



North Fife Local Tourism Association Minutes

Wednesday 7th June, 2pm

The Rings Farm

Attendees

Moira Henderson	Linn Williamson	Andrew Thomson	Simon Johnston
Sarah Rice	Liana		

Apologies

Cat Peattie (NTS)	James Huang	Shena Porteous	Cllr Kennedy
Bill Pagan	Ian Greig	Dave Jones-Lofting	Etsuko I Ruffle
MJ	Duncan Tay Spirits	Kirstin	Chloe Milne

Minutes

- 1. Moira welcomed everyone along and minutes from previous meeting agreed**
- 2. Update on Previous Meeting Action Points discussed during meeting**
- 3. Agenda Item – Z Card (Linn Williamson)**
 - Very first draft with holder text and images has been created and shared with the group. Linn advised this is very much a starting point and feedback now is critical to ensure the process moves forward
 - Additional information to be added to some sections, golf section to be reduced down in size
 - Group asked to look at all the areas in the North Fife region and come back to Linn with comments on which map key icons should be added where.
 - Any images or written content to be shared with Linn
 - First comments and information back to Linn by Friday 16th June to allow progression to version 2
 - As a branding exercise will take place for FTP and Welcome to Fife over the next few months it is felt creating a logo at this time for North Fife isn't required

- The Z card has been designed to have a similar look and feel as the Welcome to Fife website and to sit as a suite of Z cards across Fife. Andrew raised that perhaps the North Fife website should be adapted in the future to have a similar look and feel

4. Agenda Item – Website (Andrew Thomson)

- Euan has been busy updating the information required
- Linn to speak to Euan to see how the Welcome to Fife website and North Fife website can link better together

5. Fife Tourism Partnership update

- Please see appendix below for full update from Linn
- Moira also advised that the LTA chairs will now be sitting as part of the FTP board
- There will also be a bit of a re-branding exercise over the next few months to merge Welcome to Fife and FTP as one brand. It is still to be decided how the LTA's will fall into this branding.
- Hilary is busy working on the new Fife Tourism Strategy which will go to committee in September

6. LTA Grant Funding Application

- This needs to be applied for by the 31st October 2023 and spent by the 31st March 2024
- If the group decide there isn't a relevant project to be carried out then then money will be used to promote the North Fife area through Welcome to Fife
- The group felt that creating video content for the area over the summer months would be beneficial. Linn to re-send application form to apply for funding ASAP

7. Accounts – Ian Grieg update sent

- See Appendix for recent bank statement.
- Payment made to Nicola Stewart from Mint Modern for start of the Z card with a further 50% to be paid in competition £1,435
- Print costs of the Z cards will be around £3000 for 10,000
- Total currently in account £11,268.54

8. Round Table Updates

Deer Centre – Sarah

- Busy time of year with the school holidays coming up. Trying to ensure parking isn't an issue especially over busy periods
- Are continuing with pay what you can which has been successful
- New soft play opening this week (7th June)
- New Golden Eagle and calves have arrived

Stay in Cupar – Liana

- Future bookings are looking good
- Bookings are more last minute than they ever have been before

- Did have an issue with one group of guests anti social behaviour however as Liana has a good relationship with the neighbours she was able to sort out the problem. It does however raises concerns for STL Licences as property owners can't be held responsible for anti-social guests

The Rings Farm – Moira

- Bookings are good for over the summer however there are 2 weeks free in July due to a cancellation
- Continuing to offer camping this year under permitted development. Moira advised that farms can allow camping for up to 28 days per year with 5 pitches for tents and campervans up to a VW camper size no bigger so this would not include motorhomes. So long as you provide toilet facilities you are able to do this under permitted development.
- Andrew has been sending some wedding guests to Moira and is interested in finding out more about the permitted development as this may assist him during the wedding season
- The group thought it might help if a tool kit was produced to explain how this permitted development could work for landowners – Linn to speak to Hilary
- Moira also advised the Ceres community were unhappy with their plan for community run toilets as didn't want multiple motorhomes turning up. Moira will continue to work with Robbie Blyth from FCCT on finding a solution

Bowbridge Alpacas – Simon Johnston

- Business looking good over the summer with lots of bookings and events booked in
- Simons neighbours (Hawkswood Estate) have put in for planning permission to develop the estate with accommodation for over 100 bed nights. Local community meeting was had where concerns were raised about access and where the estate will find the additional staff to run the site including housekeepers etc

Backhouse Rossie – Andrew Thomson

- Wedding season going well – see above note re camping \ accommodation for guests
- Daffodil festival was another great success with good press coverage in RHS magazine
- New brown sign seems to be working well and people are able to find the gardens far easier

- **Any Other Business**

- Liana has raised with Cllr Kennedy regarding bus parking which she has been asked about by clients. There are no bus parking facilities available in Cupar. Drivers bringing golfers to St Andrews like to stay in Cupar however have no safe secure parking for their bus with clubs on board. Cllr Kennedy has already raised this with Hilary Roberts and Transportation and will look to resolve the issue. Liana suggested that perhaps the Train Station carpark might be a good option to look at

- **Future meeting dates**

- Wednesday 20th September – Time and Venue TBC – Social Evening?
- Wednesday 22nd November – Time and Venue TBC
- Wednesday 24th January 2024 – Time and Venue TBC - AGM

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Z Card – Icon points and content	June 23	All
North Fife Website speak to Euan	July 23	LW
Permitted camping toolkit		LW \ HR \ MH

Appendix 1 – Fife Tourism Partnership Update – Linn Williamson

- Who are our visitors survey is now complete with a webinar held on the 20th April. Full report is available on our website – [CLICK HERE](#)
- Open Golf Economic Impact report is now available [online](#)
- Our STEAM figures for 2022 have just been released and there will be further information available on this in the coming weeks
- Hilary is working on the new Tourism Strategy
- Travel Trade – VisitScotland Connect took place from the 16th April and was a great success. Eight businesses across Fife took part in Fam visits before and after the event. Businesses also attended the event to speak with buyers. This is something Linn and Karen will be working further on this year with opportunities for businesses to get involved and hopefully go to VisitScotland Connect 2024.
- Business Gateway – Funding available for businesses to attend trade shows (VisitScotland Connect if they wish for example), net zero transition, agriculture diversification and various aspects of training and up skilling. [Further information available via BG](#)
- Digital Boost support is available to businesses. This is one-two-one support for businesses looking to develop websites or may need a little assistance with social media. [Further information available from BG](#)
- [Short Term Let](#) – Businesses are encouraged to apply as soon as they can to avoid any delay later in the year. If you have any questions please check out the FAQ document which is regularly updated, or please feel free to email the team who can assist.
- [Sustainable Tourism](#) – Rosalyn continues to lead on this project, businesses are invited to attend to find out more. The group are looking into forming a strategy and toolkits to help businesses
- New Welcome to Fife competition is now live. Any businesses looking to get involved in future competition promotion please get in touch with Karen Christie. Current comp is Levenmouth focused.
- LTA funding for 2023/24 – Deadline for application is now the 31st October with money and project to be completed by March 2024
- Welcome to Fife QR code continues to be rolled out and is now on boards on 11 toilets across Fife. Further roll out will continue
- Businesses reminded to sign up to FTP newsletter
- Businesses reminded to check or add a Free business listing to [Welcome to Fife](#) any issues with this please do not hesitate to contact Linn
- Tourism Skills group – Various partners are looking for businesses to get involved in projects including mentorship, guarantee interviews (no guaranteed job), and work placements. The Old Course Hotel run a great initiative with local schools and it would be great if other businesses could do something similar. If you are interested in getting involved please contact Hilary or Linn for further information.

- Tourism networking event planned for 7th June 2023 4.30pm, Kings Theatre Kirkcaldy with guest speaker to be announced.
- Influencer campaign for Dunfermline has been really successful. We will have all content and analytics available over the next few months. Thank you to all the businesses who took part. We will be looking to do further influencer campaigns across Fife, if you would like your businesses to be involved please let us know.
- Tourism St Andrews ran a Trade Fair event with over 40 people coming along and 30 businesses highlighting their businesses. This worked really well and may be something we look to do Fife wide next year
- Heartlands of Fife and North Fife are developing their Z cards with Nicola Stewart from Mint Modern and both are ensuring there is a similar look. These will be ready to hand out by June / July. Slightly delayed due to original Vector Files not being available.
- East Neuk are developing new interpretation boards for Anstruther.
- Levenmouth are currently working on new content for their website which will also link into Welcome to Fife for the opening of the new railway. They have a new project manager starting on the 5th June who will be in post for the next year to help pull the tourism project together.

Appendix 2 – Bank Statement Image

 BANK OF SCOTLAND		05 June 2023	Page 1 of 1		
Cupar Local Tourism Association NEWHILL FARMHOUSE AUCHTERMUCHTY CUPAR FIFE KY14 7HS		Your Account Sort Code  Account Number 			
TREASURERS ACCOUNT		01 May 2023 to 31 May 2023			
Money In	£0.00	Balance on 01 May 2023	£12,703.54		
Money Out	£1,435.00	Balance on 31 May 2023	£11,268.54		
Your Transactions					
Date	Description	Type	Money In (£)	Money Out (£)	Balance (£)
30 May 23	NICOLA STEWART 300000001142734276 INVOICE	FPO		1,435.00	11,268.54