



North Fife Local Tourism Association Minutes

Thursday 30th March 2023

Kitschnbake, 3.30pm

Attendees

Moira Henderson	Simon Johnson	Andrew Johnson	Andrew Thomson
Cllr Margaret Kennedy	Liana Steven	Duncan Weaver	Kirstin Uhlenbrock
Evelyn Hardie	MJ	Laura	Chloe Milne

Apologies

Ian Grieg	Sarah Rice		

Minutes

2. Moira welcomed everyone to Kitschnbake and thanked MJ and Laura for hosting the meeting
3. Round table introductions from the group
4. Minutes from previous meeting agreed
5. **Website – Visitnorthfife.scot**
 - Euan Brunton web designer who created the website has been working to make sure the tube make is working and that businesses are linked to it.
 - Members asked to check listings are correct. Please remember listings do not automatically update from Welcome to Fife website as they are not linked in anyway
 - Linn to speak with Euan and Kirstin to ensure businesses are listed across both sites. Linn will highlight new business listings on Welcome to Fife to Kirstin where possible to get the businesses added
 - Analytics – Please see overview report attached to end of minutes
 - SEO and google adds discussed. Linn advised that it is better to work on updating the website with blog posts rather than investing in google adds at the moment. However google adds maybe looked at in the future. Blog posts can be created by

members or a content creator could be engaged with. Linn will follow up with FTP team to see what content they may have that could be shared for North Fife.

2. Z Folds – Project
 - As this is a new design a graphic designed needs to be engaged with. Linn is working with one in Heartlands area and suggests engaging with her Nicola Stewart [Mint Modern](#)
 - Group decided that an official logo isn't required especially as there may be a wider re-branding exercise taking place over the next year. A good quality image with Visit North Fife on the front would be suitable
 - Updated information from Heartlands Z card can be transferred across for consistency.
 - Icon design to be looked at with designer
 - Highlight the tube map categories across to Z fold
 - Tube map to be in the middle of the information page
 - Clear mapping on the other side
 - Chloe, Simon, MJ, Andrew, and Linn to arrange a meeting to pull the Z fold together
3. Cupar Now – Liana Steven
 - Cupar tourism Fam visit (7th March) small turn out of businesses however those who attended found the day very useful to discover the history and heritage of Cupar
4. Three Estates Cupar – Moira Henderson
 - Moira advised that Bill Pagan had informed her that money has been donated from a private source to do a scoping study to have an arts and heritage centre.
5. STL Update
 - Feedback from throughout Fife towards Fife Councils implantation of the licence has been good so far
 - The team working on STL are aware that there is a push across social media to wait until the last minute to apply for a licence however they would suggest applying before then to avoid delays in future years.
 - Marketing campaign from Scot Gov ongoing
 - Fife may hold another webinar in April \ May to go through the process. Group asked that any sessions are recorded to be able to view for those who may not be able to attend
 - FAQ document is continually being added to please check it out on the [Fife Council Short Term Lets pages](#) of Fife council website
 - Online system has been tested there are a couple of issues which have been fed back from testers and developers are working on fixes.
 - Linn to follow up with Andrew about his specific circumstances
6. FTP update
 - Linn's Contract has been made permanent
 - 109 businesses on FTP database to date
 - 23 Business engagements with additional to follow for March
 - FTP Tourism Strat is having an update. Hilary is working with FTP board to update the strategy at the moment

- Visitor analysis has been carried out to give us an idea of who are visitors are. A webinar session will be held on the 20th April to go through the findings book your place [HERE](#)
- VisitScotland and FTP MOA work for 2022/23
 - Times online feature available online and was in the travel magazine at the beginning of March
 - <https://view.ceros.com/news-uk/explore-fife-unmissable-highlights-visit-scotland/p/1>
 - Wanderlust article now online
 - <https://www.wanderlust.co.uk/discover/fife-scotland/content/fife-travel-guide/>
- Business encouraged to look at VS marketing Calander and tie themes in with them
- VisitScotland [Thistle Awards now open for nominations](#)
- VS Tourism Audit will be published in 2024
- Welcome to Fife Newsletter is going out every couple of months. Any business looking to feature please let Linn know.
- Welcome to Fife Competitions are also working very well with a waitlist of businesses looking to do a competition. Around 5000 entries per competition
- **Travel Trade** – Work continues with [Tay Country](#) businesses looking for advise on Travel trade please let us know
- [WorldHost Training](#) continue with events planned – Dates in April and May
- [Tourism Talks Webinars](#) – Who are our visitors, Youth Development inspiring the next generation
- **Tourism Skills group** – Meeting coming up on the 25th April. Any business looking to get involved please let Hilary or Linn know. The group will look at what business needs and wants are around training and opportunities. Linn also attended a Food, hospitality and tourism takeover day with the InvestFife team, Food from Fife, and Fife college to promote the industry to S2 pupils.
- **Sustainable tourism group** – Rosalyn working with businesses
 - Courses available on FTP
 - Any business looking to be involved in the group please contact Rosalyn Watson – Rosalyn.watson@fife.gov.uk
- **Accessible tourism group** – Met in January to pick up from project work in 2019. The group will be looking at Accessible tourism and accessible employment in the industry as well. Anyone looking to be involved in the group contact Linn -
- **LTA funding for 2023/24** - Project Grant deadline for 2023/24 will change from December to 31st October. This is to ensure projects are applied for with time to complete by the end of the financial year. Linn advised that the September meeting of the group should be where the project is decided on to ensure the application can be made by the LTA in time. A full report on 2022/23 grant funding project will also be required at this time
- Any upcoming events you may have coming up please add to [Welcome to Fife](#)
- QR Code roll out continues with 11 public toilets getting new signs added with QR code. Tent cards, postcards and leaflets also available. Please see [toolkit for further information](#)
- [Reminder to Sign up to newsletter for FTP](#) if you haven't already
- Reminder Add or update your [business listing on WtF](#)

7. Business Engagement

- Businesses asked how to get other businesses to come along and to engage with LTA and FTP. Networking events with guest speaker was a popular option. Simon raised if meetings would be online and the group advised it is not the way they would want to engage and they get more out of the meetings being in person.
- Having the meetings at varied times may also help to attract different businesses so may be an option for future meetings
- Businesses are happy to continue with meetings throughout the summer season as they busy all year round
- Andrew Johnson offered to host an event at the Folk Museum and Andrew Thomson offered to host an event at Backhouse Rossie. MJ has also offered to host meetings at Kitschbake
- Linn to work with Moira on future dates and ideas

8. Round Table Updates

- [Backhouse Rossie](#) Andrew Thomson - Wedding season started. Opening 2nd April for the season. Daffodil festival on 8th and 9th of April. Horticultural Group coming in the next few weeks to visit the garden. Andrew would like to understand more about Travel Trade Linn to arrange a visit and to speak to James VisitScotland.
- [Starfish Travel](#) Kirstin - Busy season starting. Just been awarded Silver Award for Green Tourism after doing some work with the Energy saving trust, Linn to advise Rosalyn for next FTP newsletter.
- [Kitschnbake](#) – MJ and Laura - Laura now the manager. Staffing continues to be an issue however new staff starting in the next couple of weeks. They may then look at extending operating hours. Café has continued to be busy over the winter period. People perhaps not going out for expensive meals but happy to come out for coffee cake / breakfast etc
- Fisher and Donaldson - Chloe – Business back to pre covid levels, and they are up for various bakery awards
- [Sandford cottage](#) - Evelyn - bookings slower than last year over the winter with guests leaving booking to the last minute. Easter onwards looking good for the summer and lots of repeat business. Oil prices going back down to 2021 levels which is helping with costs however energy costs continue to be high.
- Fife Pilgrim Way – Duncan Weaver – Duncan Started in November as the only Pilgrim pastor in the UK. He will have various walking events on over the summer, Linn to send Welcome to Fife information. Various groups are also booked in to do the walk. There is a lack of accommodation and general facilities including public toilets on the route and this needs to be looked at. There are some churches looking to be able to provide hostel style accommodation, they will however have to apply for STL licence. Linn advised speaking with Fife Council and tourism team to see how we can assist in moving projects forward.
- [Stay in Cupar](#) - Liana - Holiday lets busy. High energy costs are an issue however guests seem to not being very energy conscious. Liana would like to add solar panels however has been refused. Linn to pick up with Hilary to raise with Fife Council.
- [Folk museum](#) – Andrew Johnson - Opening 2nd April with Fire Exhibition. 19th April cafe will open. Building will be transferred to the charity after the collapse of the Cupar preservation trust
- [Bowbridge Alpacas](#) – Simon Johnson - Lots of marketing activity on socials. Busy summer ahead
- [The Rings Farm](#) - Moira - Edu shed now approved, Edu shed can be used by local community as well as guests. Camping will continue this year and will be applying for

formal application as there is a clear need for camping in the area. Lambing event went well with great feedback.

9. AOB
10. Treasurer Report – Ian was unable to attend the meeting however advised there was a healthy balance in the account for upcoming projects.
11. Future dates for June onwards to be re-looked at as a Tuesday isn't the best day for those attending.
 - Suggest 7th June
 - 20th September
 - 22nd November

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Linn to Speak to Euan to match up WtF listings with VisitNorthFife.scot		
Arrange sub meeting group to discuss Z Card Content	May 2023	LW
Any Welcome to Fife North fife content to be shared for website	June 2023	LW

