



# Minutes of Meeting

**Organisation:** St Andrews Local Tourism Association (LTA)

**Date:** Thursday 15 January 2026

**Time:** 09:30 – 11:05

**Location:** St Andrews Town Hall

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## 1. Attendance

### Board Members

- **Chair:** Wendy Cormack – St Andrews Shuttle (Present)
- **Secretary:** Yasmine Smith – Scotsman Group (Present)
- **Treasurer:** Rory Fyfe – Kinkell Byre (Present)
- **Vice Chair:** Charlotte Wood – Fairmont (Apologies)

### Member Attendees

Cheryl King (Blue Murder Events); Christine Randall-Klee (St Andrews Links); David Chalmers (Stravithie Estate); Elise (Cambo House); Fiona Gilmour (Yorkston Guest House); Georgia Heggie (BID St Andrews); Gordon Jenkins (St Andrews Shuttle); Graham Urquhart (Scotsman Group); Gregor Bissett (Welcome to Fife); Joe King (St Andrews Links); Kate Butler (Scottish Seaside Saunas); Kenneth Scott (Stewarts Resorts Group); Kirsty Taylor (R&A); Lisa Cathro (Zest Café); Margaret Lees (Friends of Craigtoun); Roy McKandie (Old Course Hotel); Sam Donnan (Scooniehill Farmhouse); Sandy Mitchell (St Andrews Guide); Sarah Linton (Fairmont); Simon Baldwin (Destination 66 / Cupar Now); Tara Hamon (R&A); Will Grewar (Old Course Hotel)

### Apologies

Andrea Morris (Kingsbarns Distillery); Dean Banks (Dean Banks Group); Fiona van Aswegen (Off Grid Travel); Kerry Watson (University of St Andrews); Maggie Picken (St Andrews Coach Houses); Marco Truffelli (Rufflets); Pam Izatt (No.12 B&B); Val Eglinton (Scottish Tourist Guide Association)

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## 2. Approval of Previous Minutes

Approval of the previous meeting minutes was deferred and will be addressed at the next meeting.

## 3. Approval of Agenda

Noted. Formal approval will be included as a standing agenda item at future meetings.

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## 4. Welcome and Introductions

The Chair welcomed attendees and introduced Gregor Bissett (Welcome to Fife). Members were asked to provide contact details for inclusion in the LTA communications database.

**Action:** Members to submit contact details to the Chair/Secretary.

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## 5. Welcome to Fife Update

Gregor Bissett provided an update covering the following key points:

- **Visitor Levy:** Consultation deadline confirmed as **31 January 2026**, following changes to the Scottish Government process. Members were encouraged to submit feedback.
- **Short-Term Let Control Areas:** Decision timeline delayed; no determination at present. Further information to be circulated from the Fife Council website.
- **Upcoming Events:**
  - Tay Country Tourism Conference – **3 March 2026**
  - Fife Food & Drink Week – **7–15 March 2026**

## Discussion and Clarifications

- Fife Food & Drink Week will be promoted nationally, subject to budget, through reports, social media, and Welcome to Fife channels.
- A marketing toolkit is available on the Welcome to Fife website.
- Feedback was provided on the potential for improved training and information-sharing across St Andrews tourism hubs.

**Action:** Welcome to Fife to consider feedback on tourism hub education and circulate relevant toolkit links.

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## 6. Tourism St Andrews – Winter Events and Strategic Focus

### Key Discussion Points

Members agreed on the ongoing need to strengthen St Andrews as a year-round destination, with particular focus on the winter and off-season period.

## Confirmed Priority Areas for LTA

- Marketing
- Networking
- Promotion
- Collaboration
- Events

## Strategic Focus for the Year Ahead

- Positioning St Andrews as a **year-round destination**
- Development of **winter food, music, and cultural events**
- Promotion to **new and international markets**

## Insights and Proposals

- Limited data currently exists on *why* visitors choose St Andrews, despite strong data on origin and spend patterns.
  - Opportunities identified for using available green spaces (subject to approvals and cost considerations).
  - Increased winter visitation noted, particularly from European markets.
  - Strong support expressed for developing a coordinated Winter Festival, building on existing events such as St Andrews Day.
  - Community Council confirmed its support for LTA initiatives.
  - Existing promotional platforms (St Andrews Live, Love St Andrews App) should be prioritised over creating new channels.
  - Additional event concepts discussed included sporting events, family-focused winter activities, and town-wide visual initiatives (e.g. festive lighting).
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## 7. Resourcing and Delivery

It was proposed that LTA funding (£4,000 per annum) could be allocated towards appointing a consultant or coordinator to:

- Develop a structured winter events programme
- Coordinate stakeholders
- Support delivery in partnership with LTA and BID

**Decision:** In principle agreement to explore appointing a consultant to progress a coordinated winter events plan.

**Actions:** - Members to submit proposals outlining how their organisations could contribute to a coordinated winter programme.

- Chair and BID to jointly explore options for appointing a consultant and report back.

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## 8. External Updates

- Craigtoun Park confirmed its intention to expand off-season activity and expressed interest in collaborating with LTA.

- Cambo House provided an update on the Snowdrop Festival and shared visitor origin data.
- Feedback from Marco Truffelli (Rufflets), submitted in advance, was noted as aligning with the themes discussed.

## 9. Any Other Business

No additional business was raised.

## 10. Date of Next Meeting

Next meeting to be held - date, time, and location to be confirmed.

**Meeting closed:** 11:05

**Note:** Approval of both the previous and current meeting minutes will be included as agenda items at the next meeting.

## 11. Actions Summary

Ref	Action	Responsibility	Deadline	Status
A1	Submit attendee contact details for LTA database	All members	As soon as possible	Open
A2	Circulate Welcome to Fife marketing toolkit and council information links	Welcome to Fife	Next meeting	Open
A3	Consider and develop training/education approach for St Andrews tourism hubs	Welcome to Fife	Next meeting	Open
A4	Submit proposals outlining how organisations can contribute to a coordinated winter programme	All members	Prior to next meeting	Open
A5	Explore appointment of a consultant to develop a coordinated winter events plan	Chair (LTA) & BID St Andrews	Next meeting	Open
A6	Include approval of previous and current minutes as agenda items	Secretary	Next meeting	Open

## 12. Standing Actions Log

The Actions Summary above will act as the standing Actions Log and will be carried forward to each meeting. Progress updates will be recorded against the **Status** column and referenced within agenda items (e.g. *Update on A5*).

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**Signed:**

Wendy Cormack

Chair, St Andrews Local Tourism Association