

Levenmouth
Reconnected



LEVENMOUTH
LEVENMOUTH TOURISM ASSOCIATION



Levenmouth Local Tourism Survey

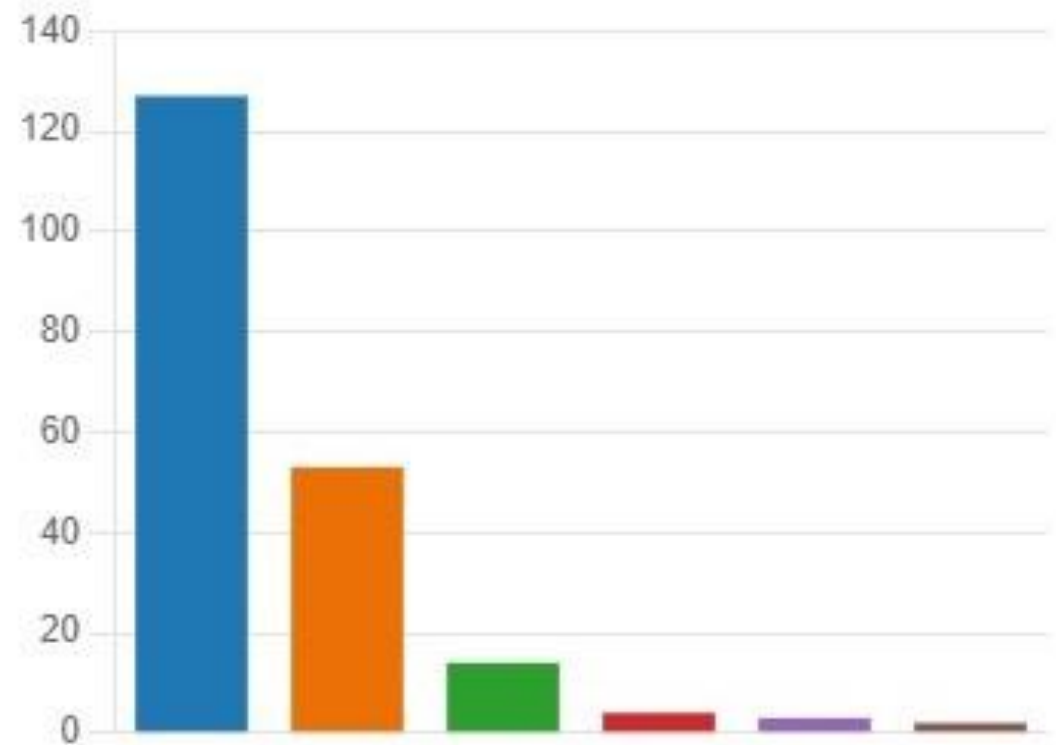
**Feedback ahead of new train stations
opening at Leven and Cameron Bridge**

MARCH 2023





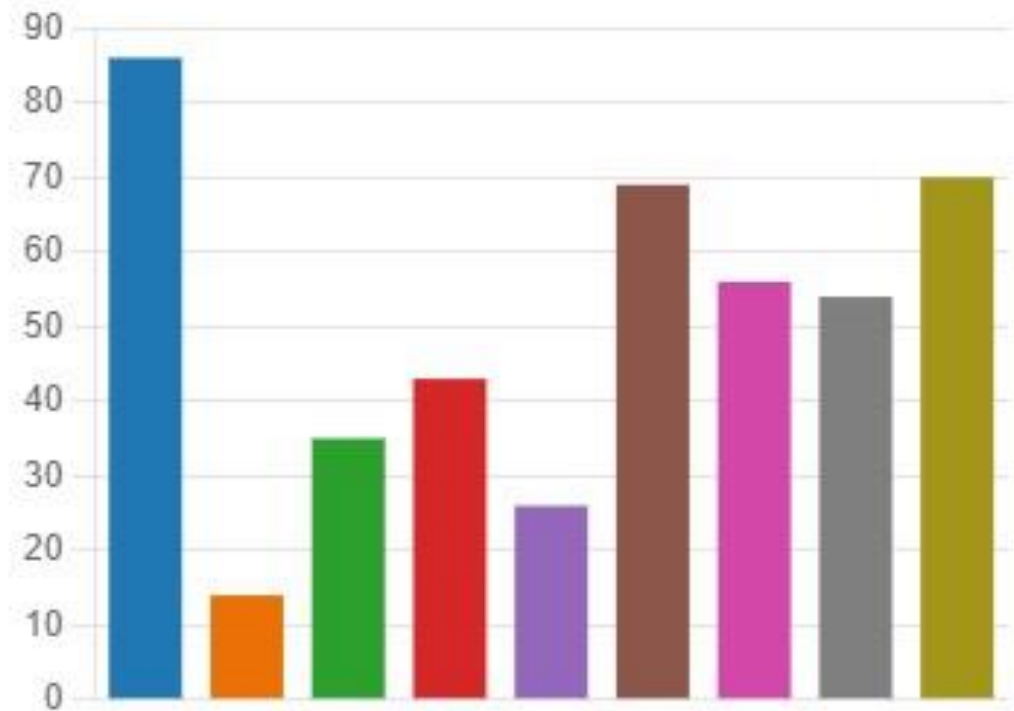
Levenmouth area	127
Elsewhere in Fife	53
Elsewhere in Scotland	14
Elsewhere in the UK	4
Overseas	3
Other	2

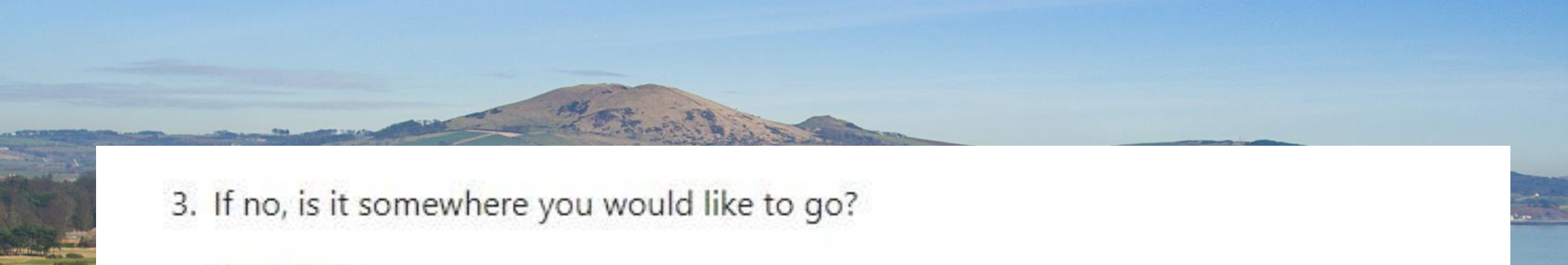


2. If yes, what was it for? Tick all that apply.

More Details

	The amazing golden beaches	86
	Our world famous golf courses	14
	An event or festival	35
	A fun day out with the kids	43
	Explore our rich heritage	26
	To visit family or friends	69
	Work	56
	Shopping	54
	Other	70





3. If no, is it somewhere you would like to go?

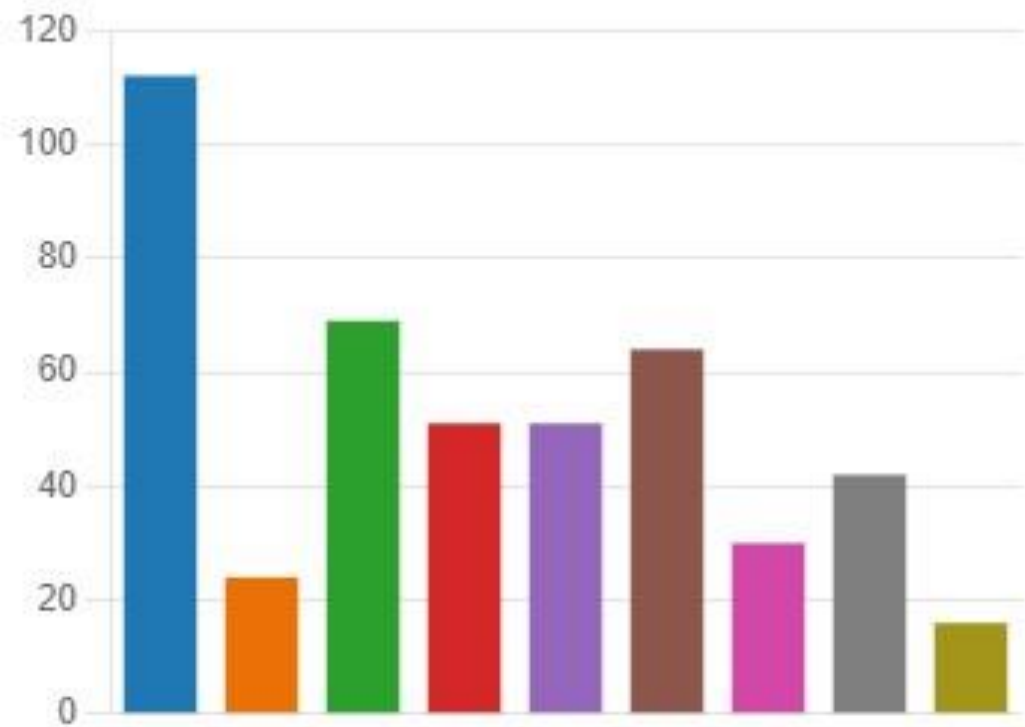
1	anonymous	Leven has become filthy,deprived with nothing to attract.
2	anonymous	There isn't anything in Leven. The beach isn't golden. Along the coast has better experiences but I would drive there as pointless taking a train to then pay high rail tickets and then pay taxis to go anywhere.
3	anonymous	I live here
4	anonymous	The high street is very run down



5. If you would like to visit Levenmouth, which of the above reasons would draw you to the area?

[More Details](#)

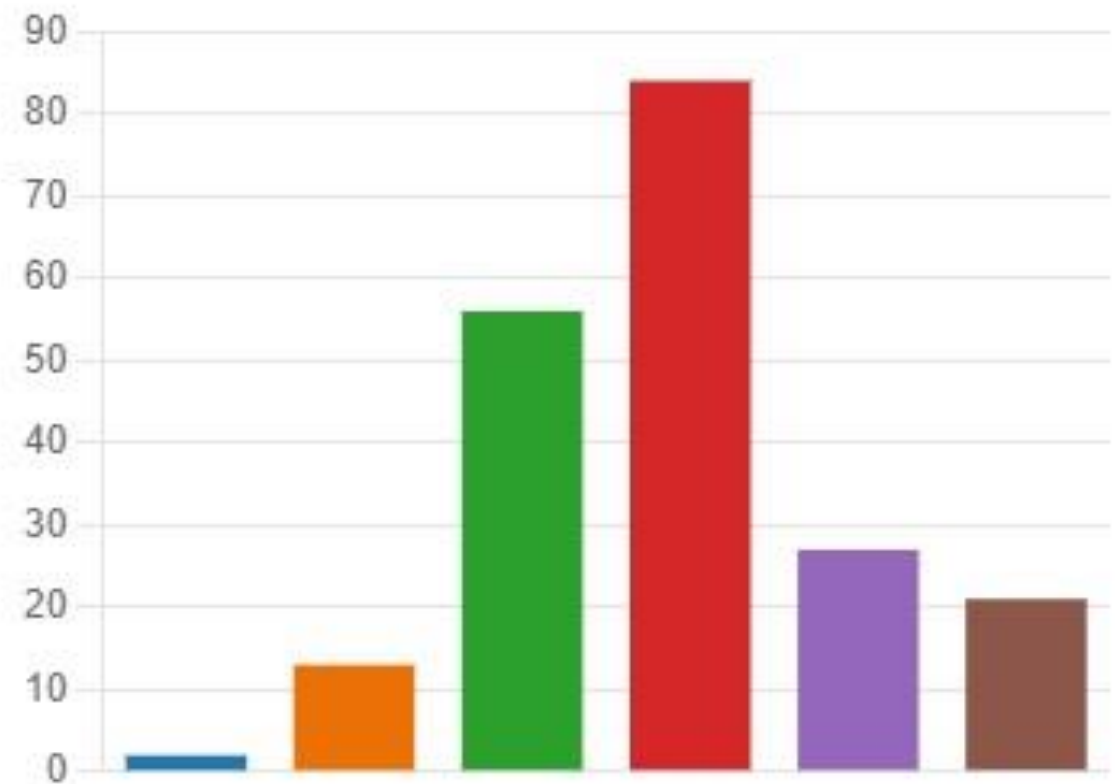
	The amazing golden beaches	112
	Our world famous golf courses	24
	An event or festival	69
	A fun day out with the kids	51
	Explore our rich heritage	51
	To visit family or friends	64
	Work	30
	Shopping	42
	Other	16



8. How often do you currently travel by train?

[More Details](#)

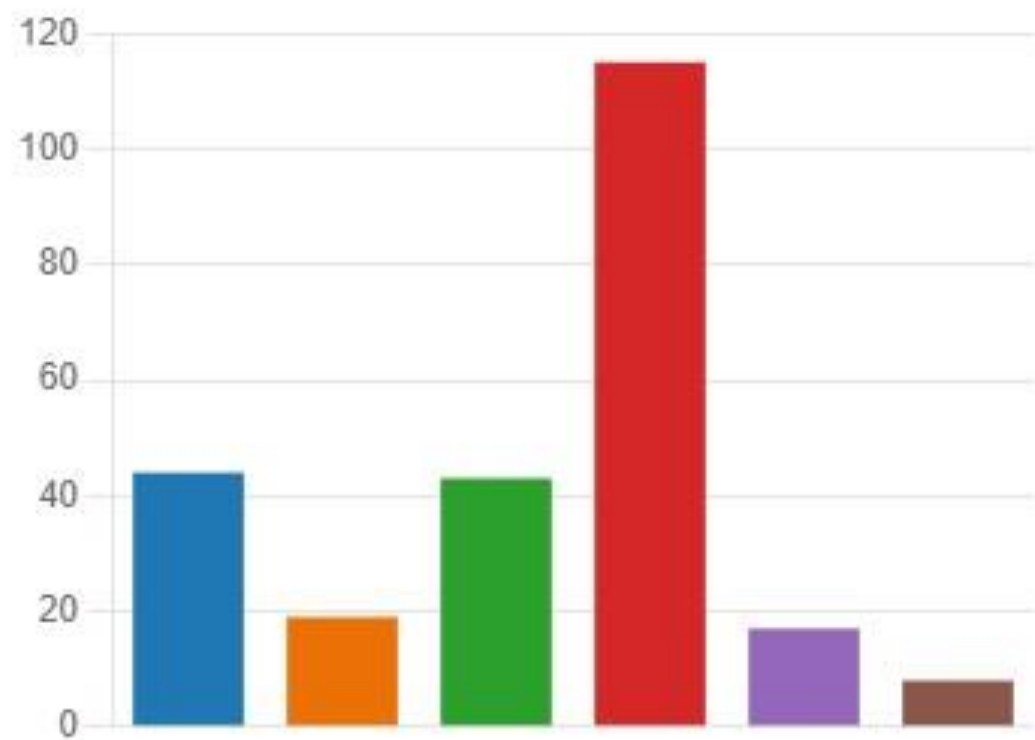
● Daily	2
● Weekly	13
● Monthly	56
● Seasonal	84
● Yearly	27
● Never	21



10. How would you get to Cameron Bridge station? Tick all that apply.

[More Details](#)

Walk	44
Bike	19
Bus	43
Car	115
Taxi	17
Other	8





Why use the car?

Too far and more effort

“Walking not realistic from Elie! Cycling- roads too unsafe and full of potholes. Bus - too infrequent and unreliable.”

Need better bus services to access stations

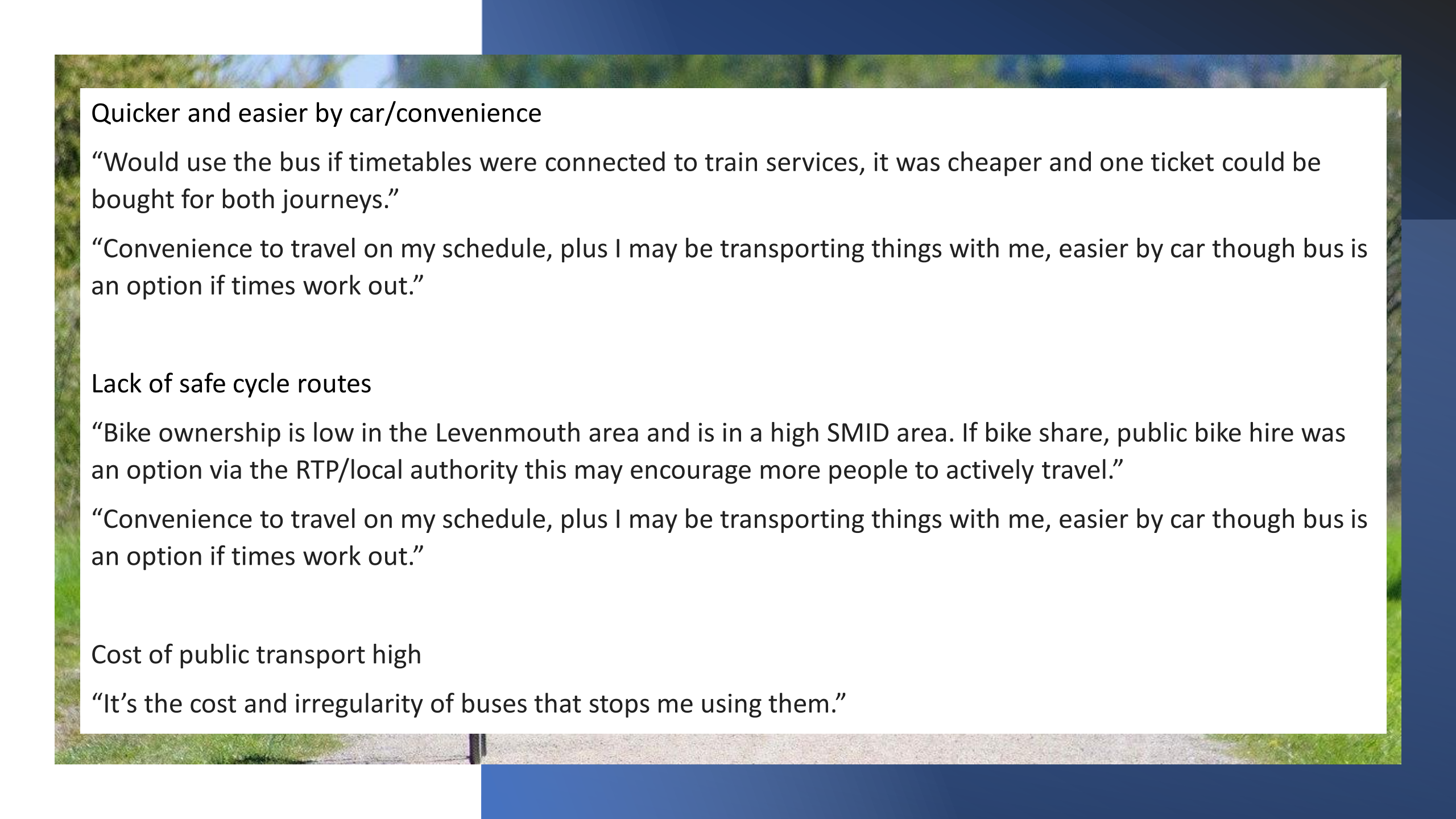
“Bus transport to Windygates is poor and would need 2 buses/50 minutes to do a 15 minute train journey and bus fares are far too expensive.”

“Buses would have to be much more frequent and reliable.”

“Having young children as a single parent, to get on a bus is a lot of effort. Young children wouldn't manage the walk or cycling. If bus service was better I may reconsider but it's not frequent enough or close enough to home.”

Need safer walking/cycling routes to access stations

“We need improved walking paths in the area. The path along the River Leven is unclean and unkept.”



Quicker and easier by car/convenience

“Would use the bus if timetables were connected to train services, it was cheaper and one ticket could be bought for both journeys.”

“Convenience to travel on my schedule, plus I may be transporting things with me, easier by car though bus is an option if times work out.”

Lack of safe cycle routes

“Bike ownership is low in the Levenmouth area and is in a high SMID area. If bike share, public bike hire was an option via the RTP/local authority this may encourage more people to actively travel.”

“Convenience to travel on my schedule, plus I may be transporting things with me, easier by car though bus is an option if times work out.”

Cost of public transport high

“It’s the cost and irregularity of buses that stops me using them.”



12. When are you most likely to be using either station?

More Details

● Peak commuter times (7-9am/4...	25
● Morning (9am to noon)	88
● Afternoon (noon to 4pm)	53
● Evening (7pm to 9pm)	22
● Night (after 9pm)	4





What's
missing from
Levenmouth?

KEY THEMES IDENTIFIED

- Lack of shops/retail choices

“The Levenmouth area is quite run down in many parts. Yes, there are beautiful beaches but there is not much besides, that would attract people to the area for leisure or shopping/retail.”

“The Town Centre is a derelict shadow of its former self. It is best avoided, being scruffy, and tired, with a lot of drug users and drunkenness. Few (ie practically no shops other than charity shops and bakers. A major initiative to encourage regeneration is necessary, with incentives for traders to open independent businesses.”

“It’s just charity shops and bakers – we need more high street names like Primark and convenience stores like Tesco/M&S.”

- Things to do

“There are no activities for my kids other than the pool.”

“Wouldn’t say there is much to do for outsiders coming in to the area. The High Street isn’t the most welcoming of places and there aren’t any attractions for people to see.

- Better marketing

“I don't think there is a good external awareness of the area. The area needs marketed as a holiday resort or a good place for days out. It's a hidden gem.

“Honestly I think it just needs marketed better. Any time I see tourist information about Leven it focuses on the East Neuk rather than what Leven itself has to offer (great parks, great beach, golf course, leisure pool, East Fife FC, Heritage railway etc etc).

“I am from West Fife and rarely hear about what's happening in the area.”

- A major 'draw'

"An interesting visitor attraction with cafe and interactive facilities."

"The two whales were not such a daft idea - look at the Kelpies."

"A major tourist attraction, something like the Kelpies, or a new pier, large play park for kids and families."

"We need to look at other seaside villages and towns and pick the best bits from each and bring to Levenmouth then get it advertised, what's here. This is a pipe dream but what about a viewing tower similar to Brighton or Portsmouth and develop the Methil harbour area."

- Lack of hotel accommodation for visitors outwith Fife
- Budget overnight accommodation

“Silverburn Park is excellent on this front but limited capacity of spaces at present and I know they have plans for more hostel rooms in the future which will tick this box for me if it is achieved.”

- More good quality restaurants, cafes, pop-up food trucks
- More activities around the Esplanade area
- More leisure opportunities
- History/nature trails and information
- Traffic should be allowed back in - pedestrianisation only is killing it
- Easy and quick transport links to Edinburgh and St Andrews
- More social events like Prom Fest as an example
- More nice walks/walkways along the river, through the surrounding countryside – better promotion of these

GENERAL

- A rail freight terminal
- Secure bike storage
- Concert hall, music venue or theatre
- Soft play
- Bowling alley
- Trampoline park
- Watersports facility at Methil Docks
- A good ice cream shop ((like Elie or East Wemyss or St Andrews)
- A market/flea market/vintage centre

SPECIFICS