



North Fife Tourism Association AGM Agenda

General Meeting

Thursday 20th February 2025, 5.30pm

The Barley House at Lindores, KY14 6HU

Attendees

Andrew Thomson	Linn Williamson	Anna Black	Chloe Milne
Dave Jones-Lofting	Duncan (Tayport Distillery)	Ian Grieg	Shena Porteous
Claduia Noble-Pyott	Ian Sloan	Ninian Stuart	Carry Nurse (Open Studios)
Jimmy Hutchison (Newburgh)	Geenie (Newburgh Handloom Weavers)	Simon Johnson	Sarah Rice
Craig Cameron	Rachel Crawford		

Apologies

Liana Stephens	Moira C Henderson	Cllr Margaret Kennedy	
David Keen VisitScotland	Mairi-Jane Young The Wee Green Bar		

General meeting:

1. Z-Maps
2. Welcome to Fife Update
3. AOB
4. Round Table Update

1. Z Maps - AT

- a. We want to encourage people to take them
- b. Andrew will hold them at Backhouse Rossie for people to come and collect and will also bring them to the next meeting.

2. Welcome To Fife Update – LW – Full report below which we had a brief discussion over
Welcome to Fife LTA Update – January 2025

- Visitor Levy is being looked at for Fife.. This is at very early stages and a full consultation with businesses and local people will take place as part of the process. The best way to have your say is to check our website, newsletters and social media for updates and attend LTA meetings on a regular basis to avoid missing your opportunity to discuss
- STL – Committee Report regarding control areas. Officers advised not to implement control areas as they do not believe this will help the housing situation. However Cllrs did not agree and ask for amendments. The STL team will now look to pull together a process and return to committee in April for that to be agreed. Once agreed businesses and local communities will be able to engage in consultation. We would encourage all businesses to be involved in the consultation and highlight why they are important to your business \ area where applicable. The best way to have your say is to check our website, newsletters and social media for updates and attend LTA meetings on a regular basis to avoid missing your opportunity to discuss. After Fife wide consultation has taken place, the team will then report back to committee with results. If it is then decided to move forward in a specific area further consultation will then take place.
- The Open will return to St Andrews in 2027 11th-18th July. We would encourage businesses to start thinking now about opportunities . Travel Trade, offerings in your business. Remember STL applications will be due for renewal and visitor levy may also be in play around the same time, so it will be a busy year.
- [New Electronic Travel Authorisation](#) please ensure you are aware of the rules
- Welcome to Fife – The Kingdom Where it All begins marketing activity continues, with press articles, brand partnerships etc. National Geographic content in final proofing and will feature Glenrothes & Cowdenbeath public art.

- New content added to Fife Icons section of website, including Fife Pilgrim Way content, Inspire Me Reasons to visit featuring Riverside Park, new golf section being developed.
- Fife Art Trail has been developed and is now live and being promoted via newsquest. Glenrothes is a main feature but other artworks across The Heartlands and Fife are included. Further marketing to follow. [Fife Art Trail - Explore the Kingdom of Fife](#)
- Working with simplicity marketing over next 3 months on social media content for Welcome to Fife
- Visitor Information points. Kirkcaldy Galleries will be rolled out on 28th January, with training provided for the team. St Andrews information centre, window display agreed in old shop and will be in place until a new tenant is found. St Andrews Uni and the World Golf Museum will also be rolled out in the next few weeks. Crail Heritage Museum will be rolled out fully in April. Additional points will be rolled out across phase 2 venues over the next few months. Any businesses looking to be part of the programme please do not hesitate to contact Linn. [Love Fife Tourist Information - Welcome to Fife For Industry](#)
- Fife Food and Drink Week will take place 8th March – 16th March marketing is happening however a number of businesses are still to sign up. As a reminder this is a FREE event for your business to be part of and all food and drink businesses are welcome to take part. [Fife Food & Drink Week - Welcome to Fife For Industry](#)
- VisitScotland Connect 25 – Welcome to Fife will be attending and all businesses who have been involved in the programme will be included in the marketing material and promoted during the event. A reminder for all those who have been involved in the programme, make sure your sales sheet is up to date and correct, it has been added to Tay Country website, and has been added to VisitScotland Travel Trade section. Agents will be looking for new experiences over the next few months. Please also remember to respond to agents within 24 hours of making an enquiry and follow up on provisional bookings.
- Sustainable Tourism – Action plan for Glasgow Declaration due end of February. All businesses are encourage to look at their sustainability policies as this will become more important over the coming months and years. Free help is currently available so please engage with the team to take advantage of opportunities.
- Accessibility training – FREE online module available to businesses. Further information will follow on opportunities around accessible tourism and working with Accessible.
 - [Accessibility Awareness \(Digital Information\) - Disability Information Scotland](#)
 - [Home | AccessAble](#)
- Add or check your Welcome to Fife and VisitScotland listings, ensure they are up to date [How to Guide - Update your Welcome to Fife Business Listing - Welcome to Fife For Industry](#)

Influencer @EmilyinScotland this month. Itinerary still tbc - 130k followers
Influencer Loida @Scotlandshiddenadventures 380k followers was here this weekend.
Started off trip at Wemyss Caves.

Complete activity - paid social, Bauer Radio activity, Scottish Field December issue -
Discovery Trails

Golf content.

Promotion of Largo Castaway Sauna.

3. Any other business. AT

- a. Deer centre meeting minutes are accepted.
- b. Website update
 - i. Euan gave us lots of data
 - ii. 1400 hits – mostly from uk
 - iii. Mostly from google (1100)
 - iv. A reminder to people to check their listings. They can get a password so they can update their own listing moderated by us
- c. We have funds – Lets make sure we continue to look for ideas on what to do with it.
 - i. NE Trail signs. Currently managed by Visit Scotland. Patrick Lochler originally arranged them. Suggested that someone tries to contact them.
 - ii. Old Public Phone Boxes - We discussed a project of trying to reuse old phone boxes as info points.
 - iii. Andrew Calls for people to consider stepping up when we get to the a subcommittee stage for these project ideas.
- d. A reminder from LW about possible funding. Our normal £1000 plus there is a chance of an additional £4000 which we can apply for. As we have gone through our previous funding which we completed the project we are in a good position to apply.
- e. Ninian Stuart – Food Culture
 - i. 3 years moving on “Food for Fife” sustainable food culture. How can we work with what we are growing in the field or forest. How can we tell the story of how we do it and where it goes about fife.
 - ii. Rachel Crawford – Can you feed people on what is grown in fife. Needs a push from government. Good Food Grown well.
 - iii. Dave Jones-Lofting – Start Local. Why are our establishments bringing food in from elsewhere. What changes can we make personally. There are lots of small producers out there.
 - iv. Chloe Milne – She is on the Food From Fife board. Pushed for more members. Working on building bundles from fife.
 - v. Andrew Thomson – Suggest arranging having a talk done on Food From Fife and what can be done

f. Dave Jones-Lofting

- i. Nefca – Work experience. Mentor for 12 – 18 months with a placement after. Paired up with a suitable candidate for what you can offer.
- ii. Campre – Licenced Caravan Act. They certify you. Low needs on what you need to provide. The more you can offer the more you can charge. Roughly a stay equates to £45 - £55 spend in the community per van.

4. Close the meeting with a general round table update.

Actions	Date	Owner
Z Card to be printed		
Arrange a Food for Fife talk		
Contact Patrick Lochler		
Look into phone box idea		