



## North Fife Tourism Association Minutes

20<sup>th</sup> March 2024

Backhouse Rosie

### Attendees

Andrew Thomson	Simon Johnson	Moira Henderson	Craig Cameron
Linn Williamson	Dave Jones-Lofting	Euan Brunton	Liana Steven
Sarah Rice	Duncan Weaver	Ian Sloan	

### Apologies

Evelyn Hardie	Bill Pagan	Ninian Stewart	Ian Grieg
Etsuko	Simon	Ian Coupland	CLlr Kennedy

### Minutes

1. **Minutes from previous meeting agreed / amended if necessary**
  - a. [Minutes from previous meeting](#) agreed no amendments
  - b. Please note due to technical difficulties the below minutes are a brief summary of the meeting. If you attended the meeting and have anything you would like to add please forward on.
2. **Update on Previous Meeting Action Points**
  - Euan Brunton from flint river gave a presentation over website developments
  - [Visit North Fife – Local Tourist Association](#)
3. **Welcome to Fife Update**
  - Tourism Conference update
  - Grant Funding applications
  - VisitScotland Connect
  - Marketing Campaign for 2024/25
  - LTA Grant Funding
  - LoveFife Information points

### Press and Marketing

[Falkland named on of the best areas in UK to live in Sunday Times 2024 guide \(fifetoday.co.uk\)](#)

### **VisitScotland Update**

Events Link

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](mailto: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](#)

Just to let you know the Ferry-Port-on-Craig Community Fund is pursuing planning permission for 2 replacement heritage signs as you drive in from both St Michaels or Newport and also 2 new signs at either coastal path entry. We are doing this on behalf of the community council and will present them with the finished panels and rely on them to get grant finance for the oak frames.

#### **4. 2024/25 LTA Project Grant**

- a. Discussion around potential projects for this years funding.
  - i. Content creation for website and area
  - ii. Look into ways of highlighting bus routes, EV chargers and dial a ride

#### **5. Financial Report**

**6. Any Other Business**

**Date of Next Meeting**

**TBC**