



Heartlands
of Fife



Heartlands of Fife – LTA Meeting

Monday 3rd June

Michael Woods Sports & Leisure Centre, Glenrothes

Present:

Cllr Alistair Cameron, Callum Spence, George Proudfoot, Helen Stevenon, Gordon Dixon, Ian, Shiela, Linn, David Keen, Cllr Backhouse

Apologies:

Martin and Raymond Dunnikier Park Golf Club, Wendy Barrie, Cllr Linda Erskine, Sharron McCormick

1. Chairs welcome and introduction. Thanks were passed to Sharron at FSLT for hosting.
2. The minutes from the last LTA meeting on Monday 6th March at Kirkcaldy Galleries were approved.

3. Update on Previous Meetings Action Points:

- a. Banner Poles - No update from Andrew Walker, awaiting the poles to be put in place, wrong bases were ordered for the poles, they are waiting to go in place. It was discussed at the meeting that the Heartlands LTA will now pull away from this project due to FC failing to meet the agreed deadline. This free's up £8,500 of funding to be used elsewhere.
- b. Influencer Visit - Add in On the Road again link, Linn to pull analytics from socials, any businesses looking to be involved again in the future happy to link in with Zoe. Send analytics through to Callum
- c. Friends of Lochore - 4 planters £556.00 logo / QR code to be added to the planters
- d. Z Cards - 2 boxes left. Re-print, and small changes to be made, email to be sent around businesses to find out what stock is remaining. Any updates for

the Z cards to be sent through by mid July so changes can be made and card can be sent to re-print. [CLICK HERE FOR CURRENT VERSION](#)

- e. In the footsteps - Meeting has with Welcome to Fife. Gillian is working on marketing campaign. It was decided to focus on 3 main points, Aberdour, Lochore and Markinch to see what the uptake is like rather than spreading too thin across all sites.

4. Welcome to Fife Update:

- a. Rosalyn now left and Interviews take place on Monday for replacement
- b. Figures are now out with an 18% increase in tourism, full details will be released over the next few weeks
- c. Kingdom Where it All Begins Campaign results - [Welcome to Fife celebrates success of biggest UK marketing campaign to date boosting visitors to the region - Welcome to Fife For Industry](#)
 - i. Campaign highlights and results:
 1. Biggest marketing campaign to date, promoting the Kingdom of Fife to an audience of over 8 million.
 2. Inspired over 46,000 potential visitors to visit [welcometofife.com](#) to find out more.
 3. Created quality content that was viewed by over 40,000 potential visitors.
 4. Online travel agent activity delivered over £341,000 gross bookings as a direct result of the campaign.
 5. Produced inspirational online and social content that over 42,000 users actively engaged with via likes, comments, shares and saves.
 6. National Geographic reported the Fife feature was one of their best performing articles ever.
 7. The campaign demonstrates the commitment Welcome to Fife has for the tourism industry in the region. Although 2022 proved to be a strong year following the pandemic with almost 6 million visitor days and nights spent in Fife, along with a hotel room occupancy rate 12% higher than the Scottish rate, Welcome to Fife are tenacious in their continued efforts to build the tourism economy for those businesses and employees in the area that are tourism focused.
 8. Delicious Magazine Article supported by Welcome to Fife.
- d. WtF will be working with Stagecoach and our transportation services to highlight the 95 bus route with additional signage going up in Leven bus station and bus stops over next few weeks. WtF are also working on a bigger

project with all bus stations to highlight Welcome to Fife in each area using QR code links to each LTA area. Also opportunity to roll out marketing across their new timetables.

- e. Short Term Let – Team continue to work through applications, 9th June is the deadline for Women's Open, so far we have only had a few notes of interest. Learnings taken by the team from the process from comments from owners. Thank you
- f. LoveFife Spots:
 - i. We are looking at branding again and so all major print activity is on hold but once we have a confirmed logo the information will be ready to be rolled out
 - ii. Spots identified so far DCLG, Kirkcaldy Galleries, Falkland Palace, Fluthers Car Park, Crail Museum, St Andrews TBC, bus stations.
 - iii. Grant funding applications are being worked on at the moment with letters to be sent out shortly regarding status
- g. Outdoor Activity week 28th Sept – 5th October, outdoor activity businesses invited to take part and other businesses invited to promote.
- h. VisitScotland - 2023 survey out the end of the month. Fife is looking good

5. Financial Report:

- a. No outgoings since previous meeting.
- b. Grant Funding Application deadline = 31st October. Agreed that the design of new Z Cards and reprint will be considered.

6. Date for next meeting:

- a. Monday 2nd September at Cluny Activities, 2.30-4.30pm.