



Tourism St Andrews EGM

Monday 19th May 2025

St Andrews Town Hall, 10am

Attendees

Linn Williamson (WtF)	Hilary Roberts (WtF)	Georgia Heggie (BID)	Charlotte Woodcock Fairmont Hotel
Stephanie Lee Seaton House	Kirsty Taylor R&A World Golf Museum	Bekki Gordon St Andrews Botanic Gardens	Dean Mcvey Old Course Hotel
Gordon Jenkins St Andrews Shuttle	Wendy Cormack St Andrews Shuttle	Cathy Cruikshank University of St Andrews Museum	Rory Fyfe Kinkell Byre
John Kelly The Grange Inn	Yasmine Smith Scotsman Group	Andrea Morris Kingsbarn Distillery	Christine Randall -Klee St Andrews Links Trust
Chloe Milne Fisher and Donaldson	Carly Scott Bob and Blether		

Apologies

Debbie McCallum	Will Grewar	Simon Baldwin	Anne-Marie Reilly
Bart	Val Eglinton		

Minutes

- 1. Welcome and Introductions – Linn from Welcome to Fife Welcomed everyone to the meeting and introduced Hilary Roberts, Lead Officer for Tourism, Fife Council, Welcome to Fife**
- 2. Linn brought those in attendance up to speed as to the current position of the group. As only a chair was elected at the AGM meeting in February who has now stood down from the position Tourism St Andrews are currently constitutionally correct. The EGM has been called by Welcome to Fife to assist discuss with businesses the potential future for the**

group and if required to elect officer bearers to allow the group to continue. No minutes from the AGM are available at this time.

3. Linn provided a presentation to the businesses about what is expected of an LTA group constitutionally, what they can and can't do, group objectives, and office bearer roles
4. Linn made it clear to the businesses that the main purpose of the LTA:
 - The role of the Local Tourism Associations (LTA's) is to engage at a local level with a wide range of tourism businesses so that marketing through Welcome to Fife and VisitScotland can reflect what can be delivered on the ground.
 - Welcome to Fife work with businesses and tourism associations to develop the regions and influence visitors to visit
 - VisitScotland work with Welcome to Fife and businesses to develop regions, and Scotland to influence visitors to visit
5. Businesses in attendance were asked if they thought the LTA would be useful and would they like the group to continue. With a show of hands all those in the room voted yes.
6. Election of Office Bearers
 - Chair
 - Wendy Cormack Nominated, seconded by Rory Fyfe
 - Vice Chair
 - Charlotte Woodcock Nominated, seconded by Chloe Milne
 - Secretary
 - Yasmine Smith Nominated, seconded by Charlotte
 - Treasurer
 - Rory Fyfe Nominated, seconded by Gordon Jenkins
 - Committee – Made up of the above office bearer plus 4 to make a total of 8 businesses on the committee. Those stepping forward, Chloe Milne, Stephanie Lee, Carly Scott, Cathy Cruickshank
7. Financial Report – The current financial status of St Andrews Tourism association needs to be confirmed on hand over from previous chair. Linn advised that the amount should be around £5000 which is made up of £1000 yearly admin funding from Welcome to Fife, and project money from Welcome to Fife from the year 2023/24 for a winter festival which wasn't completed. Hilary advised that should the group wish to progress with this idea then special dispensation would be given to allow the group to apply for grant funding for 2025/26 for a winter festival which may give the group £8000 to put towards a winter festival this year. Discussion later in the meeting.
8. Linn thanked everyone for coming forward and ended the EGM

General Meeting

1. Welcome to Fife Update, projects we are currently working on

- Travel Trade Activity in partnership with Scotland's Tay Country
- MICE market development with events \ sales managers from across Fife
- Fife Events Strategy
- Accessible Tourism
- Sustainable Tourism
- LoveFife Visitor Information Points
- Early consultation for potential Fife visitor levy – The LTA will be consulted
- Consultation for Short Term Let Control areas
- Outdoor Activities Week – 6th September – 14th September 2025
- Fife Food & Drink Week – 2026 Date TBC

2. BID St Andrews Presentation from Georgia Heggie, BID Manager.

- Georgia advised that BID would be happy to work alongside the LTA over the next year during their election process. The groups have similar objectives and makes sense that they work together to progress.

3. Future group ideas

- The group discussed potential ideas for a winter festival which has been discussed over the last few years but hasn't moved forward. Welcome to Fife run Fife Outdoors Week and Fife Food and Drink week across the year successfully. The idea of these weeks is that each business who wants to take part puts on an event and Welcome to Fife assist with the marketing of the event. Georgia is already planning the Big Hoolie and it was discussed that if businesses across St Andrews followed a similar process to Welcome to Fife then a successful winter festival could be delivered. Linn advised that Kirkcaldy Lang Toun Festival are doing something similar in June.
- Those at the meeting raised that having a Christmas Tree which make a difference to the town. This is something that the group could look at for Christmas 2025
- An event the size of the enchanted forest would be a fantastic draw for St Andrews. This has been looked at previously in 2023/24 with the Botanic gardens but due to the sheer cost of the project and environmental impact they were unable to move forward. Hilary suggested that the group start of small this year and really think what is achievable in the timeframe and then start making plans for winter 2026.
- The group have access to LTA project funding currently which can be applied for this year for a winter festival. BID have funding for the BIG Hoolie and potential other events. The group may be able to apply for further funding from Area Committee, Hilary advised contacting Cllr Jane Ann Liston would be advisable as she may be able to support activities locally. The group as a constituted group may also be able to apply for other funding available to community groups. It is good to have some ideas ready which may be applied for when applications are open.
- It was asked if there is a group where member of the LTA can connect. Linn advised that there is a closed facebook group ([CLICK HERE](#)). There is also a Business Page Tourism St Andrews however although Linn has access as an admin she was not given password details etc and so unable to make changes and would advise the group not using that page and just use the closed group page.

End of Meeting

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Obtain paperwork from Jordan Mitchell previous chair	ASAP	LW \ WC
Add \ remove signatories to bank account	ASAP	WC \ RF
Arrange office bearer \ committee meeting to discuss good practice and way forward	ASAP	LW
Arrange future meeting dates	ASAP	WC

Date of Next Meeting - TBC