



North Fife Local Tourism Association AGM Minutes

Wednesday 11th January 2023

1B WestPort Cupar

Attendees

Moira Henderson	Chair.	The Rings/Ring Farm
Andrew Thomson.	Vice Chair	Backhouse of Rossie
Ian Greig.	Treasurer.	New hill Farm Cottages
Kirstin Uhlenbrock.		Starfish Travel
Sarah Rice.		The Scottish Deer Centre
Craig Cameron.		Teasses Estates
Simon Johnston.		Bowbridge Alpacas
Hilary Roberts .		Fife Council
Leanne Stephen		Stay in Cupar
Shiela Page.		Open Studios
Shena Porteous.		Blue Badge Scottish Tourist Guide.

Apologies from Audrey Peebles, Linn Williamson

Chair's Report - Moira Henderson MBE

The Chair welcomes everyone and wished them a Happy New Year.

Since the last AGM in November 2019, we have changed the name from Cupar and North Fife Local Tourism, to "Visit North Fife".

Hilary Roberts was welcomed as Fife Council Lead Tourism Officer. Linn Williamson is also new to the team and it is hoped Fife Council will make her temporary post a permanent role. Rosalyn Watson has also been with us for a year now and is involved with bringing forward Sustainable Tourism and Accessible Tourism.

Events organised by Fife Council such as information Days out that the team have organised have been very informative and valuable for information gathering and networking. Fife is ahead of the game and it is thanks to the Tourism team we have at Fife Council. It should be minuted that we were sorry to see the early retriial of Sandra Mondadori-Stewart who held the reigns for a short time after Ann Camus moved on.

It was recognised that businesses have survived unprecedented times and sorry for those who didn't make it! We were encouraged by the innovative ways that business adapted to survive.

We were able to meet at Cairnie Fruit farm in March 2022 and hear about the newly developed website for our area. Thanks was given to the team who gave of their own time and expertise to negotiate with Flint River and then go onto develop the website.

We have challenging days ahead with the economic uncertainty. Accommodation providers have Short Term Let Licensing to negotiate. Thankfully through the advice offered by Hilary who had heard our concerns she was able to present them to Fife Council Housing Department and we have not had some of the restrictions implemented that other regions have.

Members were encouraged to share their thoughts and aspirations for our industry with the LTA committee for the LTA to best represent your businesses when attending meetings such as the LTA Chairs meetings or the Fife Tourism Partnership which currently Moira Chairs. We can be influencers and they need to bring their thoughts and ideas to us.

Networking and sharing is one of the most valuable benefits that can be gleaned from your involvement with the LTA.

The value of communication was highlighted and that the Agritourism groups used WhatsApp very successfully and this should be considered for this LTA.

We have a lot to offer in our area.

It was highlighted that we all need each other and to make use of the free services offered by Fife Council.

All members were encouraged to make sure your business is listed and up to date. We need to continue to work together to offer a complete package of accommodation, services, food and things to do, for customers visiting our area, we are in fact keeping the spend in our area. This benefits the local economy as well as our businesses.

The minutes of the last AGM in November 2019 were approved by Andrew Thomson and seconded by Sheena Porteous.

Office bearers and committee stepped down and were re-elected. They were proposed by Leanne Stephen and seconded by Sheena Porteous.

Visit North Fife – Finance Report - Treasurer Ian Greig

As the last AGM was in November 2019 (pre-covid) when we reviewed the 2018/19 accounts I am going to review three years of accounts:

1/7/2019 – 30/6/2020

No grant income received due to phasing of payments. The advertising & Marketing spend of £711 related to the networking event at Lindores Abbey Distillery in Feb 2020 – good timing in hindsight. We used EQ Accountants to audit the accounts at a cost of £300/annum. The only other significant spend was the storage unit in Kirkcaldy at £12.50/M where we stored our Visit North Fife brochures.

1/7/2020 – 30/6/2021

We received a £1,500 grant from Fife Council as well as successfully received a grant of £4,000 to upgrade our website and move our brochure into the virtual space, whilst improving the presence and visibility of key attractions in North Fife as part of that. The only expense was for the storage facility in Kirkcaldy which we exited in March 2021.

1/7/2021 – 30/6/2022

After the prolonged period of lockdown and Covid restrictions impacting on the tourism industry in North Fife (and obviously wider afield) we entered a more active period of activity as we started to invest the various funds we had been awarded in prior years. The main spend was £2,100 with FlintRiver (see Andrews update for details of this activity), £490 of website development undertaken by Kirstin as well as £173 distribution drive with Direct Distribution to place the remaining Visit North Fife brochures in key tourism areas as the Tourists start to return to Fife. Finally we have changed accountants to Henderson Black who billed us £264 for two years of accounts.

Overall Visit North Fife Bank Account is healthy with £8,140 in it as of today's date. A further £4,000 is expected shortly in a grant from Fife Council for the production of Z cards. The LTA has funds and is ready to make further investments in attracting tourists and visitors to the North Fife area.

AOCB

Andrew Thomson asked about Insurance for the LTA. It is believed we do not require cover.