey
- Question asked about interpretation boards on the high street – Matt advised these are being considered as part of the wider signage strategy being worked on by Fife Council

2. Welcome to Fife Update

- Welcome to Levenmouth Marketing Campaign now launched with toolkit available for businesses to access content including videos, images and press content. There is further content to follow. Jan highlighted that accessible tourism wasn't highlight in the content, Linn advised that there is further content specifically around accessible tourism coming in the next financial year
 - [Welcome to Levenmouth Marketing Campaign Toolkit - Welcome to Fife For Industry](#)
- Monolith Signs for Leven station and at the Bus Station are being worked on with the Heritage Railway, Adventure trails and Silverburn all mentioned along with others. The QR code will link to the Levenmouth section of the Welcome to Fife website. Linn highlighted the importance of having a [FREE listing on Welcome to Fife](#) to ensure you are seen by visitors
- [Tourism and Town Centre SME grant now available](#) for businesses to apply. Deadline for first round of applications is end of April. Businesses advised to submit notes of interest ASAP
- [Fife Tourism Conference on the 27th Feb with 174 people registered to come along. Great feedback from those in attendance. Slides from guest speakers can be found on the website](#)
- Fife Food and Drink Week takes place from the 9th-17th March [business toolkit available](#). Over 50 businesses now taking part with events, special offers and lunches of products
- The team are looking at projects for 2024/25 for all areas however Levenmouth marketing campaigns etc will continue
- Welcome to Fife are working with Scotrail on marketing campaigns. It is intended that there will be promotion at Waverley station in the month leading up to the opening to advertise the area. Scotrail and Network Rail are still to advise on their campaigns. VisitScotland are working with Welcome to Fife on content. Doug asked if there was an opportunity expand marketing to Glasgow stations. Glasgow and wider Scotland marketing will be picked up through Welcome to Fife marketing campaigns.

3. VisitScotland – James Sinclair

- James will ask the VS Marketing team to come along to the next meeting to update on their activity
- Regards Events – VisitScotland has now moved over to Data Thistle <https://www.datathistle.com/>. So submitting an Event to The VisitScotland site also ensures much wider coverage (it used to be just The List but that appears to have evolved further).

- Link to add an event listing: [Add a new event listing | Data Thistle](#)
- There have been some big changes within the VisitScotland Quality Assurance Scheme. As the Scheme is retiring in March 2025 we are unable to accept new members. Although membership of the Quality Assurance scheme is no longer an option, VisitScotland are continuing to offer an Advisory Quality Consultation Call with one of our Quality and Tourism Advisors. This is free of charge and would be an opportunity for to discuss bespoke advice tailored to businesses on how to meet and exceed the expectations of visitors. This is a popular service and is an existing tool that many businesses have used to help inform their development plans and staff training content. To take advantage of this businesses should contact customer.services@visitscotland.com **which will set call appointments up.**
- Businesses that don't currently have a free business web listing can request one: [Promote Your Tourism Business on Visitscotland.com | VisitScotland.org](#)
- Accommodation providers should ensure they are familiar with the recent Short Term Let licence legislation which may affect such businesses. Further information can be found [Short Term Lets Legislation Changes in Scotland | VisitScotland.org](#)

4. Member update

- Community Council meeting Tuesday 5th Scooniehill bowling club all welcome
- Postie (Scottie Dog) Scott has created 3D versions which can be purchased and given to schools to decorate and perhaps form a trail. The statues will cost £12.50 per dog. The LTA will look into how these could be funded for each school and engage with businesses to create a trail. Matt to follow up
- The Collective at Pratis Barn will take place on the 27th April wellbeing event

Next meeting -

Monday 29th April – The Aurrie, Lower Largo, 15:00