North Fife Tourism Association AGM Meeting

Teasses

Thursday 12th February 2026

Attendees

Andrew Thomson	**Gregor Bisset**	**Ian Copland**	**Simon Johnson**
Sarah Rice	**Liana Steven**	**Moira Henderson**	**Ian Greig**
Kat Gilmour	**Craig Cameron**	**Margaret Kennedy**	**Alison Murray**

Apologies

Bill P	**Simon Baldwin**	**Anna Black**	**Dave Lofting-Jone**
Ninian Stewart	**Kristen U**		

1) Welcome From Andrew – Fairly Short AGM
2) 4 Actions
    a. Z card to be printed. More available at Backhouse Rossie
    b. Food for fife talk been paused – Lost sponsorship-
    c. Patrick about signs. To discuss later
    d. Phone box at Newburgh. £ for £ contribution up to £400

3) Treasury Report. Full report below but general points were.
    a. Our financial year is 1st July – 30th June
    b. Majority spend- low income. Grant for Z maps .
    c. 1k a year from fife council for admin
    d. Main spend on Z card
    e. Matching fund for Phone box. Used matching fund to encourage them to raise fund as well

        i. Over the 2024/25 financial year (1st July '24 to 30th June '25) expenditure was circa £4,000 against an income of £1,000 leading to a £3,000 deficit over the year. The income was the annual Fife Council grant to support their LTA's. There were no one off project funds this year which is what increased our income in the preceding financial year.

        ii. The main bulk of the expenditure was driven by the updating and reprinting of the successful Z Cards that highlight the various things to do in the Cupar and North East Fife area. We also continued to host and develop the local visit North Fife website that has been our main focus over the last few years. We gave £400 in matched funding to the Newburgh Phone Box initiative where they have been raising funds to convert a disused phone box into a Tourist Information Point in light of the closure of Visit Scotland's Tourist information centres. There were a few other ancillary costs associated with meetings, banking and accountancy costs.
        iii. Given the £3,000 spending deficit compared to income over the 2024/25 financial year we have reduced the cash surplus in the bank account from just over £9,000 to a figure just over £6,000. So there are still plenty of funds available to support worthwhile tourist initiatives to attract visitors to Northern East Fife.
        iv. Ian GreigTreasurer 21/01/2026
        v.
    f. Andrew asked people to confirm we accept accounts which we did
4) Election and Standard updates on constitution. All members stood down.
    a. Chair Election – Craig proposed Andrew which was seconded by Moira
    b. Vice Chair Election – Andrew proposed Moira which was seconded by Sarah and Kat
    c. Treasury Election – Moira proposed Ian which was seconded by Liana
    d. Secretary Election – Andrew proposed Simon which was seconded by Sarah.
5) Any other agenda
    a. Ian asked about any other office bearers
    b. Andrew suggested that we looked for more people to work in subcommittee
6) Close of AGM

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1) Andrew
    a. Thanks to Gregor for posting meeting notes
    b. Follow up on actions
        i. Andrew to get google analytics of website. Doing well
        ii. 2025 stats
            1. 3000 views
            2. Looking into google ads
            3. Linked to welcome to fife
            4. Desktop higher than mobile visits
            5. Most visits from Lothian/Edinburgh
            6. Most from Uk
        iii. Liana asking about how to update/add links
            1. Andrew advising we have flint river support
            2. Andrew to put together some guides on URL
        iv. Gregor advising Business Gateway has video on Social Media
    c. Andrew – 3 Estates – Moira wanted page that was adapted and taken
    d. Minutes from previous meeting Accepted

2) Gregor – WTF Update Attached but highlights are
    a. They are amid a website review
    b. What they have done over last year
    c. Vis levy extended – Scot government flat rate- All closed and now collecting data. Election may delay.
    d. Still concerns about levy as people been approved panning permission to build but refused STL. New people will struggle.
    e. Moira concerned as Rings planning holiday lets only. What if STL is denied?
    f. Questions on the consultation felt like they were leading to get the levy to go through.
    g. Business Rates
        i. Ian pointed out Northern Ireland paused business rates, have said its not fit for purpose. Wendy Chamberline and Willie Rennie in support of review.
        ii. Ian has meeting on Business Rates 25th Feb. Some
        iii. Liana Steven say people have had up to 400% increase. Bookings are already in for 2027 and if rates go up she will make a loss.
        iv. Moira feels she cant raise her prices
    h. Visit Connect
        i. 18 fife Businesses attending, 3 from NE fife
        ii. Tay country focus to build region
    i. Fife Food and Drink for early march. Heavy marketing on it.
    j. WTF analytics
        i. 340,000 real visitors
        ii. 36% cookies accepted
        iii. 61% organic search, 84% from UK.
        iv. 5.45% from US visiting Fife.
        v. Top Sector on events
    k. Grants to be confirmed. Possible Tay City Grant
    l. Check your listing on the Welcome to fife page. Make sure you get events on the page as events page most visited.
    m. Tag on Social Media as well.
3) Andrew
    a. Cupar Tourism Propose moira to update on 3 estates project. Given page on Website. Moira and Simon Baldwin looking at Timeline
    b. Moira on Sir David Lyndsay
        i. Last LTA meeting we spoke about Sir David Lyndsey. Not very much known about how important he was. Craig was a descendant.
        ii. Moira, Craig and bill had meeting about it. Play written. Oldest piece of Scottish history. Cupar is birthplace of Scottish theatre. His story could bring Cupar into focus.
        iii. Need help with funding to do more. Original play was 9 hours. Various shortened versions. Sir Johny Bate wrote a play blocked by Covid.
        iv. September Medieval Cupar. Coincides with Farmers market. Children included.
        v. Goal is to raise profile. Propose guide like horrible history style.
        vi. Craig discussed the closes. All accessible
            1. Create a character hound around the Kings old Hound
            2. Leading round all the closes using the language
            3. The work is very difficult to create all this,

vii. No one knew about Shakespeare until someone started shouting about him
viii. Can we get Cupar to the same level
ix. Post events have been successful.
x. Funding needed was £250,000. People starting to buy in
    1. Moira was asking if funding available from us.
    2. Pointed out there are currently 8 bodies already involved to try and promote Cupar
    3. Andrew asking if LTA is the right people to
    4. Johny Bett and the pipe band would be about £1,000. W
    5. We would need to clarify structure.
    6. Who is spearheading amongst all the other bodies
    7. Would need to get confirmation that this would be money well spent.
    8. Sarah Rice pointed out they are our members so we should get involved.
xi. Andrew – Thoughts on £250 on a matched basis
xii. Liana – Commit to £250 now and add more later
xiii. Moira – We need to book him now
xiv. Andrew – Its not completely clear. So limit it to the £250 matched now as safe bet. The opportunity to come back for more funding. Look at sponsorships? Asked for any other proposals other than the £250 matched funding?
xv. Ian – We want to be a partnership. Not the leader. Its an event. Who is it we are matching? Suggested we increase it to a matched funding of £500
xvi. Sarah Rice – Advised them to reach out to Cupar rotary.
xvii. Agreed to do matched funding of £500

4) Moira on Ceres
    a. Ceres being on fife pilgrim way.
    b. Funding from Scotto. How do we feel about tourism in the area that they like?
    c. What is written about ceres on the web is not good.
    d. Ceres to agree on better wording to be updated on WTF.
    e. Scotto to come back with suggestions.
    f. Meeting was a closed meeting. Hopefully a public one will follow.
    g. Meeting should have been announced to the LTA but wasn't.
5) Final notes
    a. Scottish agritourism grant for people to look into adding things such as food and drink offering
    b. Also the Global Agri tourism conference this year is being hosted by Scotland in Aberdeen.
    c. Simon to look at hosting next LTA meeting.