



# Minutes of Meeting

**Organisation:** St Andrews Local Tourism Association (LTA)

**Date:** Thursday 23<sup>rd</sup> April 2026

**Time:** 09:30 – 11:05

**Location:** St Andrews Town Hall

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## 1. Attendance

### Board Members

- **Chair:** Wendy Cormack – St Andrews Shuttle (Present)
- **Secretary:** Yasmine Smith – Scotsman Group (Present)
- **Treasurer:** Rory Fyfe – Kinkell Byre (Present)
- **Vice Chair:** Charlotte Wood – Fairmont (Present)

### Member Attendees

Andrew Rowley (St Andrews University); Chloe Milne (Fisher & Donaldson); Christine Randall-Klee (St Andrews Links Trust); Eilidh Jack (Royal Mile Whiskies); Ross (Royal Mile Whiskies); Elise Methven (Cambo House); Fiona McLeod (Fife College); Gregor Bisset (Welcome to Fife); Jane Ann Liston (Local Councillor); Kate Butler (Scottish Seaside Saunas); Katie Smith (Johnstons of Elgin); Kelly Driscoll (Premier Stays Fife) Kerry Watson (St Andrews University); Linn Williamson (Fife Council); Margaret Lees (Friends of Craigtoun); Ruairi Mitchell (HAAR); Jenny Hunter (HAAR); Sandy Mitchell (Tourism IMP);

### Apologies

Claire Pattullo (21KR B&B); David Keen (Visit Scotland); Gordon Jenkins (St Andrews Shuttle); Viv Collie;

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## 2. Approval of Previous Minutes

Minutes from **May 2025** and **January 2026** were approved. **Proposed:** Rory Fyfe **Seconded:** Charlotte Wood

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### 3. Welcome and Update from January Meeting

The Chair welcomed attendees and provided a summary of key developments from the January meeting:

- Increased collaboration with **BID St Andrews**
  - Development of the **Code of Conduct & Membership Agreement**
  - Formation of the **Winter Festival Committee**
  - Strengthening relationships with **local partners**
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### 4. Financial Update (Treasurer)

Rory provided an overview of the LTA financial position:

- Estimated bank balance: **£5,700**
  - Additional **£400** admin fee due
  - No transactions made since last update
  - LTA is eligible to apply in **July** for an additional **£4,000** to support new tourism projects
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### 5. Code of Conduct & Membership Agreement

The Chair presented an overview of the new Code of Conduct and Membership Agreement:

- Approved by the Committee on **29 March 2026**
- Implementation will take place over the coming months
- Documents set out:
  - Shared expectations
  - Respectful and productive meetings
  - Accurate membership records
- No changes to the constitution
- Membership ensures businesses receive all LTA communications

## Motions

- **Motion One:**
    - **Proposer:** Margaret (Craigtoun)
    - **Secunder:** Lisa (Zest Café)
  - **Motion Two:**
    - **Proposer:** Chloe (Fisher & Donaldson)
    - **Secunder:** Margaret (Craigtoun)
  - **Action:** Members to submit contact details to the Chair/Secretary.
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## 6. Winter Events Program Update

The Winter Events Subcommittee provided an update.

### Subcommittee Members

- Chloe – Fisher & Donaldson
- Elise – Cambo House
- Kate – Scottish Saunas
- Cathy – St Andrews University

### Key Points

- Focus on **quick wins** to engage the local community and attract wider footfall
  - Georgia (BID St Andrews) will support coordination
  - Input from local businesses will be essential
  - Members invited to share ideas and feedback as planning progresses
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## 7. Introductions

The Chair welcomed attendees and introduced Gregor Bissett (Welcome to Fife); Margaret Lees (Friends of Craigtoun); Eilidh Jack (Dormant Distillery Company); Fiona McLeod (Fife College).

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## 8. Welcome to Fife Update (Gregor Bissett)

Gregor provided updates on regional tourism activity:

- Collaboration with **VisitScotland** underway for **The Open 2027**
  - No update on the **Visitor Levy** due to current elections
  - Record **20 Fife businesses** attended VisitScotland Connect
  - Tay Country Tourism Conference update
  - **Fife Food & Drink Week (March 2025)**: feedback requested; link to be reshared
  - Destination marketing campaign being refreshed
  - Upcoming **Fife Events Strategy**:
    - Over **500 events** annually
    - Majority in summer and NE Fife
    - Exploring support, sponsorship, and volunteer networks
  - Members encouraged to update their **Welcome to Fife** profiles
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## 8. Friends of Craigtoun Park – Update (Margaret Lees)

Margaret provided an overview of Craigtoun Park's activities:

- Charity structure and funding model
  - Free access, seasonal attractions, educational programs, tours, and events
  - Upcoming events: *Art in the Park*, *History in the Park*, *Food Festival*, seasonal activities
  - New additions planned to strengthen Craigtoun's profile
  - Strong need for volunteers (team of four staff)
  - Fundraising opportunities: **Firewalk** and **Kiltwalk**
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## 9. Dormant Distillery Company – Update (Eilidh Jack)

- Introduction to the company and new **Royal Mile Whisky** outlet on Market Street
  - Independent Scottish whisky merchant operating in retail and online
  - Plans to bring events to St Andrews:
    - Private tastings
    - Collaborations with local businesses
    - Activities in the new outlet
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## 10. Fife College – Update (Fiona McLeod)

- Overview of the **Hospitality Skills Project**
  - **Hospitality Grant** available (up to **£5,000** per business)
  - Eligible areas: Angus, Dundee, NE Fife, Perth & Kinross
  - Grant can support training, recruitment, and business development
  - Fiona encouraged businesses to reach out for support
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## 11. Any Other Business

- Councillor Jane Anne Liston asked whether members are tracking visitor travel methods (public transport, cars, etc.)
  - Discussion held on whether marketing St Andrews as a **city** could impact footfall
  - Information to be shared on **unpaid carer programs** seeking community support
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## 12. Date of Next Meeting

To be confirmed. Approval of both the previous and current minutes will be included as agenda items.

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**Meeting closed:** 11:05

**Note:** Approval of current meeting minutes will be included as agenda items at the next meeting.

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## 13. Actions Summary (Updated)

### Carried Forward from 15 January

| <b>Ref</b> | <b>Action</b>   | <b>Responsibility</b>        | <b>Deadline</b>       | <b>Status</b> |
|------------|---|------------------------------|-----------------------|---------------|
| <b>A1</b>  | Submit attendee contact details for LTA database  | All members                  | As soon as possible   | Open          |
| <b>A2</b>  | Circulate Welcome to Fife marketing toolkit and council information links                     | Welcome to Fife              | Next meeting          | Complete      |
| <b>A3</b>  | Consider and develop training/education approach for St Andrews tourism hubs                  | Welcome to Fife              | Next meeting          | Open          |
| <b>A4</b>  | Submit proposals outlining how organisations can contribute to a coordinated winter programme | All members                  | Prior to next meeting | Open          |
| <b>A5</b>  | Explore appointment of a consultant to develop a coordinated winter events plan               | Chair (LTA) & BID St Andrews | Next meeting          | Open          |
| <b>A6</b>  | Include approval of previous and current minutes as agenda items                              | Secretary                    | Next meeting          | Open          |

### New AGM Actions (23 April 2026)

| <b>Ref</b> | <b>Action</b>   | <b>Responsibility</b> | <b>Deadline</b>     | <b>Status</b> |
|------------|---|-----------------------|---------------------|---------------|
| <b>A7</b>  | Members to provide feedback and ideas for Winter Events Programme | All members           | Ongoing             | Ongoing       |
| <b>A8</b>  | Reshare Fife Food & Drink Week feedback link                      | Welcome to Fife       | Next meeting        | Open          |
| <b>A9</b>  | Members to update Welcome to Fife profiles                        | All members           | As soon as possible | Ongoing       |
| <b>A10</b> | Share information on unpaid carer programmes with members         | Chair / Secretary     | Next meeting        | Open          |

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## 14. Standing Actions Log

The Actions Summary above will act as the standing Actions Log and will be carried forward to each meeting. Progress updates will be recorded against the Status column and referenced within agenda items.

### Status Key

- **Open** – Action not yet completed; still required
  - **Ongoing** – Action in progress and continuing across meetings
  - **Complete** – Action fully delivered
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### Signed:

Wendy Cormack

Chair, St Andrews Local Tourism Association