



**North Fife Tourism Association AGM Meeting**

**Backhouse Rossie**

**Thursday 6th November 2025, 5.30pm**

**Attendees**

<b>Andrew Thomson</b>	<b>Moira Henderson</b>	<b>Ian Greig</b>	<b>Simon Johnston</b>
<b>Anna Black</b>	<b>Simon Baldwin</b>	<b>Dave Jones-Lofting</b>	<b>Kirstin Uhlenbrock</b>
<b>Craig Cameron</b>	<b>Mairi Jane</b>	<b>Francis Black</b>	

**Apologies**

<b>Sarah Rice</b>	<b>Ian Copland</b>	<b>Linn Williamson</b>	<b>Shena Porteous</b>
<b>Duncan McDougall</b>	<b>David Nolan</b>	<b>Ninian Stewart</b>	

**Agenda**

- 1) Minutes
- 2) WTF Update
- 3) Chair Update
- 4) Z Cards
- 5) AOB

**Meeting**

- 1) Minutes- Minutes were accepted from previous meeting
- 2) Linn Williamson will be moving on from the 10<sup>th</sup> January Gregor Bisset will be taking her place and Linn will be taking over the Visitor Levy in Fife.

Pushing for more involvement on the 1<sup>st</sup> consultation. Encourages us to feedback on all areas that you can think. There was an error on the survey that has now been corrected.

- Dave JL – Visit Scotland are seeing effect on market. Cheap holidays elsewhere
- 5 council areas have currently said no to vis levy. Questions on fixed vs variable. Glasgow and Edinburgh doing it.

Will it affect motorhomes: -

Moira Henderson wanted to check on chemical waste disposal points are in need. Dave JL pointed out Larrick Centre Lochore Meadows have them. DJL to check for more.

Replacement of Visit Scotland Information – Love Fife points to replace them.

Newburgh phone box project going ahead with matched funds from us.

Tourism Digital Efficiency Grant from March for us to re-apply to.

LW – Visit Scotland no longer doing updates- Wanting to transition to google so a reminder for us to make sure google profiles are up to date and regularly updated with relevant information. Please see Welcome to Fife LTA Update November 2025 – attached.

### 3) Chair updates

- a. Website being used going by data. Reminder if you are having issues with it you should reach out to us for support.
- b. Andrew to follow up with some google analytics
- c. Ian talking about taking out google ads. Rough budget of £150 a month but you can pick your own. You must set a limit
- d. Looking at area for members to put updates easily.
- e. North Fife tourist trail – Got information from Patrick Laughlin, Principal Consultant of Talk Associates, saying it stopped being used in 2005. Andrew to look into the links and try and incorporate.
  - i. Signs are dirty but we can't clean ourselves as dangerous/illegal. Put pressure on council to clean rather than us.
  - ii. Dave JL if we do go through process of reinvigorating the point/ROI?
  - iii. Are they just leading us to St. Andrews? Current is Loch Leven Larder to Balgove Larder. Will be interesting to see full scale map.
- f. Patrick's email attached at end.

### 4) Z Maps – More maps made available at meeting to be taken for sites/

### 5) AOB

- a. DJL – Fairer Warmth App. Trial site- Support to help you understand your energy usage. Packing with advice and recommendation. Free Kit and Free advice.
- b. Moira – 3 Estates Cupar – tourist association. We could give them more help. Recognised by academies as the birthplace of Scottish theatres. A great story.
- c. Andrew asking about how we support – Moira – build a story about him. Catch the imagination of the estates. A booklet or something similar on the 3 estates, connection to royal palaces - A Royal Trial?
  - i. Step 1 Update website and send to Euan. ACTION AWPT
  - ii. Moira to proof and set up subcommittee.
- d. Ian – Finance update
  - i. 6K in bank
  - ii. Not spending much
  - iii. 1k in from fife council
  - iv. Accounts ready for next meeting and AGM.

**Welcome to Fife**

**LTA Update November 2025**

- New member of the team will join us from the 10<sup>th</sup> November, Gregor Bisset, on a seconded post while Linn covers Visitor Levy project. Linn will also be looking at the Fife events strategy and will be in touch with details on both very soon. She will also continue to work on our travel trade development and will work alongside the new member of the team.
- **Visitor Levy** Early Engagements consultation will take place between 3<sup>rd</sup> November and 19<sup>th</sup> December with drop in sessions planned across Fife and we would encourage businesses, and residents to come along to find out more and share your opinions. Please remember this is the early engagement phase and nothing has been decided as yet and no scheme for Fife has yet been formed.
- [Fife Visitor Levy - Welcome to Fife For Industry](#)
- **Travel Trade**
  - Fife Fam trip Monday 27<sup>th</sup> October, arrived in Dunfermline for a visit, then visited Lindores Abbey Distillery, and Falkland Palace before staying overnight at the Dean Park Hotel. Day 2 visits to Wemyss School of needle work, R&A Golf Museum, St Andrews Heritage Museum and Eden Mill.
  - Businesses invited to take part in networking session with dinner as part of the FAM trip
  - Welcome to Fife will attend VSConnect in April 2026.
  - Fife Council are supporting 8 businesses to attend VisitScotland Connect in 2026 with a further 2 businesses attending other trade show events which they haven't attended before.
  - Business Development Mission for North American Market 5 Fife businesses attended in person in London. Follow up required with those businesses who went along for feedback
  - Stage 2 training Wednesday 29<sup>th</sup> October fully booked event follow up details to follow
  - National Galleries Scotland are offering 12 x 1 Day places at VS Connect conditions TBC. Any museums interested please get in touch ASAP.
  - If you are working on new experiences over the winter period please be sure to update your business listings on Welcome to Fife, and Tay Country
- [STL Control area consultation](#) results currently being analysed
- **Welcome to Fife Events**
  - LoveFife Networking event with the R&A Golf Museum and Dunhill golf went well with 40 guests coming along
  - Fife Tourism Industry Fam trip 20 attendees came along with lovely feedback from the day. We will run this again next year
  - Fife Tourism showcase event on Tuesday 4<sup>th</sup> November went well, thank you to those who came along. We had 80 guests from across Fife with great

guests speakers and showcase businesses in the room. We hope to repeat the event in 2027

- Hold the date 3<sup>rd</sup> March 2025 Tay Country Regional Tourism Conference details to follow shortly

## LoveFife Points

- Working with Newburgh Community Council to develop their phonebox into an information point. This is in progress now
- Cupar Library is also an official point. Please ensure to highlight to your guests.
- Further points will be developed next financial year
- Anyone looking to distribute leaflets to other areas please contact [promoting.fife@fife.gov.uk](mailto:promoting.fife@fife.gov.uk)
  
- **Training**
  - Check our Business Gateway and VisitScotland for online training sessions
- [Green Tourism Sustainability Support Programme](#)
  - Dates confirmed for online sessions November – January, sign up links TBC.
  
- **Tourism Business Digital Efficiency Grants**
  - 16 Grants issued to businesses across Fife up to a maximum of £4000
  - North Fife Businesses will have an opportunity for further digital funding from March 2026. Watch out for details and start thinking about improvements you may wish to make
  
- **Marketing Activity**
  - Marketing campaign started. We are continuing with The Kingdom Where it All Begins for the next few months and will start a new campaign next year.
  - New toolkit launched including video. Please feel free to use across your channels.
    - [The-Kingdom-Campaign-Toolkit-2025-FINAL.pdf](#)
- We continue to work with Simplicity Marketing on our social media if any business would like to feature, please contact Gillian [promoting.fife@fife.gov.uk](mailto:promoting.fife@fife.gov.uk)
- VisitScotland will be moving away from business listings in 2026 instead using google listings. Businesses are advised to ensure google listings are up to date so that they pull through making it easier for visitors to find out about your business and book
  - [How to create business listings | VisitScotland Business Support](#)

## Reminder

- There may be a number of opportunities available to you please respond to opportunities ASAP to avoid disappointment
- Check, add and update your [FREE Welcome to Fife business listing](#)
- Follow [Welcome to Fife for Industry on Facebook](#) for the latest business update and opportunities
- [Join our monthly newsletter](#)
- Follow our Welcome to Fife destination socials, Facebook, Instagram, TikTok and LinkedIn

## North Fife Tourism Route

Hello Andrew, thanks for getting in touch.

The North Fife Tourist Trail was one of quite a few Tourist Trails created across Scotland in the 1990s. These Trails followed on from the creation of 12 so-called 'National Tourist Routes' which had been set up in the 1980s, with guidance and support from the then Scottish Tourist Board. [https://www.sabre-roads.org.uk/w/index.php?title=Scottish\\_National\\_Tourist\\_Routes](https://www.sabre-roads.org.uk/w/index.php?title=Scottish_National_Tourist_Routes)

Whereas the Tourist Routes were looked upon as nationally significant, I think it would be fair to say that the second-generation Tourist Trails were more of a regional concept. They didn't receive national promotion but were partnerships between the then Area Tourist Boards and the relevant local roads authority (in this case, Kingdom of Fife Tourist Board (KFTB) and Fife Council (FC). FC paid for and maintained the signposts and KFTB promoted the route via a leaflet and fairly primitive online marketing. The idea was simply to encourage tourists to get off the A91 and explore Northern Fife, rather than simply rush to and from St Andrews. (I always thought it was quite ironic, therefore, that the motif chosen for the Trail was a medieval St Andrews Pilgrim badge!)

I joined KFTB in late 1997 and I seem to recall it was just before then that the North Fife Tourist Trail came into being. In the period from then until the demise of KFTB in 2005, the Trail received pretty minimal attention - it was just "there" - the staff in the Tourist Info Centres knew about it and the route was mentioned in our promo literature and website, but that was about all.

Since 2005, to the best of my knowledge the Trail has not been promoted at all by either VisitScotland (other than [a page on its website](#) which shows somewhere which definitely isn't Fife!) or FC/Welcome to Fife, nor have the signs been maintained and cleaned (as you rightly note) - I regularly pass the westbound one on the A91 at Strathmiglo and it is especially disgraceful!

I wish you well with the NE Fife Tourist Association and indeed with Backhouse Rossie, which my wife and I have enjoyed visiting on several occasions. (For the avoidance of doubt, I have now retired from tourism-related work after 40 years in the industry).

Best wishes

Patrick Laughlin

*Patrick Laughlin, Principal Consultant*

*Talk Associates*