



North Fife Tourism Association

Tuesday 29th April 2025, 5.30pm

Backhouse Rossie

Attendees

Andrew Thomson	Linn Williamson	Mairi-Jane	Emma Johnson
Margaret Kennedy	Ian Copland	Liana Steven	Craig Cameron
Dave Jones-Lofting	Simon Johnson	Ninian Crichton Stuart	Cally Nurse
Moira Henderson			

Apologies

Kirstin Uhlenbrock	Catriona Peattie	Ian Grieg	
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Meeting Agenda

1. Minutes of Last Meeting
2. Emma from Food for Fife – Working Together
3. Welcome to Fife Update
4. Chair Update
5. Z – Cards for members distribution
6. AOB

Welcome From Andrew to Backhouse Rossie Estate:

1) Follow up from Lindores meeting. 4 Key actions

- a. Z cards are in Andrew's car parked outside for people to take
- b. Food from Fife talk – Emma is here from Food from Fife
- c. Phone Box Idea – Chat about it, Recommend and then decide
- d. Contact Patrick about North Fife tourist Trails road signs – Still to be done

Linn has spoken to Visit Scotland about the route from the A91 to St. Andrews. We will pull together what is on the route after busy summer. Most likely September/October. Decide what we can promote along the route and what is suitable range off the route to promote.

Minutes Accepted from previous meeting held at Lindores

2) Emma Johnson – Food from Fife

- a. 1 of the registered food group funded by council
- b. Offers a membership on a 3 tier basis ranging from £50 - £500
- c. Hosts a very broad membership, anything to do with food or drink. All about collaborations
- d. All about showing off what the members do. Monthly newsletter focuses on different members.
- e. They want to do more as a group. Show people they are already doing the local stuff
- f. Working with the producers, introducing them to the right people such as wholesale markets
- g. Use a different location as much as possible to show off members and what they offer.
- h. Meet the member profiles are being focused on at the moment. Give people the opportunity to attend or show products
- i. People really want to buy LOCAL
- j. Ardross Farm launched a Food From Fife stand. 8 Crate Area to show off what is local from Food From Fife Members. Large increase in sales in that area due to the emphasis on it being a local products.
- k. There is a large range of Food From Fife advertising available. Branding to draw eyes to local food. People really want to buy local.
- l. 3rd Annual Tayside Food and Drink Festival coming us. This time doing it as a road trip version where they tour showing off the producers. Lots of alcohol products in fife
- m. DJL added the benefit of seeing where you can switch to buying local.
- n. Network events – Allows you to start conversation about local and Food from Fife Members.
- o. Some pot left over for people looking to do a learning journey on areas to add/improve. They could cover travel or similar things.
- p. Food From Fife representation at Fife Show- Fife collage used to do a cookery stand. Food From Fife have been approached to do it instead. 6 Demonstrations through the day as well as stands to showcase what they do. Alberio to give members a chance to showcase.
- q. Ninian Steward added – RFF deadline approaching. They are focusing on farmers around the area of the Lomonds. Linking up with local sellers.
 - 1. Grow local food web around sustainability.
 - 2. Go out with good food stories
 - 3. Having some food events and Conversations

3) Welcome to Fife Update. Below is a brief Summary of the update. Full update attached:

- a. Went to Visit Scotland Connect, 84 meetings over 2 days. Lost of follow up to do. Lost of Conversations about East Coast.
- b. Lots of conversations around STL as hotels are getting very expensive. People want to see personal uniqueness that you can't get from a hotel
- c. Fife will focus on accommodation. Looking at brochure style similar to one they did on TT ready business and attractions.
- d. Fife Info Points doing well. Conversations going on with more places to add info points. Working with 60 locations
- e. Visitor levy went to cabinet, Going out with consultations. People advised to enter as more input the better. This year is about research. Expected 2028 at the earliest.
- f. STL consultation on control area. No decision being made yet. Looking at what questions to ask. Open to the public to people should fill it out. Most likely after summer. People advised to take the time to fill it in as important to have their say.
- g. 6th – 14th September – Outdoor activity Week. Fits in with seaweed festival. Put on an event – They will help with marketing. Drop Fife Council a note of interest by end of July.
- h. Looking at new marketing company from August for next 2-3 years.

4) Chair Update from Andrew

- a. Tourism Leadership Meeting. Good Feedback. Currently existing taxes put a charge of 48p in the £1 in the Hotel sector (VAT NI etc) and levies will be additional.
- b. Self Catering Association has seen a 25% membership reduction. People giving up due to additional regulation and changes in tax environment.
- c. LTA will go quiet for the summer. Look to start up again September/October.
- d. Following on from the AGM we have a surplus of funds. Look for a to do good project. Newburgh Phone Box Project. Turn it into a Tourist Info Point. Fill it with brochures. £2000 estimate to do it a project. Currently just under £500 raised. Community Led Project is raising funds. Would be good as it host thousands of walkers.
 - 1. Andrew asks if there is support to help.
 - a. No objections
 - 2. With the broad membership support, Andrew will seek approval from the LTA committee and action the funding as approved.
 - 3. Is there going to be a dedicated person to manage the stocking of the phone box?
 - 4. Ask Fife council for things to be sent to stock it including Perspex flyer holders.

5) Z – Cards

- a. Andrew reminds people to take Z-Cards when they leave which are in the trunk of his car.

6) Any Other Business

- a. Dave Jones-Lofting – Wanted to raise the state of the road signs in the area. Most are rotted through or dirty.
- b. Someone should be producing a list of the work needed as currently people feeling they need to do it themselves or it won't get done.
- c. LW suggests that a photo and map location of problem signs should be reported
- d. Brown signs were supposed to be going to cabinet but got delayed. Visit Scotland going to be changing how they do them.

7) Close of meeting with a round table update.