

Tourism Action Plan for Levenmouth

Aim: To increase the value of visitor economy to Levenmouth by capitalising on the reinstatement of the Leven Rail Line

●LLTA - Levenmouth Local Tourist Association ●FHR - Fife Heritage Railway ●FTP - Fife Tourism Partnership ●FC - Fife Council ●LAC - Local Area Committee ●EcDev - Economic Development, FC
●FFC - Fifers for the Community ●VS - Visit Scotland ●FCCT - Fife Coast & Countryside Trust

Aim	Objective	Action/Activity	Success Criteria	Outcomes	District	Stage	Category	Lead	Deadline	Notes
1	c	Becoming Scotland's orchard capital!			All	Vision	Improvement	Clear	31/03/26	
1	d	River & Rail Memories Project	Short films made and distributed		All	Green Light	Marketing	FC Comms	05/07/23	
2	j	Attract quality restaurants, cafes to the area Work with Invest Fife to attract potential catering businesses to the area. Work with landlords and FC planning to assist with change of use if required	XX vacant buildings open as catering outlets		All	Vision	Economy	FC EcDev		
3	q	Encourage awareness of the importance of local provenance in food offers in local outlets	xx% of food outlets actively using and promoting local food		All	Vision	Economy	FC EcDev		
2	j	Assess scope for development of water-based leisure at Methil Dock no 3	Feasibility study completed		Methil	Vision	Infrastructure	FC EcDev		
2	j	Attract large well-known chain hotel to area	To have at least 1 chain look at the area for possible building		Methil	Vision	Economy	FC EcDev		
2	k	Develop Lower Largo Pier as a focus for activity	Increased visitor numbers to Lower Largo		Lower Largo	Vision	Economy	FC EcDev		
2	l	Establish visitor access to Wemyss Castle and Gardens	Visitor access at least on a part-time basis		East Wemyss	Vision	Improvement	FC EcDev		
2	l	Establish a tourism product in partnership with Diageo	Factory tours introduced		Leven	Vision	Events	FC EcDev		
2	k	Encourage businesses to improve shop fronts. Look at reducing number of cars on High Sts and more planting	The High Sts of Levenmouth all look attractive and draw the walker along the street with clear signage to other areas		All	Vision	Improvement	FC EcDev		
2	h	Create new Local Bus Service Action Plan	Ideally, visitors to Leven will be able to get off the train and have access to real time bus information should they wish to travel onward to other parts of Levenmouth or the East Neuk.		All		Travel	FC RT	31/03/24	Regular services will connect all parts of Levenmouth, stretching from the Wemyss villages in the west to the Largos, but there will be a new town service serving the rail station.
2	k	Look at current public toilet provision	List made and shown on website with QR code		All	Hopeful	Infrastructure	FC RT		1/4 - Leisure Centre toilets open. Looking at Cameron Bridge accessibility.
1	e	Re-purposing former putting green to high quality open space / event space / retail user / beach access provider			Leven	Hopeful	Improvement	FCCT	31/03/25	

2 k	Provision of campervan overnight parking area adjacent to toilet area			Leven	<i>Hopeful</i>	Improvement	FCCT	31/03/25	
2 h	Promenade Project	Active travel route to LCP standard extended to east end of promenade adjacent to golf club house (section as far as School lane included in LCP)		Leven	<i>Hopeful</i>	Infrastructure	FCCT	31/03/25	Include alterations to hard and soft landscaping to accommodate
2 k	Improvements to promenade frontage and sea wall –	High quality streetscape and street furniture, seating areas, links to residential areas and town centre, access improvements to beach whilst maintaining sea defences		Leven	<i>Hopeful</i>	Infrastructure	FCCT	31/03/25	
2 k	Landscaping and planting to improve greenspace and biodiversity of promenade area.	Removal of old hard landscaping features and replacement with appropriate soft landscaping measures.		Leven	<i>Hopeful</i>	Infrastructure	FCCT	31/03/25	
2 k	New lighting; decorative lighting; public art installed on or around Promenade.	Promenade looks warm & inviting		Leven	<i>Vision</i>	Infrastructure	FCCT	31/03/25	
2 k	Improve the skatepark - re-establish youth work approach to the skatepark improvement proposal.	Increased use of the skatepark		Leven	<i>Vision</i>	Infrastructure	FCCT	31/03/25	
2 k	Expand provision of current facilities to include showers and RV servicing	RV section created with new showers or provision in current establishment		Leven	<i>Vision</i>	Economy	FCCT		
1 d	Work with SRPS to bring heritage railway trips	SRPS bring regular heritage railway trips to the area with final destination as Leven		Leven	<i>Vision</i>	Events	FHR	10/02/24	Worth noting that Network Rail won't be providing a link to the FHR site from the rail line so charter trains would have to be delivered independently. FC Economic Development will be looking at this win partnership with FTP
3 s	Agree proxy measure for visitor numbers (through people counters/car counters or visitors to attractions)?	Current figures decided upon using data from local B&Bs; hotels; tourist attractions etc		All	<i>Green Light</i>	Impact	FTP	15/03/23	
1 b	Develop marketing plan. To include: key messages, marketing channels (websites / social media etc), programme of activity (content creation, PR, influencers etc)	Monitoring of marketing analytics, footfall and business results, with annual increase		All	<i>Green Light</i>	Marketing	FTP	10/11/23	
3 r	Review of current visitor events and support for the creation strategic events	Successful set of annual events created, listed, promoted and held.		Mixed (see notes)	<i>Vision</i>	Events	FTP	10/12/23	

2 i	Work with local hotels, golf courses, transport providers to create golf packages	Attractive packages created for all budgets		Mixed (see notes)	<i>Vision</i>	Marketing	FTP	31/12/23	
3 q	Develop series of familiarisation trips for businesses to visit each other and other nearby exemplars.	Successful implementation of new tips garnered		All	<i>Vision</i>	Training	FTP	31/12/23	
3 s	Establish series of measures to act as baseline figures for current visitor numbers and economic impact.	Baseline established		All	<i>Green Light</i>	Impact	FTP	31/12/23	
2 j	Work with FC to establish an available site for pop up sites for street food vendors on promenade. Liaise with FFF	Creation of regular pop ups		Leven	<i>Vision</i>	Economy	FTP	31/03/24	
3 q	Workshops for businesses interested in working with travel trade	4 Number of tourism businesses engaged TT activities		All	<i>Green Light</i>	Marketing	FTP	12/06/24	
3 q	Tourism business and staff signed up to World Host Training	60% of Tourism businesses signed up to World Host with 2 members of staff from each business completing training		All	<i>Hopeful</i>	Training	FTP	01/09/24	28/1/23 - funding applied for.
3 p	Invite stakeholders and businesses to participate in LLTA meetings. Look to increase membership from community and local business	Membership increased by 50%		All	<i>Green Light</i>	Improvement	FTP	30/04/25	
3 r	Lower Largo Arts Week Work with organisers to develop future strategy - Work with group to create a bigger event throughout Levenmouth	Year on Year growth of the event		Lower Largo	<i>Vision</i>	Events	FTP	31/12/30	
3 q	Develop a skills programme to ensure there is an available and skilled workforce.	Good level and quality of applicants for vacant and new positions		All	<i>Vision</i>	Economy	FTP		Timescale TBC - would have to be in partnership with Fife College
3 q	Work with businesses and booking agents e.g. Resdiary for restaurants and Private House Stays for small accommodation providers Work with businesses to ensure websites are compliant and have good SEO for business and area	Number of businesses available to book online in the area		All	<i>Vision</i>	Marketing	FTP/VS		
2 g	Ensure transport links to rest of LM are promoted via QR Code & Leaflet or places where you can get leaflet	Transport looked at and links available to all destinations. Clear guide published for online & alternative for elderley		All	<i>Vision</i>	Travel	LAC	08/02/24	
1 f	Ensure there are adequate public transport links to main tourist attractions. Seasonal business or community led initiative?	Bus routes available from station to Top 20 attractions in Levenmouth		Mixed (see notes)	<i>Vision</i>	Infrastructure	LAC	14/02/24	

2 k	On road active travel network	We are looking to upgrade approximately 24km of Levenmouth's existing roads and paths to accommodate the safer travel of walkers, wheelers and cyclists travelling. Of this, 10km will be segregated from vehicles.		All	Green Light	Travel	LAC	31/03/25	This part of the project is being managed by Fife Council on behalf of The Leven Programme.
2 j	Look at current proposals and work with planning to help make it easier for new ventures to be established	New and existing businesses report easier measures put in place to help them expand their food offerings		Mixed (see notes)	Vision	Economy	LAC		
3 o	Work with business to encourage outdoor activities for visitors, paddleboarding, canoeing, windsurfing, beach buggies etc	Either local or 3rd party business has set up watersports at promenade		Leven	Vision	Economy	LAC		
2 k	Link Leven Promenade to Methil Dock no 3 by extending past new station.	New well-lit pleasant walkway created.		Methil	Vision	Infrastructure	LAC		Part of phase 2/3 of ATN and looking more likely given impact of LUF project
2 k	Enhance existing outlets such as Action Zone - create Top 20	Increased choice of facilities and attractions for visitors		Mixed (see notes)	Vision	Improvement	LAC		
1 a	Launch of Website	Professional Photographs and copywriting completed		All	Green Light	Marketing	LLTA	12/10/23	28/1/23 - it was agreed that the FTP funding for 2023 would be used for this. Michael (MS Leisure) & Rebecca (KHEE) to action
1 a	Promotion of Art Trail, Selfie Spots and Heritage Trail	Website and social media hits		All	Hopeful	Marketing	LLTA	31/01/24	28/1/23 - funding applied for.
1 a	Levenmouth Tourism Website and Social Media created	Analytics showing steady increase in hits	www.WelcomeToLevenmouth.co.uk	All	Green Light	Marketing	LLTA	12/03/24	1/2/23 - www.WelcomeToLevenmouth created. Waiting on better copy & pics.
1 b	Look into having Tourist Info vending machine? Pay £1 (refundable at any venue inside) and you can get different leaflets (heritage; art trail; shopping; walks; cycle trails; golf), maps etc	Research done and if possible, funding applied for to build machine		All	Vision	Marketing	LLTA	24/06/23	£1795 + vat per machine
1 b	Promotion of Art Trail, Selfie Spots and Heritage Trail	Partner website links and physical advertising on trains		All	Hopeful	Marketing	LLTA	30/06/23	28/1/23 - funding applied for.
1 b	Development of working partnerships with Welcome to Fife and Visit Scotland	Alignment of strategies		All	Green Light	Improvement	LLTA	01/11/23	
1 b	Development of working partnerships with Welcome to Fife and Visit Scotland	Website links and apps shared		All	Green Light	Marketing	LLTA	01/11/23	
1 b	Creation of destination content.	Tourist Passports printed and brochures updated and distributed		All	Hopeful	Marketing	LLTA	12/03/24	28/1/23 - funding applied for.
1 c	Explore possibility of Levenmouth brand (either place or destination)	Creation of clear branding and messaging for Levenmouth	#LoveLevenmouth	All	Hopeful	Marketing	LLTA	15/10/23	17/2 - Decided we would all try and push #LoveLevenmouth but need strategy of everyone's buy in. 26/1/23 - Craig (Comms) to create survey to find out why visitors come to LM
1 c	Signage improvement programme delivered	Banners and signs erected		Mixed (see notes)	Hopeful	Marketing	LLTA	15/03/24	28/1/23 - funding applied for.

1 c	Signage improvement programme delivered	Advertising displayed		Mixed (see notes)	Hopeful	Marketing	LLTA	15/03/24	28/1/23 - funding applied for.
1 d	Create 'Heritage trails -working with local historians, artists and local people	Project created and ready for install		Mixed (see notes)	Hopeful	Heritage	LLTA	04/10/24	28/1/23 - funding applied for.
1 d	'Heritage trail linked to website and QR codes working	Web based app working and QR codes working		Mixed (see notes)	Hopeful	Heritage	LLTA	04/10/24	28/1/23 - funding applied for.
1 d	Creation of Melville Cairn	Cairn built with help from youngsters in Levenmouth. Relevance of the cairn marketed to a wider audience to bring people in.		All	Green Light	Art	LLTA	12/12/24	Agreed at LLTA March meeting that this would go ahead. Waiting on getting the detailed brief done for the heritage and art trails so we can include this geographically to make a good spread across the region. Still need to discuss maintenance costs. Preferences so far Letham Glen, Prom & Silverburn.
1 e	Official Launch of Art Trail, Selfie Spots and Heritage Trail	Launch Event		All	Hopeful	Events	LLTA	01/02/23	28/1/23 - funding applied for.
1 e	Create Art Trail, working with artists/ agency, local community and businesses	Installations co-designed and built ready for placement		All	Hopeful	Art	LLTA	31/01/24	28/1/23 - funding applied for.
1 e	Art Trail linked to website and QR codes working	Web based app working and QR codes working		All	Hopeful	Art	LLTA	31/01/24	28/1/23 - funding applied for.
1 e	Create Selfie Spot App and image overlays	Web based app working and QR codes working		All	Hopeful	Art	LLTA	06/09/24	28/1/23 - funding applied for.
1 f	Creation of Itineraries	Added to website and being promoted with partners to visitors and travel trade		Mixed (see notes)	Green Light	Marketing	LLTA	13/10/23	
1 f	Work with local business & rail companies to promote day trips and joint tickets for attractions	Number of rail tickets purchased to the area		All	Vision	Travel	LLTA	05/06/24	
1 f	Soft Launch of Art Trail, Selfie Spots and 'Heritage Trail	Work with local community to trial trail and technology		All	Hopeful	Events	LLTA	04/10/24	28/1/23 - funding applied for.
3 o	Development of local business and organisations partnership - create map/discount voucher book	Minimum 12 visitor attraction sign-ups to Tourism Passport		All	Hopeful	Marketing	LLTA	31/01/24	28/1/23 - funding applied for.
3 q	Employ a Project Manger for the LLTA to carry put the activities as listed on the LRF application	Professional, experienced candidate in place		All	Green Light	Improvement	LLTA	15/04/23	
3 q	Creation of Rail Ready campaign	Toolkits, and training programmes created		All	Hopeful	Training	LLTA	31/01/24	28/1/23 - funding applied for.
3 q	Sign up Tourism business and staff to Rail Ready Campaign	60% Tourism businesses signed up to campaign with 50% of their staff having completed the training		All	Hopeful	Training	LLTA	01/09/24	28/1/23 - funding applied for.
3 q	Establish a volunteer team to help with tours / staffing museums etc.	All 3 local museums open 7 days to cater for tourists with sustainable business model to keep them open in future		Mixed (see notes)	Vision	Training	LLTA	20/11/24	
3 r	Look to establish an events group with shared resources (gazebos / tables / barriers). Speak to Together Levenmouth.	A local group that anyone wishing to hold an event locally can access to use promotional		All	Hopeful	Events	LLTA	20/06/23	

3 s	Establish way to determine the impact of actions	KPIs written		All	<i>Green Light</i>	Impact	LLTA	30/04/23	
3 o	Host 'Race The Worlds' event			Kennoway	<i>Green Light</i>	Events	Misc	06/05/23	Kennoway Pump Track - Gav Harrower
3 o	Host round 2 of the British National Pump Track series			Kennoway	<i>Green Light</i>	Events	Misc	11/06/23	Kennoway Pump Track - Gav Harrower
3 o	Host Largo Arts Week		www.largoartsweek.com	Upper Largo	<i>Green Light</i>	Events	Misc	23/07/23	Starts 15th July. Ends 23rd. 60 Artists across a wide range of venues this year displaying a wide range of work.
3 r	Promfest	Stalls all sold and over xxx visitors		Leven	<i>Green Light</i>	Events	Misc	13/08/23	Leven Community Council - Michael Morris
2 k	River park routes	Upgraded existing paths as well as creating new ones along the River Leven, linking residential areas and allowing communities to access the river and existing assets of the area.		All	<i>Green Light</i>	Infrastructure	Misc	31/03/25	This part of the project is being managed by Green Action Trust on behalf of The Leven Programme.
	Watersports implementation at Methil Dock 3			Methil	<i>Vision</i>	Infrastructure	Misc		
2 h	Install new rail Ink and 2 new stations		Community Engagement with positive feedback. Safety briefings given to schools.	Mixed (see notes)	<i>Green Light</i>	Travel	Scotrail	31/03/24	National Rail to build then Scotrail take over. Stations at Leven and Cameron Bridge
2 h	First time traveller programme			All	<i>Hopeful</i>	Travel	Scotrail		
3 r	Arts and Crafts Fair	75% positive feedback and a 25% increase in café turnover		Lundin Links	<i>Green Light</i>	Events	Silverburn	15/04/23	Wide selection of local crafters merchandise or take part in several workshops during a wander around our walled garden.