



## North Fife Tourism Association Minutes

Monday 21<sup>st</sup> October 2024, 2pm

Backhouse Rossie

### Attendees

Dave Jones Lofting	David Keen	Sarar Rice	Craig Cameron
Cally Nurse	Reilly Fife Voluntary Action	Andrew Thomson	Liana Stephens
Ian Sloan	Janet Hughes	Richard Tough	Peter McTearnan
Mark Kelly	Moira Henderson	Linn Williamson	

### Apologies

Ian Grieg	Shena Porteous	Bill Pagan	Cllr Margaret Kenndy
Cat Pettie	Simon Baldwin	Duncan Weaver	Ian Mathers

### Minutes

1. Minutes from previous meeting - Changes made no P in Thomson and Dave Jones Lofting name amended. Minutes then approved.
  - [North Fife - Welcome to Fife For Industry](#)
2. **Apologies as above** – Linn noted that Duncan Weaver Fife Pilgrim Pastor has accepted a new position at a parish in Perth. Duncan has done an amazing job in his time on the Fife Pilgrim Way and it is hoped that a new Pilgrim Pastor will be appointed in due course.
3. **Action Points – Andrew Thomson**
  - Website update, analytic feedback to be provided. Businesses can now own their own page and encourage businesses to add a listing.
  - [Visit North Fife – Local Tourist Association](#)

#### 4. CAMpRA – Dave Jones-Lofting

- There has been a growth in the ownership and use of campervans and motorhomes in the UK; there is an opportunity for Fife Business or communities to benefit from this. The Campaign for Real Aires (CAMpRA) is a relative new group that is campaigning UK wide for the provision of suitable stopovers (or Aires) for campervans and motorhomes; thru the relevant legislation CAMpRA's Rally Group is an approved organisation that can certify suitable sites.
- CAMpRA aids properties or landowners to set up stopover facilities for people visiting the area. The certification is for a site with the maximum 5 pitches; as this certification often doesn't require planning permission (notification to the relevant planning department is complete by CAMpRA on your behalf) As campervans and motorhomes 'self-contained' the requirements for the provision of facilities are less than other camping organisations. There are currently there are around 70 stopover spaces available across Fife; mainly managed by the FCCT – there is an opportunity for businesses to make extra money from your land \ carpark. If you cannot off a stop-over site then there is the possibility to offer black and grey waste empty for a charge (such as provide at the Larrick Centre & Loch Ore Meadows). More info at: <https://campra.org.uk> or speak to Dave Jones-Lofting
- After checking with planning colleagues Linn advises that it is important to check with the planning team at Fife Council to ensure planning permission is not required on a case-by-case basis. Legally you can operate for up to 28 days without planning permission, but planning may be required after that period.
- Discussion around toilet waste facilities and lack of facilities
  - Larick Centre have a chemical waste point and charge a small fee to empty waste

#### 5. Z cards - Re-Print and changes to be made. Share print costs

- [WTF NorthFife Zcard 297x420 PRINT V3.indd](#)
- Decision to be made on print costs and any changes required on the Z card
- Central Print Unit
  - 5000 = £1754
  - 10000 = £2135
  - 20000 = £2900
- Nicola has managed to get the following print costs from another printer
  - x5000 £1595
  - X10,000 £1970
  - X20,000 £2795

#### 6. LTA Grant Project 2024/25

- Group discussion was had and no additional projects which haven't already been done were identified. Welcome to Fife will look to do marketing activity around the North Fife area.

## 7. Welcome to Fife

- Visitor Levy - This is being looked at within Fife Council. No details are available as yet, however businesses will have the opportunity to share their thoughts and opinions on the Levy.
  - [Local visitor levy - Tourism and events - gov.scot](#)
- STL – Short Term Let. The team have managed to get through all of the applications from October 2023 with the vast majority of licenses now issued. The team will now look into making the process easier for people to apply in the future. Businesses are reminded that they should have their license number listed on ALL website listings including Welcome to Fife. Failure to do so may result in your listing being removed.
  - [How to Guide - Update your Welcome to Fife Business Listing - Welcome to Fife For Industry](#)
- [Travel Trade](#) - Welcome to Fife are working with Tay Country partners on developing travel trade and we are really starting to see some fantastic results. In particular Teasses Estate and Lindores. Both had done amazingly well over the last year and we look to work with and support further businesses going forward. We ran a fam trip in late September with North Fife businesses including Lindores and Bowbridge Alpacas. Agents loved the trip and we are already seeing results from the trip. We are now looking at how we can support businesses to attend VisitScotland Connect25. Any businesses looking to discover more about travel trade are encouraged to get in touch with Linn.
- [LoveFife](#) - With the closure of the VisitScotland I.Centre coming up in January Welcome to Fife will be working with colleagues at OnFife, St Andrews Uni and the R&A among other organisations to roll out LoveFife tourist information points. In no way will they be able to provide as much information as the I.Centre staff currently do however it is intended that it will be easier for the staff in locations to assist visitors.
- [Showcase](#) – Fife Business week 4<sup>th</sup> Nov – 8<sup>th</sup> Nov. Three tourism showcase events, businesses encouraged to sign up to come along and showcase \ network.

## 8. Accounts - Approved

## 9. Other Business

- Networking evening - End of November, Sarah to confirm a date, curry and drinks, to be arranged by LTA, £5 attendance fee with remaining costs to be paid by LTA.
- [NEFCA project](#) - 18th November event at The Old Course. Mark highlight the working being undertaken in partnership with Fife Council employability team, DYW, the Education Department and local businesses. Waid Academy, Bellbaxter and Madras High Schools are developing hospitality and tourism hubs to allow pupils in the schools who may not have easy access to further education the opportunity to develop hospitality and tourism skills and qualifications within the school. Businesses are encouraged to take part in and support the project to highlight the skills they are looking for from young people to join the world of work.
- VisitScotland - **VisitScotland update – David Keen see below for full update**
- Future meeting dates - **AGM will January, March meeting TBC**

## 10. Round Table Updates

- Respatiality - Looking for businesses to donate experiences to provide to carers and their family. Time away R&R - send link and email
  - [www.fva.org](http://www.fva.org)
  - [reilly@fva.org](mailto:reilly@fva.org)
- Open Studios North Fife – Have received strategic events funding for 2025 event. Looking for additional support in terms of marketing. Linn will connect with Cally to assist through Welcome to Fife. Moira raised to highlight accessibility across events and venues.
- The Rings - Very busy, working with Charlie's House charity. Small care home then moving in for 2 months. Moira working to highlight accessibility, event planned
  - [ACCESSIBLE AND INCLUSIVE AGRITOURISM - Welcome to Fife For Industry](#)
- Cupar Development trust - working with businesses and homeowners to help with roof repairs. Cupar community cinema re-launched. Lady Whynd improvements with Fife council work will begin shortly. Looking to work with Scottish Water to add a Top up tap. Ferguson Square, large Argos store, plans are in place. Watts building has been sold, no further information on who to.
- Janet - STL awaiting this to be approved (fire seem to be the issue). Carrying out workshops and working with other local businesses to highlight options for weaving, etc. Looking for a building to highlight weaving across Fife.
- Sarah Rice - Very busy summer and October holidays. Fright nights and Christmas grotto coming up. Biggest issue staffing with young people not wanting to work or not showing up for work. On the whole positive summer

- Craig Cameron - Teasses Estate. Travel Trade market has really grown massively. Attended connect 24, attended London event aimed at high-end North American market. Now selling Laird and Lady's days. Already have enquiries in the diary. New highland Bull with heifers to be able to breed.
- Richard Tayport Community Trust - Business costs rising, and staffing are an issue. Campsite very busy. Having the right team is important to allow the centre to work and make money.
- Dave Jones Lofting - Finalists in the Scottish Thistle Awards, now [AccessAble](#), easy process to do a lot of which you will already have available in your business. Green Tourism award achieved, Fife sustainability group re-started [Sustainable Tourism - Welcome to Fife For Industry](#)
- Liana - Licenses now all approved. Busy with regular guests, contract work and visiting homes. Pay as you please in Feb to give back to Dundee Careers
- Peter - STL opened in Feb, occupancy has been good since opening. Bookings have a very short lead in time. 60% Occ, and full over the summer. Mixture of both UK and non-UK visitors targeting walkers and cyclists.
- Backhouse - Last wedding of the year just complete. STLs now through. Cafe closed for the season but had a good season. Daffodil festival 13th and 14th April 2025.
- Ian Mathers Tayport CC – Not at the meeting but update submitted. I can advise you however that we have planning permission for a new road sign at either entrance to Tayport as well as a sign at either coastal path entrance. The coastal path signs will be double sided to illustrate both the heritage trail layout and also how in 1831 Scotsraig estate also included Maryport as well which was named after the Lairds wife and also has 3 streets named after his sons.(now part of Newport). The construction of the signs will begin shortly and will reflect the 3 main oak signs of the heritage trail. If anybody requires brochures for the heritage trail you can give them my email contact.

#### Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Social event to be organised	Nov 24	AT \ SR

Date of Next Meeting

## VisitScotland Update

- Vikki Miller will begin as [new VisitScotland CEO](#) on the 1<sup>st</sup> October – [Malcolm Roughead is retiring](#) this week after more than 20 years with VisitScotland, firstly as Director of Marketing before being appointed Chief Executive in 2010; [Paul Bush has also retired](#) from the organisation from his role as Director of Events.
- Three new directorates have been created:
  - Marketing and Digital – this directorate will take forward the successful development and delivery of the marketing and digital strategy for the organisation, including its implementation in all markets. [Jill Walker has recently been announced](#) as new Director, joining from the Scottish Government.
  - Industry and Events – this directorate will see the combination of [industry and events](#), aimed at strengthening our offering and drive forward further integration across tourism and events. This directorate has a strong focus on collaboration and partnership working, and developing and maintaining strategic relationships with a wide range of partners. Its main aim is to ensure that tourism and events is seen as an important and valuable industry for Scotland we're best placed to deliver the ambitions of Scotland's National Events Strategy 2024 - 2035, and support delivery of the national tourism strategy, Scotland Outlook 2030. Rob Dickson, formerly Director of Industry and Destination Development, has moved to the new role of Director of Industry and Events.
  - Strategy and Competitive Intelligence – this directorate will focus on the development of a strategic insight and competitive intelligence programme to support Scotland's tourism and events industry with a focus on sustainable economic growth. [Cat Leaver has been appointed](#) to the role from her position as Head of Brand and Global Marketing at VisitScotland.
- Changes to how VisitScotland is providing information:
  - As part of VisitScotland's strategy to grow the visitor economy, plans were announced in March on changed to how information would be provided to visitors – this included the [gradual closure of VisitScotland's network of iCentres](#). St Andrews iCentre will close at the end of January 2025. This change has been influenced following significant changes to the way people plan their holidays, with more visitors using online resources and travel specialists to plan and book all aspects of their trips, including accommodation and activities, before they arrive at their destination. Responding to this shift in consumer behaviour, we'll invest our expertise and resources into a digital-first strategy to increase Scotland's share of global travel. This will see us targeting the channels we know visitors use to maximise reach and influence, ensuring Scotland is a "must visit, must return" destination. It will also support attracting visitors throughout the year and across Scotland, promoting lesser-known destinations.
  - VisitScotland is managing a transition period as the [Quality Assurance scheme is retired](#) and a new free-to-access business advice programme is established. The Quality Assurance scheme is closed to new entrants though [advice is available on delivering a quality visitor experience](#) across the tourism sector, such as self-catering, food tourism and visitor attractions, to name but a few. The organisation is [seeking feedback to influence VisitScotland's industry site](#), aimed at tailoring content to better address the needs of tourism businesses in Scotland. The new Business

Support Hub will launch in the new year and will provide a dedicated digital platform where tourism and events businesses can access free sector-specific advice, resources and opportunities to help them operate and grow their business in a sustainable way.

- Latest Insights:
  - The International Passenger Survey 2023 (IPS) demonstrated that [international travel to Scotland continued its strong recovery](#) from the COVID-19 pandemic. Visit numbers, nights spent and visitor spending all surpassed the levels seen in both 2019 and 2022 – Scotland was the only UK nation to surpass 2019 levels. International visitors made a total of 4 million visits to Scotland, stayed for 34.4 million nights and spent £3.593 billion. Visits were up 23% compared to 2022 and 15% compared to 2019. The number of nights went up by 20% from 2022 and 25% from 2019. Visitor spending increased in nominal terms by 13% compared to 2022 and by 41% compared to 2019.
  - The Great Britain Tourism Survey (GBTS) is a national consumer survey that measures the volume and value of domestic overnight tourism trips taken by residents of Great Britain. The [findings from the 2023 GBTS](#) found that Great Britain residents took 12.4 million overnight trips in Scotland with 35.4 million nights and £3.2 billion spent overall. When compared with 2022, volume of domestic trips and nights and value of spend was lower in 2023. 12.4m overnight trips in Scotland made by GB residents (down 8% on 2022), 35.4m nights were spent in Scotland by GB residents (down 9% on 2022), £3.2bn was spent by GB residents (down 4% on 2022) and £259 was the average spend by GB resident per trip
  - The Scotland Visitor Survey 2023 is part of [regional tourism research and insight](#) across Scotland. [Research and insight for Fife](#) found there were 610,000 overnight tourism visits to the Kingdom and a total overnight tourism spend of £338 million. The average spend of an overnight visitor in 2023 was £555. The [Scotland Visitor Survey 2023 – Fife factsheet](#) provides more detailed information on visitors to Fife, highlighting that 65% of visitors were domestic, over 80% of visitors were repeat visitors and visitors stayed on average for 10 nights within Scotland, including 4.1 nights in Fife. Almost 85% of surveyed visitors were older independents or of retirement age and visited Fife for reasons including: the scenery and landscape, the history and culture, outdoor activities available, and visiting family or friends. Nearly 70% of visitors stayed in non-serviced accommodation, including 34% in self-catering/commercial non-serviced rentals. Visitors demonstrated satisfaction with attractions, food and drink experiences, and attractions and activities in Fife, with nearly 80% of respondents highly recommending Fife as a holiday or short-break destination.
- [UK visitor sentiment research](#) provides further insight into the reasoning behind choices and intentions of visitors to Scotland. As of July 2024, the cost-of-living crisis remains at the forefront of the public's minds. Around 7 in 10 have either been "hit hard" or are being "cautious and careful". This is a percentage that has barely shifted since first measured in June 2022. Likewise, "Rising cost of living" continues to be the leading barrier to taking a domestic trip. Within which, "accommodation" is the main individual cost barrier.
- Key and recurring trends:
  - VisitScotland commissioned Euromonitor International to highlight [consumer trends that will influence the Scottish tourism](#) and events industry from 2024 to 2027. The research identified three key travel trends for Scotland for 2024-2027: People with



- passion, Places and immersive experiences, and Power to change. People with passion focuses on an evolution towards a more connected travel experience that has authentic community engagement and tailored journeys. Places and immersive experiences highlights a global shift towards authentic travel, offering cultural connections and explorations – especially relevant to heritage and hidden gems. Power to change demonstrates the need for businesses to continue to adapt as new visitors increasingly show desire to access responsible and meaningful experiences.
- VisitScotland [published a paper on trends](#) the organisation feels will continue to offer opportunities to Scottish tourism businesses. The five key take outs from this work are the need to: align with transformational tourism, including a connection to community and meaningful travel; considering wellness centrally to brand and product development, not just an add on; promote the physical and mental benefits of short breaks and holidays; showcase sustainable practices and encourage visitors to make sustainable choices; and cater to all types of visitors.
  - Opportunities:
    - [Perthshire Talks Responsible Tourism](#) is a programme of webinars and events focused on a range of topics specifically tailored for tourism, events and hospitality businesses. In this new webinar series, the focus is on responsible tourism, exploring inclusive tourism and taking climate action, which are identified as opportunities within the Perth & Kinross Tourism Action Plan. These webinars are free to attend and not limited to businesses in Perthshire. The upcoming webinars and events in this series are as follows: 2<sup>nd</sup> October – accessibility information to promote your business; 23<sup>rd</sup> October – welcoming all customers – in-person at Perth Concert Hall and solely available to those who have attended a previous webinar; and on the 5<sup>th</sup> November – exploring different climate action themes.
    - Another webinar series, [New Tourism Experiences](#), will begin next week. This series is designed to support Scottish tourism experiences to build their digital skills, covering topics from boosting your bookings to working with Google Things To Do and the travel trade.
    - There are many other training opportunities, both online and in person, listed on [VisitScotland’s events training calendar](#) and delivered by appropriate industry experts.
  - [Arival Activate is a major event](#) for the travel experiences sector and will be coming to Edinburgh over two days in late-November. Arival events are regionally focused conferences designed to foster interactive learning, peer-to-peer sharing, and intimate networking opportunities and this is the first focuses solely on the Northern European market. Arival Activate taps into the latest insights, provides expertise, and offers networking opportunities with leading tour and attraction operators. Scottish tourism businesses can take advantage of a 20% discount.
  - There are also upcoming travel trade events which are listed on VisitScotland’s [travel trade events and exhibitions page](#). Working with travel trade can give tourism businesses a key route to market for sustainable growth.
  - VisitScotland is always on the look out for [new or exciting product which can feature in press releases](#), such as the “What’s new 2025”. This could range from new openings, tours, people, experiences, or trends – please send these stories to [travelpr@visitscotland.com](mailto:travelpr@visitscotland.com).

- Finally, [VisitScotland Connect](#), the flagship travel trade event designed to create opportunities for Scottish businesses to engage with and showcase their product offering to tour operators from across the world, is now open for registration. Connect will take place on the 9<sup>th</sup> and 10<sup>th</sup> of April next year, in-person at P&J Live in Aberdeen.