

Levenmouth Tourism Action Plan Review

Matt Pointon, November 2024

To maximise the success of the Levenmouth Rail Link opened in June 2024, Fife Council’s Tourism Team (Welcome to Fife) and the Levenmouth Local Tourism Association (LLTA) in partnership with local stakeholders created a Levenmouth Tourism Action Plan (LTAP) featuring ninety projects which could be carried out in the Levenmouth area.

This action plan was created from research conducted by an independent consultancy to establish the best possible opportunities for Levenmouth as a destination. The projects and actions were to be delivered by stakeholders from various sectors. This document summaries these projects.

Initially the document introduces the LTAP and the stakeholders. The next section features projects on the LTAP which were the responsibility of the LLTA to deliver. The next section looks at projects belonging to stakeholders. Use document navigation to help you search for specific projects.

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Introduction

On the 8th of August 2019, the plan for the Levenmouth Rail Link was approved by the Scottish Government. Formerly the largest urban area of Scotland not to be connected by rail, this was a great achievement, and conversations began to look into the maximisation of this opportunity.

The LLTA and other relevant stakeholders composed and agreed upon a new strategy which would direct both the LLTA and partners to maximising the tourism opportunities brought by the railway.

Partners

These partners from Levenmouth and the wider Fife area were initially established as:

- LLTA – Levenmouth Local Tourism Association
- FTP – Fife Tourism Partnership
- LAC – Levenmouth Area Committee
- Visit Scotland
- CLEAR – Community Led Environmental Action [for] Regeneration (Buckhaven & Methil)
- FFTC – Fifers for the Community
- Scotrail
- Network Rail
- Silverburn Park
- FCCT – Fife Coast and Countryside Trust
- FC Economic Development
- Fife College
- Police (Levenmouth Together)
- FHR – Fife Heritage Railway
- Fife Council Comms Team (FC Comms)
- The Leven Programme
- Fife Council Roads & Transportation

In addition, BRAG Enterprises would function as the hosting organisation for the Project Manager post, employing and managing the daily operations and support.

Aims

The LTAP was created to maximise the overall aim:

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

By:

- 1) Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)
- 2) Ensuring a quality experience for visitors
- 3) Building a stronger local economy with resilient tourism businesses

Objectives

These aims were broken down into a series of goals:

- a) Create & maintain engaging website and social media platforms
- b) Develop and execute marketing plan. To include key messages, marketing channels, programme of activity (content creation, PR, influencers etc)
- c) Establish a brand for Levenmouth
- d) Create strong heritage offer
- e) Create strong art offer
- f) Create strong 'days out' itineraries
- g) Encourage visitors to move around the whole area of Levenmouth
- h) Make Levenmouth accessible to all
- i) Improve the golf experience for visitors
- j) Attract new tourism-related businesses to the area
- k) Improve public realm to provide a better visitor experience
- l) Ensure enough tourism attractions open at busy times
- m) Review orientation and interpretative signage (for value and quality)
- n) Attract funding to the area to keep momentum & create real change
- o) Develop promotional partnerships to bring visitors to the region
- p) Establish strong network of LLTA members
- q) Create new jobs, upskill existing hospitality roles to improve offer
- r) Develop visitor events programme & attract new events
- s) Measure impact to ensure ongoing improvement

On Monday 5th June 2023, Matt Pointon was appointed Project Manager of the LLTA, employed by member and local charity BRAG Enterprises with funding from Fife Council.

Matt managed the projects on behalf of the LLTA, BRAG and FC, collaborating with various stakeholders and communities around the Levenmouth and Fife area.

Funding for the projects came from a number of public funding bodies including:

- The Levenmouth Reconnected Fund
- The Levenmouth Community Recovery Fund
- Welcome to Fife's LLTA Project Grant



LEVENMOUTH

LEVENMOUTH TOURISM ASSOCIATION

LLTA Projects

Projects specifically of the responsibility of the Levenmouth
Local Tourism Association

Welcome to Levenmouth Website

Action/Activity:

- Launch of Website
- Creation of Itineraries

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objectives:

- Create & maintain engaging website and social media platforms
- Create strong 'days out' itineraries

Success Criteria:

- Professional Photographs and copywriting completed
- Added to website and being promoted with partners to visitors and travel trade

District: All

Category: Marketing

Lead: LLTA

Deadline: 12/10/2023

Notes:

The website has been receiving updates over the last eighteen months. Key updates include:

- “Useful Information” page and related links – How to Get Here, Wheelchair Friendly, Dog Friendly, Responsible Tourism, Parking Information, Further Reading, Postcards from Fife, Contact Us
- Used as a central point of information for railway opening events
- Welcome to Fife Promotional Video “Make Memories by the Sea” added to the homepage
- Over 40 new places/business added
- Promoted through Welcome to Fife website, QR codes, social media
- Domain name needs renewal
- Website built by Simplicity Marketing, Dunfermline. Contact - Michael Strachan michael@meetsimplicity.com

Finances

Income	Outgoings
	£1,600 – Wendy Glass (website copy)
	£1,100 – Silverdollar (photos)
	£144 (Simplicity, website hosting)
	£440 (Copyright infringement by Simplicity)

Outcomes

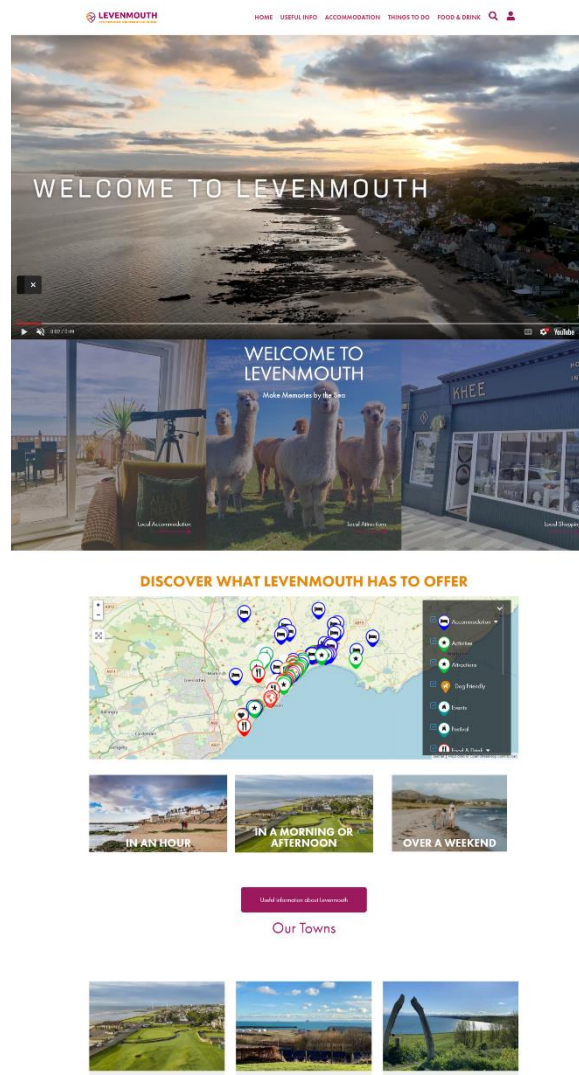
- Total hits 44,333 over Oct 2023 – Oct 2024

Moving Forward

The website will be taken forwards by the Secretary of the LLTA.

Instruction videos have been made to show how to manage the website moving forwards.

Ongoing costs of around £270 per year for domain name and hosting. Simplicity to invoice.



Levenmouth Discovery Trails

This project takes several proposed projects from the LTAP and combines them:

Action/Activity:

Promotion of Art Trail, Selfie Spots and Heritage Trail

Create Heritage_trails - collaborating with local historians, artists and local people

Heritage trail linked to website and QR codes working

Official Launch of Art Trail, Selfie Spots and Heritage Trail

Create Selfie Spot App and image overlays

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective:

- Create & maintain engaging website and social media platforms
- Create strong art offer
- Create strong heritage offer

Success Criteria:

- Website and social media hits, Partner website links and physical advertising on trains
- Develop and execute marketing plan. To include key messages, marketing channels, programme of activity (content creation, PR, influencers etc)
- Web based app working and QR codes working
- Launch Event
- Project created and ready for install

District: All

Category: Marketing, Art

Lead LLTA

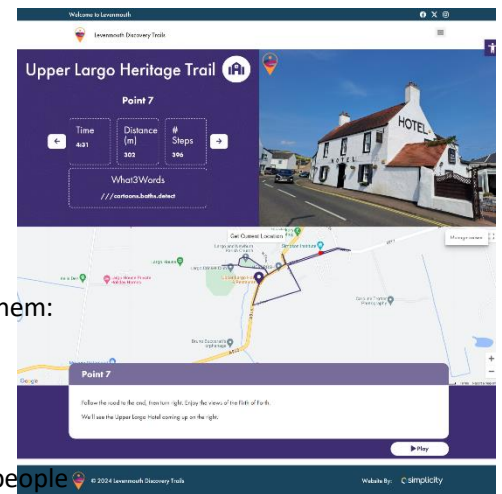
Notes: The Levenmouth Discovery Trails is a holistic project considering several community and tourism opportunities. **A full report can be found in a separate document.**

Finances

Income		Outgoings
£4000 (Fife Council Grant)		£10968 – Simplicity Marketing (software)
£4000 (Welcome to Fife Project grant)		£1000 – Iain Green (images)
£4945.54 (LRP grant)		£1100 – Silverdollar (photos & logos)
£3500 (Fife Council Grant)		£750 (voice actors)

Outcomes:

- Installed May 2024
- Promoted and launched from October 2024



- Marketing campaign 10,000+ views from organic social media
- Eight Trails throughout the Levenmouth area
- Each featuring history, art, nature, activities
- Hundreds of visitors/users so far
- All suppliers within Fife

Moving Forward

The trails will need monitoring to ensure the feedback is supported and the trails are kept up to date. This is not a time-consuming job but will need to be done to ensure continuity and value for money from the project.

New trails can be added in at any time – a video will be produced on how to do this and edit the LDT website. Kennoway Den was one trail with stakeholder support, however with the path network around Cameron Bridge station being incomplete, this has not yet been installed.

Simplicity Marketing, the web developers, will be available until May 2029 to support from a web development side, but it is the LLTA responsibility to contact them with any issues etc.

Continuous marketing for the trails, including working with Welcome to Fife and Visit Scotland to promote the trails.

Z-Cards

Action/Activity: Creation of Destination Content

Aim:

- Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)
- Development of local business and organisations partnership - create map/discount voucher book

Objective:

- Tourist Passports printed and brochures updated and distributed
- Develop promotional partnerships to bring visitors to the region

Success Criteria:

- Tourist Passports printed, and brochures updated and distributed
- Development of local business and organisations partnership - create map/discount voucher book

Notes: After a long consultation process and discussions at LLTA meetings, the tourist passport was proving a difficult idea to implement practically and didn't have the support of the majority of the LLTA. There were questions around which businesses to include/what the prize for would be completing the passport and who to be included. Additionally, fears that it would clash with the Discovery Trail project that was well into development at this time caused for a change in strategy and new destination content was needed.

As getting a local area map suitable for visitors to use was becoming necessary with the approaching railway, the LLTA looked into other options. As other LTAs around Fife had created Z-cards and had overwhelming success with them, we looked towards this. Collaborating with the same designer Nicola from Mint Modern design and with support from Welcome to Fife, we developed the Levenmouth Z-cards.

Many stakeholders including businesses, councillors and community members engaged in the content. It was decided by the LLTA that only businesses who attended LLTA meetings regularly and offered their time and support to the project would be named specifically.

Finances

Income	Expenditure
£4000 (Welcome to Fife project grant)	£3180 (Mint modern, design)
£2311.20 (LRP)	£3010 (FC printing)

Outcomes:

- 20,000 Z-cards produced
- As of October 2024, 5,200 distributed to stakeholders and local businesses. LLTA Committee have access to a spreadsheet with a running total
- Incredibly positive feedback
- [WTF Levenmouth Map Guide.pdf](#)

Moving Forward

Continued distribution and management of stock.

Updated Z-cards to be produced at a suitable time – perhaps 2029. Consult with Nicola at Mint Modern for the designs, Fife Council Print Unit to print. Potential use Welcome to Fife annual project grant to fund

Landmark Project

Action/Activity:

- Create Art Trail, working with artists/ agency, local community and businesses
- Signage improvement programme delivered

Success Criteria: Installations co-designed and built ready for placement

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Create strong art offer

Success Criteria: Installations co-designed and built ready for placement

Notes: The Landmark Project has been developed and funding has been applied for. £58,365 has been approved by the Levenmouth Reconnected Fund. Match funding has been applied for to the National Lottery Heritage Fund.

- Holistic project including community engagement, heritage, art, tourism and youth development
- Community Trade Hub building and maintenance partners
- Monoliths/sculptures and interpretation boards
- IGLU Architecture consultants
- Community consultation to design each point
- Eleven locations identified based on footfall, need, opportunity
- East Wemyss Community Council looking for Interpretation Board/point of interest on promenade
- FCCT, LCT and FC to be involved in interpretation board content
- LLTA Committee to lead on, possible appoint a project manager (£500 available through the funding to support the post)

Train Station Information

Action/Activity: 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

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Develop and execute marketing plan. To include key messages, marketing channels, programme of activity (content creation, PR, influencers etc)

Success Criteria: Research done and if possible, funding applied for to build machine

Notes:

- LLTA have been working with Fife Council Levenmouth Reconnected to install information posters, Z-card holders and digital signage/screen at Leven station.
- Fife Council handle negotiating with Scotrail and Network Rail over station facilities, design and infrastructure
- No vending machines are available on the market, but Z-card holder and/or poster would be sufficient
- Paying for sponsored board would be approx. £3,500 a year which the LLTA cannot pay for
- Discussions ongoing and LLTA will actively support any progress in this area
- Welcome to Fife originally planned a digital screen at the station, but due to a change in station design, this was no longer possible

Outcomes: Currently, there is no visitor information at Leven or Cameron Bridge stations

Moving Forward: remain in contact with Phil Clarke, Fife Council Levenmouth Reconnected Manager. Offer support where possible. Potential funding for anything: Levenmouth Reconnected Fund. Support to be provided by Welcome to Fife where possible, however remains LLTA project and responsibility to deliver

Stakeholder Partnerships

Action/Activity: Development of working partnerships with Welcome to Fife and Visit Scotland

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Develop and execute marketing plan. To include key messages, marketing channels, programme of activity (content creation, PR, influencers etc)

Success Criteria: Alignment of strategies, Website links and apps shared

Notes:

- Matt has been in continuous discussions with Welcome to Fife and Visit Scotland on a wide range of projects
- Levenmouth's tourism development was in line with Welcome to Fife's 2023 refreshed Tourism Strategy and Outlook 2030
- The LLTA and Welcome to Fife worked together on several marketing initiatives including:
 - The Waverly Expo – a four week stand (staffed Thurs, Fri, Sat)
 - Robin McKelvie visits
 - Influencer visits and posts
 - Make memories by the sea marketing campaign & video
 - LDT marketing & Fife Outdoors Week
- LDT video & reels produced
- 120gb archive of footage (video, stills, drone) available to any LLTA member

Outcomes: complete. Continuous marketing always needed, but Welcome to Fife will take this on along with the rest of Fife

Moving forward: use the 120gb of footage for continued marketing however the LLTA see is proper.

Continue with Welcome to Levenmouth, Facebook, Instagram, x, TikTok (?)

Destination Branding – Outward Facing

Action/Activity: Explore possibility of Levenmouth brand (either place or destination)

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Establish a brand for Levenmouth

Success Criteria: Creation of clear branding and messaging for Levenmouth

Banners and signs erected; Advertising displayed

Notes:

- The hashtag #LoveLevenmouth was decided upon and has been used on 1000+ posts on Facebook including all posts by Welcome to Levenmouth
- “Make Memories by the Sea” branding was developed by a marketing agency on behalf of Welcome to Fife
- Focus on the nostalgia of beach holidays of old, family friendly, accessible

Outcomes: achieved. See earlier action for more marketing outcomes.

Moving forward: support positive working relationships with Welcome to Fife. Allow them to continue promoting Levenmouth and offer support where possible

Destination Branding – Within Destination

Action/Activity

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Establish a brand for Levenmouth

Success Criteria: Banners and signs erected; Advertising displayed

Notes:

- Fife Council took the lead on erecting fingerposts around the area – this has now been completed
- Monoliths to be installed at both stations. Designs still in consultation stage which Matt was involved with, strongly encouraging a visitor-centric focus and relevant information and design
- Interpretation boards in Leven town centre being redesigned by LLTA Committee Members
- Previously mentioned Landmark project to set up new interpretation boards at certain locations around the area
- Design to be maintained
- As per earlier action, Matt has been working hard to have information made available for visitors when arriving at the station. However, has been unsuccessful as FC, Network Rail and Scotrail are communicating and is unable to continue any further with this

Income	Outgoings
	£378 (Rejected sign design)

Moving forward:

- Get the Leven town centre interpretation boards designed
- Maintain this overall design for the Landmarks Project
- Continue communications and offer support with the FC Monoliths for the stations

Outcomes:

- Monolith signs to follow on handover of Leven Station and implementation of bus station link improvements
- Working with NR / SR on visitor info panel provision at Leven Station

Melville Cairn

Action/Activity: Creation of Melville Cairn

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Create strong heritage offer

Success Criteria: Cairn built with help from youngsters in Levenmouth. Relevance of the cairn marketed to a wider audience to bring people in.

Notes:

- Herman Melville, author of Moby Dick, has ancestors from Leven. Local historians Kenny Munro and Tom Hubbard would like a permanent commemoration of this to be erected in Leven
- Communication has been maintained with Kenny throughout the last year
- The cairn has now become a plaque commemorating this and locations are being drawn up

Days Out

Action/Activity: Work with local business & rail companies to promote day trips and joint tickets for attractions

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Create strong 'days out' itineraries

Notes: Welcome to Fife were taking this on

Employ a Project Manager

Action/Activity: Employ a Project Manager for the LLTA to carry put the activities as listed on the LRF application

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Establish strong network of LLTA members

Notes:

- Matt Pointon was employed by BRAG Enterprises on the 5th of June 2023 to work for the Levenmouth Local Tourism Association.
- He is completing an MSc in Responsible Tourism Management at industry leading and world-renowned Leeds Beckett University
- Matt has worked alongside the LLTA and other stakeholders delivering the projects set out in the LTAP as per this document, along with other activities through a holistic destination development perspective
- Matt has also worked as Levenmouth Tourism Officer for BRAG Enterprises performing other duties within the area in addition to completing the LTAP
- Matt's position as Project Manager with the LLTA will be coming to an end on the 4th of December 2024
- Matt will stay employed by BRAG Enterprises as Levenmouth Tourism Officer continuing work within the area to support the Levenmouth Tourism industry in a holistic and community focussed way, developing a strategy moving forwards and working as an available resource to anyone who needs him

Rail Ready Campaign

Action/Activity: Creation of Rail Ready campaign, sign up Tourism business and staff to Rail Ready Campaign

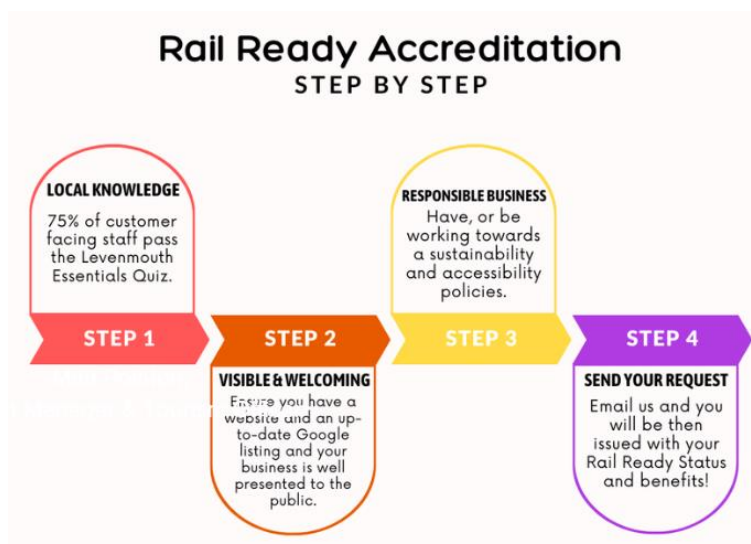
Aim: Building a stronger local economy with resilient tourism businesses

Objective: Create new jobs, upskill existing hospitality roles to improve offer

Success Criteria: Toolkits, and training programmes created, 60% Tourism businesses signed up to campaign with 50% of their staff having completed the training

Notes:

- Pages created on the Welcome to Levenmouth website
- Promoted through Levenmouth Live and directly to businesses
- Had customer service, local area info, tourism information
- Welcome to Fife ran World Host training to tie in with this
- Having businesses “sign up” was impossible as they were making their own preparations for the railway opening and no clear benefit to them doing so
- Lack of stakeholder support
-
- Instead, work went in to checking local business Google listings, consulting with businesses directly, promoting courses run by Welcome to Fife (online bookable etc)



Volunteer Group Establishment

Action/Activity: Establish a volunteer team to help with tours / staffing museums etc.

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Create new jobs, upskill existing hospitality roles to improve offer

Success Criteria: All 3 local museums open 7 days to cater for tourists with sustainable business model to keep them open in future

Notes:

- Methil Heritage Centre now open, but looking for a sustainable business model
- Low footfall and community use means funding unjustified
- Work going on to work with Methil History Group to help them staff the centre
- Conversations with OnFife and Fife Council Communities are ongoing

Events Group

Action/Activity: Look to establish an events group with shared resources (gazebos / tables / barriers).
Speak to Together Levenmouth.

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Success Criteria: A local group that anyone wishing to hold an event locally can access to use promotional tools, assets and resources

Notes:

- A Facebook group “Levenmouth Events” exists, and information is shared in there
- Levenmouth Community Forum established to share information about community resources and events
- There has been an increase in community asset sharing

Establish Tourism Baseline

Action/Activity: Establish Tourism Baseline

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Measure impact to ensure ongoing improvement

Success Criteria: KPIs written

Notes:

- STEAM figures can provide tourism numbers
- Highstreet footfall counters
- No figures were decided upon given the lack of baseline for tourism numbers to Levenmouth pre-railway
- Note from Welcome to Fife: We now receive footfall data via Huq for Leven town centre. However, we are still evaluating the data and unsure of the accuracy. We may need to look at alternatives. Still trying to get railway usage data from Scotrail / Network Rail.

Outcomes

- Footfall data now available [Welcome to Fife]

Actions from other stakeholders

CLEAR - Orchard Capital of Scotland

Who: CLEAR

Action/Activity: Becoming Scotland's orchard capital!

Aims: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Establish a brand for Levenmouth

Notes:

- CLEAR is continuing their planting work around Levenmouth
- More apple trees planted weekly
- Rewilding
- Fruit trees made available to anyone in Fife who would like them – order and collect service – successful so far
- October 2024 apple pressing event
- CLEAR will continue their work in Methil and Buckhaven to bring about community regeneration using the environment



Image: CLEAR Facebook

FC Comms - Social Railways

Who: FC Comms

Action/Activity: River & Rail Memories Project

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Create strong heritage offer

Succes Criteria: Short Films made and distributed

Notes

- The films were taken
- However, with Peter McCulloch passing away it was not considered appropriate to continue

Outcomes

Beyond the Tracks project created as an alternative. The idea being to capture photos and quotes from people all over Levenmouth. LMRC were the hosts, Matt managed the Project, Ryan Morris took the photos, Craig Smith (FC Comms) posted on Our Levenmouth to a reception of 1.2 million. A book has been printed with funds from LRP and distributed around the community to raise funds for local charity Autism Rocks which hit the front page of the East Fife Mail 23/10/24.

ScotRail released the video [Levenmouth Reconnected - Charlotte and Jean's story](#) which captures the spirit of the original format.

FC EcDev - Attracting New Business

Who: Fife Council Economic Development

Action/Activity: 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

Aim: Ensuring a quality experience for visitors

Objective: Attract new tourism-related businesses to the area

Succes Criteria: XX vacant buildings open as catering outlets

Notes

- A number of new businesses have opened on Leven high street – Hannarella, Cherry on Top, Thompson Technologies
- A number of new businesses are set to open – East Coast Eclectic, No 58 Tapas Bar, Witch Museum

Outcomes:

- Less empty shops
- More choice for visitors
- Unique offerings
- Independent businesses
- Increased employment and improved local economy
- Enquiries from businesses looking to open or grow in Levenmouth remains consistent (updated KPI expected w/c 4/11/24)
- Former Den Inn will receive a full refurbishment and will reopen after being vacant for a few years as the new business Scoonie Tavern with a family friendly hospitality offer - local business man with Star Pubs and Bars (Star Pubs & Bars is the pub business arm of HEINEKEN UK) behind the new venture.

Moving Forward

- Offer support and connections to new businesses

FC EcDev - Business Growth

Who: Fife Economic Development

Action/Activity: Encourage awareness of the importance of local provenance in food offers in local outlets

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Create new jobs, upskill existing hospitality roles to improve offer

Success Criteria: xx% of food outlets actively using and promoting local food

Notes

- Welcome to Fife support the Food from Fife campaign
- Support offered to local businesses to use local suppliers

Outcomes:

- Difficult to measure via KPI's but a high number of local hospitality/ food and drink businesses detail a range of local suppliers on their menus, social media promotional posts and websites. Work is ongoing to support local food producers and processors across Levenmouth to grow their markets via supplier and trade development programmes supported by Fife Councils Economic Development team

FC EcDev - Methil Dock Development

Who:

- Fife Council Economic Development
- Miscellaneous

Action/Activity:

- Assess scope for development of water-based leisure at Methil Dock no 3
- Watersports implementation at Methil Dock 3

Aim: Ensuring a quality experience for visitors

Objective: Attract new tourism-related businesses to the area

Succes Criteria: Feasibility study completed

Notes

- FC EcDev, Matt & Dave Patterson have been in communication with the landowners to establish a working partnership
- Matt completed proposal and secured £400,000 from Levenmouth Reconnected Fund
- Further discussions and full business plan to be drawn up
- Looking expensive, even doing it in the most frugal way
- No guarantee of financial sustainability and no funding moving forward to support

Outcomes:

- Looking for potential private sector organisation to take it on

Moving Forward

- Support with communication as and where required

FC EcDev - New Hotel Attraction

Who: Fife Council Economic Development

Action/Activity: Attract large well-known chain hotel to area

Aim: Ensuring a quality experience for visitors

Objective: Attract new tourism-related businesses to the area

Success Criteria: To have at least 1 chain look at the area for possible building

Notes

- Still ambitions to achieve this and work ongoing. The 25-bedroom Caledonian Hotel remains part of the Greene King Inns portfolio (135 hotels across the UK) having been bought over in 2021 and operating under new management since

FC EcDev - Largo Pier

Who: Fife Economic Development [In practice, Largo communities Together]

Action/Activity: Develop Lower Largo Pier as a focus for activity

Aim: Ensuring a quality experience for visitors

Objective: Improve public realm to provide a better visitor experience

Success Criteria: Increased visitor numbers to Lower Largo

Notes

- Largo Communities Together are the host organisation of the Largo Pier Project
- Public Consultation to be held in October to discuss further steps and garner community opinion
- £2million approx. cost
- £700,000 from LRP ringfenced, but match funding applications unsuccessful. LRP must be spent by Spring 2026, so if the process goes on much longer, there will not be the opportunity to draw down this funding offer

Outcomes:

- Pier Group within LCT still exists, but unsure of how to proceed.

Moving Forward

FC EcDev - Wemyss Castle

Who: Fife Economic Development

Action/Activity: Establish visitor access to Wemyss Castle and Gardens

Aim: Ensuring a quality experience for visitors

Objective: Ensure enough tourism attractions open at busy times

Success Criteria: Visitor access at least on a part-time basis

Outcomes:

- Castle gardens are open by appointment Mid-April to July
- [Wemyss Castle Gardens](#)

FC EcDev - Diageo Tourism Experience

Who: Fife Council Economic Development

Action/Activity: Establish a tourism product in partnership with Diageo

Aim: Ensuring a quality experience for visitors

Objective: Ensure enough tourism attractions open at busy times

Success Criteria: Factory tours introduced

Notes

- Matt has reached out to Diageo a number of times regarding this but has received no response

Outcomes:

-

Moving Forward

FC EcDev - High Street Renovation

Who: Fife Council Economic Development [And Town Centres Team]

Action/Activity: Encourage businesses to improve shop fronts. Look at reducing number of cars on High Streets and more planting

Aim: Ensuring a quality experience for visitors

Objective: Improve public realm to provide a better visitor experience

Succes Criteria: The High Streets of Levenmouth all look attractive and draw the walker along the street with clear signage to other areas

Notes

- Fife Council have been improving the public areas of Levenmouth

Outcomes:

- Improved benches and bin in Leven high street
- Many small improvements in Methil
- Lots of planting, some in new areas

FC RRT - Bus Service Revision

Who: Fife Council Roads and Transportation

Action/Activity: Create new Local Bus Service Action Plan

Aim: Ensuring a quality experience for visitors

Objective: Make Levenmouth accessible to all

Success Criteria: 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.

Outcomes:

- A new bus timetable has been introduced allowing the bus times to match with the train times meaning that buses and train are available to people and connection times are lower

FC RRT - Toilet Provision

Who: Fife Council Roads and Transportation

Action/Activity: Look at current public toilet provision

Aim: Ensuring a quality experience for visitors

Objective: Improve public realm to provide a better visitor experience

Success Criteria: List made and shown on website with QR code

Outcomes:

- There is a full list of all public toilet provision on the Welcome to Levenmouth Website with maps and opening times. [Toilets | Levenmouth Tourism Association](#)
- Bus Station toilets are now free
- Leisure Centre toilets are available for public use (though no signage is in place)

FCCT - Putting Green



Who: Fife Coast and Countryside Trust

Taken on by: Levenmouth Local Tourism Association

Action/Activity: Re-purposing former putting green to high quality open space / event space / retail user / beach access provider

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Create strong art offer

Succes Criteria:

Notes

- Matt proposed repurposing the Putting Green on Leven promenade as a Park Golf, however stakeholder support was lacking
- LLTA Sub-Committee set up at June's LLTA meeting to reopen the Putting Green
- Volunteers prepared the site

Outcomes:

- Putting Green reopened with a £2 voluntary donation
- [Leven Putting Green | Levenmouth Tourism Association](#)
- Open Summer Daily 10-6, Winter Fri-Mon 10-4
- Leven Links responsible for grounds maintenance with a weekly fee
- Outdoor cinema event – 29th September with Climate Action Fife – The Lorax & The Impossible



FCCT - Motorhome Provision

Who: Fife Coast and Countryside Trust

Action/Activity:

- Provision of campervan overnight parking area adjacent to toilet area
- Expand provision of current facilities to include showers and RV servicing

Aim: Ensuring a quality experience for visitors

Objective: Improve public realm to provide a better visitor experience

Succes Criteria: RV section created with new showers or provision in current establishment

Outcomes:

- No showers yet installed
- New motorhome parking installed
- New picnic benches installed
- Overhaul of the area including natural grasslands to support sand dunes

FCCT - Promenade Improvements

Who: Fife Coast and Countryside Trust

Action/Activity:

- Promenade Project
- Improvements to promenade frontage and sea wall

Aim: Ensuring a quality experience for visitors

Objective:

- Make Levenmouth accessible to all
- Improve public realm to provide a better visitor experience

Success Criteria:

- 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)
- High quality streetscape and street furniture, seating areas, links to residential areas and town centre, access improvements to beach whilst maintaining sea defences

Notes

- Consultation still underway
- Sea wall suffered extensive damage during the storms of November 2023 and repairs are needed before promenade upgrades can begin
- Repairs awaiting
- Fife Council now leading on this
- Design consultant employed to investigate sea wall and provide recommendations for improvement works
- Concept designs finalised and to be posted online next month, phasing plan in development pending UK Shared Prosperity funding decision next week and outcome of consultant's study
- Developing phase 1 – active travel link to beach / skatepark / golf course with a view to implement next FY.

Outcomes:

- [Postie the Scotty Dog installed on Leven Promenade](#)
- New active travel path installed
- New benches and planters installed



Fife Heritage Railway

Who: Fife Heritage Railway

Action/Activity: Work with SRPS to bring heritage railway trips

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Create strong heritage offer

Success Criteria: SRPS bring regular heritage railway trips to the area with final destination as Leven

Notes

- The Leven branch line does not connect with FHR. This is due to Network Rail refining their plans

Outcomes:

- Pathfinder Rail Tours visited Levenmouth in August 2024. Matt was on board giving a commentary of the area, the railway and the campaign to get our railway installed
- Fife Railway Heritage has been awarded £360,000 from the rail-connected Levenmouth Reconnected Fund towards a conservation building to preserve items which will enhance its future attraction as a visitor centre as well as training facility. Since the Network Rail compound at Kirkland Yard has been purchased by Fife Council for community use, this additional facility may prove complementary.
- [Watch the video here](#)

Moving Forward

- Support FHR with their growth over the next few years



FC Tourism - Tourism Baseline Establishment

Who: Welcome to Fife

Action/Activity: Agree proxy measure for visitor numbers (through people counters/car counters or visitors to attractions)?

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Measure impact to ensure ongoing improvement

Success Criteria: Current figures decided upon using data from local B&Bs; hotels; tourist attractions etc

Notes:

- STEAM figures can provide tourism numbers
- Highstreet footfall counters
- No figures were decided upon given the lack of baseline for tourism numbers to Levenmouth pre-railway
- Note from Welcome to Fife: We now receive footfall data via Huq for Leven town centre. However, we are still testing the data and unsure of the accuracy. We may need to look at alternatives. Still trying to get railway usage data from Scotrail / Network Rail.

Outcomes

- Footfall data now available

FC Tourism - Marketing Strategy

Who: Welcome to Fife

Action/Activity: Develop marketing plan. To include: key messages, marketing channels (websites / social media etc), programme of activity (content creation, PR, influencers etc)

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Develop and execute marketing plan. To include: key messages, marketing channels, programme of activity (content creation, PR, influencers etc)

Success Criteria: Monitoring of marketing analytics, footfall and business results, with annual increase

Available to [download](#) from the Welcome to Fife industry website. A great resource for the industry to highlight the campaign and provide straightforward ways in which businesses and organisations can support the campaign and include the messaging within their marketing. Includes links to videos and imagery for use on social media.

[Link to free Levenmouth media](#)

Campaign Overview

A multi-channel consumer marketing campaign to specifically promote the Levenmouth area of Fife as a great destination for day trips and overnight breaks the campaign would lead with #LoveLevenmouth messaging and seek to:

- Promote the Levenmouth area of Fife to potential visitors
- Highlight the reopening of the Levenmouth Rail Link in June 2024
- Enhance Levenmouth's tourism potential
- Drive visits to welcometofife.com/levenmouth page landing
- Inspire people to visit Levenmouth and facilitate the sustainable growth of the tourism sector in the area

How?

- Meta— Facebook and Instagram Video (Feed, Story and Reels) Audiences – Lookalikes, Natural Advocates, Food Loving Culturalists, Engaged Sightseers (Retirees & Family targeting) Geographic – Scotland
- YouTube 15s non-skippable— Audiences – Retirees and Families Geographic – Scotland
- Google PPC Responsive Text Ads
- Campaign duration— Burst 1: 12th February – 31st March 2024 Burst 2: 13th May – 30th June 2024

Dedicated Levenmouth marketing campaign in 2023/24 (Make Memories by the Sea) included - campaign video, campaign landing page, toolkit, social ad campaign (580,667 impressions), influencer activity (Robin McKelvie and Graeme Johncock), - 152,428 reach, Scotsman campaign - 300,000 native

impressions, 59,805 social impressions. This included front cover of Scotsman Travel Supplement. There was a stand at Waverley Station to highlight the opening of the railway where we gave out Welcome to Fife info and sticks of rock.

2024/25 campaign is now underway including radio and a publishing partnership with Scottish Field.

Overall Campaign Results

Activity	Format	Channel/Platform/Media	Results
Paid Social Ad Campaign	<ul style="list-style-type: none"> Video PPC 	<ul style="list-style-type: none"> Meta YouTube Google 	<ul style="list-style-type: none"> 580,667 Impressions 104,695 Video Views 54,021 Social Engagements 6,197 Link Clicks 5,863 Page Lands £0.64 CPC £0.68 CPL £0.07 CPE £0.04 CPV 95% Clicks to Land
Influencer Activity	<ul style="list-style-type: none"> Social Blog Posts 	<ul style="list-style-type: none"> Robin McKelvie Graeme Johncock 	<ul style="list-style-type: none"> 152,428 Reach 5,058 Likes 436 Blog Views 319 Saves 219 Comments 118 Shares
Media Partnership	<ul style="list-style-type: none"> Digital Article Video Pre-Roll Impressions Social Print 	<ul style="list-style-type: none"> The Scotsman 	<ul style="list-style-type: none"> 300,000 Native Impressions 59,805 Social Impressions 5,300 Reels Played 1,788 Article Views 425 Video Minutes Played 60 Social Posts 25 Post Engagements 1 x DPS Article 1 x Full Page Front Cover

FC Tourism - Events Strategy

Who: Welcome to Fife

Action/Activity: Review of current visitor events and support for the creation strategic events

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Success Criteria: Successful set of annual events created, listed, promoted and held.

Outcomes:

- Continual research into events happening in the area and promotion on the website and social media taking place

Moving Forward

FC Tourism - Golf Packages

Who: Welcome to Fife

Action/Activity: Work with local hotels, golf courses, transport providers to create golf packages

Aim: Ensuring a quality experience for visitors

Objective: Improve the golf experience for visitors

Success Criteria: Attractive packages created for all budgets

Outcomes:

- Done through travel trade
- Fife Golf Partnership has been working on this type of activity.

FC Tourism - Fam Trips

Who: Welcome to Fife

Action/Activity: Develop series of familiarisation trips for businesses to visit each other and other nearby exemplars.

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Create new jobs, upskill existing hospitality roles to improve offer`

Success Criteria: Successful implementation of new tips garnered

Outcomes:

- Welcome to Fife are running regular Fam trips

FC Tourism - Economic Impact Measurement

Who: Welcome to Fife

Action/Activity: Establish series of measures to act as baseline figures for current visitor numbers and economic impact.

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Measure impact to ensure ongoing improvement

Success Criteria: Baseline established

Notes

-

Outcomes:

- STEAM Figures

Moving Forward

FC Tourism - Food Vendors

Who: Welcome to Fife

Action/Activity: Work with FC to establish an available site for pop up sites for street food vendors on promenade. Liaise with FFF

Aim: Ensuring a quality experience for visitors

Objective: Attract new tourism-related businesses to the area

Succes Criteria: Creation of regular pop ups

Outcomes:

- Leven Putting Green

Moving Forward

FC Tourism - Travel Trade

Who: Welcome to Fife

Action/Activity: Workshops for businesses interested in working with travel trade

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Create new jobs, upskill existing hospitality roles to improve offer

Success Criteria: 4 Number of tourism businesses engaged TT activities

Notes

- A lot of travel trade support available
- Welcome to Fife organising events and support for Travel Trade/local business integration
- Welcome to Fife conference focussed on the Travel Trade and how synergies can be supportive
- Fam trips organised as a part of this

FC Tourism - World Host

Who: Welcome to Fife

Action/Activity: Tourism business and staff signed up to World Host Training

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Create new jobs, upskill existing hospitality roles to improve offer

Success Criteria: 60% of Tourism businesses signed up to World Host with 2 members of staff from each business completing training

Outcomes:

- World Host training was delivered to all businesses who signed up for it



FC Tourism - LLTA Membership

Who: Welcome to Fife

Action/Activity: Invite stakeholders and businesses to participate in LLTA meetings. Look to increase membership from community and local business

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Create new jobs, upskill existing hospitality roles to improve offer

Success Criteria: Membership increased by 50%

Notes

- Successful Networking event November 2023 at Truth saw new members
- Successful Networking event June 2024 at Truth saw new members

Finances

Income	Expenditure
	£161.60

Outcomes:

- More members now attending LLTA Meetings

FC Tourism - Largo Arts Week Support

Who: Welcome to Fife

Action/Activity: Largo Arts Week

Work with organisers to develop future strategy - Work with group to create a bigger event throughout Levenmouth

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Succes Criteria: Year on Year growth of the event

Notes

- Largo Arts Week is seeing exponential growth each year
- The event received Fife Strategic Events Funding in 2024.

Outcomes:

- Popular festival
- Higher numbers 2024 over 2023

Moving Forward

- Continued support
- Driving traffic from Leven to Lower Largo
- Continued marketing
- Promote Levenmouth as an artistic destination

FC Tourism - Skills Programme

Who: Welcome to Fife

Action/Activity: Develop a skills programme to ensure there is an available and skilled workforce.

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Create new jobs, upskill existing hospitality roles to improve offer

Success Criteria: Good level and quality of applicants for vacant and new positions

Notes

- Working with Fife College on schools' careers inspiration days in tourism and hospitality which Levenmouth Academy pupils have attended. Training resources created surrounding customer service, reviews, tourism and positive area image.

Outcomes:

- Welcome to Fife is working with DYW (Developing Young Workforce)
- In conversation with Fife College with work experience students
- Takeover days with Levenmouth Academy

FC Tourism - Digital Support for Businesses

Who: Welcome to Fife/Visit Scotland

Action/Activity:

- Work with businesses and booking agents e.g. Residuary 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

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Create new jobs, upskill existing hospitality roles to improve offer

Success Criteria: Number of businesses available to book online in the area

Outcomes:

- Offered workshops
- Online bookable training offered
- Welcome to Fife has lots of resources for businesses looking to increase their digital outreach
- Google listing for many Levenmouth businesses checked pre-railway by Matt and Linn
- Google listing support offered to all LLTA businesses

LAC – Destination Promotion

Who: Levenmouth Local Area Committee

Action/Activity: Ensure transport links to rest of LM are promoted via QR Code & Leaflet or places where you can get leaflet

Aim: Ensuring a quality experience for visitors

Objective: Encourage visitors to move around the whole area of Levenmouth

Succes Criteria: Transport looked at and links available to all destinations. Clear guide published for online & alternative for elderly

Outcomes:

- [Z-cards cover this](#)

Moving Forward

- Continuous distribution of Z-cards

LAC - Public Transport Provision

Who: Levenmouth Local Area Committee

Action/Activity: Ensure there are adequate public transport links to main tourist attractions. Seasonal business or community led initiative?

Aim: Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)

Objective: Create strong 'days out' itineraries

Success Criteria: Bus routes available from station to Top 20 attractions in Levenmouth

Outcomes:

- New bus timetable implemented with support from the Levenmouth Reconnected Fund
- Days out itineraries added to the WtL website
- Active travel routes along the promenade. Other ones are in progress, but due to funding constraints may take longer than originally planned

LAC - Active Travel

Who: Levenmouth Local Area Committee

Action/Activity: On road active travel network

Aim: Ensuring a quality experience for visitors

Objective: Improve public realm to provide a better visitor experience

Success Criteria: 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.

Notes

- Levenmouth's active travel routes are still under consideration
- SusTrans may not be able to fully fund the work that has been planned due to a change in UK government
- Plans still all live, but new funding and potential slimming down of the project – cheaper surface materials, narrow paths
- Three bridges now installed (Oct 2024) but not connected as pathways need finishing
- 20mph zones under consideration

Outcomes:

- New road layout along the promenade

LAC - Planning Restrictions

Who: Levenmouth Local Area Committee

Action/Activity: Look at current proposals and work with planning to help make it easier for new ventures to be established

Aim: Ensuring a quality experience for visitors

Objective: Attract new tourism-related businesses to the area

Success Criteria: New and existing businesses report easier measures put in place to help them expand their food offerings

Notes

- Conversations are in progress within Fife Council

LAC - Activity Provision

Who: Levenmouth Local Area Committee

Action/Activity: Work with business to encourage outdoor activities for visitors, paddleboarding, canoeing, windsurfing, beach buggies etc

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop promotional partnerships to bring visitors to the region

Success Criteria: Either local or 3rd party business has set up watersports at promenade

Notes

- Watersports provision still being investigated at Methil Docks
- Dipping group looking to get changing rooms in corner of the Putting Green. Discussions continue

LAC - Linking Methil Docks

Who: Levenmouth Local Area Committee

Action/Activity: Link Leven Promenade to Methil Dock no 3 by extending past new station.

Aim: Ensuring a quality experience for visitors

Objective: Improve public realm to provide a better visitor experience

Success Criteria: New well-lit pleasant walkway created.

Notes

- Progress underway
- Feasibility study done
- Rough proposal to be submitted to the LRP

LAC - Improving the Public Realm

Who: Levenmouth Local Area Committee

Action/Activity: Enhance existing outlets such as Action Zone - create Top 20

Aim: Ensuring a quality experience for visitors

Objective: Improve public realm to provide a better visitor experience

Success Criteria: Increased choice of facilities and attractions for visitors

Outcomes:

- Support and funding for high street improvements - £330,000
- Promenade Improvements – Leven East Beach
- Grants made available for shop frontages and new windows

Cycling Events

Who: Miscellaneous [Gavin Harrower]

Action/Activity:

- Host round 2 of the British National Pump Track series
- Host 'Race The Worlds' event

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop promotional partnerships to bring visitors to the region

Success Criteria:

Outcomes:

- Both events held to great acclaim
- Competitors from all over the UK come to Kennoway for these events

Moving Forward

- Gavin has been approached to host another bike event in 2025, however cannot operate this due to a lack of available resources

Largo Arts Week

Who: Miscellaneous [Andrew Stenson, Dougi McMillan]

Action/Activity: Host Largo Arts Week

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop promotional partnerships to bring visitors to the region

Success Criteria:

Outcomes:

- Popular festival
- Higher numbers 2024 over 2023
- £2,860.50 raised for Prostate Cancer UK through the Fife Fishy Painting Project



Moving Forward

- Continued support
- Driving traffic from Leven to Lower Largo
- Continued marketing
- Promote Levenmouth as an artistic destination
- Find Fife Council's "Road Train" and use for Leven station – Lower Largo transport

Network Rail - Railway Opening

Who: ScotRail [Network Rail, Department for Transport]

Action/Activity: Install new rail link and 2 new stations

Aim: Ensuring a quality experience for visitors

Objective: Make Levenmouth accessible to all

Success Criteria: Community Engagement with positive feedback. Safety briefings given to schools.

Outcomes:

- It's open! The railway officially opened on the 2nd of June 2024
- Matt was there all day with eight Fife College students Welcoming people to Levenmouth and handing out Z-cards
- Ticket numbers unavailable from Scotrail



ScotRail - Railway Use Encouragement

Who: ScotRail

Action/Activity: First time traveller programme

Aim: Ensuring a quality experience for visitors

Objective: Make Levenmouth accessible to all

Succes Criteria:

Outcomes:

- Buy one, get one free tickets available in the weeks following the railway opening



Silverburn – Arts and Crafts Fair

Who: Silverburn

Action/Activity: Arts and Crafts Fair (2023)

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Success Criteria: 75% positive feedback and a 25% increase in café turnover

Outcomes:

- Visitors - 634 on foot, 253 cars.
- Cafe income: 200% increase in cafe turnover, record one day sales.
- Feedback: 98% positive, majority of stallholders and visitors were happy with the event."
- [2024 figures - Arts and crafts fair - May 18th - People: 550 Cars: 150]

Moving Forward

- Silverburn have funding to support a post developing events with a community interest. They are planning 2025

Silverburn – Classic Car Fest

Who: Silverburn

Action/Activity: Classic Car Fest (2023)

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Success Criteria: 75% positive feedback and a 25% increase in café turnover

Outcomes:

- "Vintage Car Show:
- Visitors - 476 on foot, 240 cars
- Cafe income: 110% increase
- Feedback: 90%, Majority good, numbers of cars showing was lower due to rescheduling of event due to weather conditions which made the event somewhat smaller."
- No event in 2024, however replaced with Street Food Festival - July 29th - People: 708 Cars: 227



Moving Forward

- Silverburn have funding to support a post developing events with a community interest. They are planning 2025

Silverburn - Silverburn Festival

Who: Silverburn

Action/Activity: Silverburn Festival (2023)

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Succes Criteria: 75% positive feedback and a 25% increase in café turnover

Outcomes:

- Tickets Sold - 461
- Total attendance - 691
- Income: Event made a small profit due to increasing costs of outdoor music events and saturation of the market, this is seen across Scotland with the cancellation of multiple long running music festivals.
- Feedback: 95% positive, lots of great feedback and a very smoothly run event
- [2024 figures - Silverburn Festival - June 21st + 22nd: 873 Tickets Sold]
-

Moving Forward

- Silverburn have funding to support a post developing events with a community interest
- They are planning 2025

Silverburn - Family Fun Day

Who: Silverburn

Action/Activity: Family Fun Day (2023)

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Success Criteria: 75% positive feedback and a 25% increase in café turnover

Outcomes:

- 450 on foot, 250 by car. The event raised £1000 for the park.
- [No event in 2024, however Climate Action Festival - October 5th - People: 350 Car: 166]

Moving Forward

- Silverburn have funding to support a post developing events with a community interest. They are planning 2025

Silverburn – Fife Fest

Who: Silverburn

Action/Activity: Fife Fest (2023)

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Succes Criteria: 75% positive feedback and a 25% increase in café turnover

Outcomes:

- Saturday - 1200 guests (sell out). Sunday 650 guests.
- [2024 figures - Fife Fest - September 7th + 8th - 1850 Tickets Sold]

Moving Forward

- Silverburn have funding to support a post developing events with a community interest. They are planning 2025



Silverburn - Autumn Festival

Who: Silverburn

Action/Activity: Autumn Festival (2023)

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Succes Criteria: 75% positive feedback and a 25% increase in café turnover

Outcomes:

- Visitors - 634 on foot, 253 cars.
- Cafe income: 200% increase in cafe turnover, record one day sales.
- Feedback: 98% positive, majority of stallholders and visitors were happy with the event.
- [2024 figures - Autumn Fair - October 27th - People: 230 Car: 105]

Moving Forward

- Silverburn have funding to support a post developing events with a community interest. They are planning 2025

Silverburn – Winter Festival

Who: Silverburn

Action/Activity: Winter Festival (2023)

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Success Criteria: 75% positive feedback and a 25% increase in café turnover

Outcomes:

- Successful Event

Moving Forward

- Silverburn have funding to support a post developing events with a community interest. They are planning 2025



Silverburn – Flax Mill

Who: Silverburn

Action/Activity: Opening of the flax mill at Silverburn Park

Aim: Building a stronger local economy with resilient tourism businesses

Objective: Develop visitor events programme & attract new events

Success Criteria:

Notes

- Formation of 'The Flaxers o' Fife' group and the first flax field grown at Silverburn Park. Its harvest was live streamed via world renowned textile magazine, Selvedge Magazine
- Reception and shop / Meeting and event space / 3 Arts and crafts studios available for rent / Hostel with 10 ensuite rooms, 26 beds in total / Café and restaurant. 22/6 - MP visited site. Funding has been approved and work is underway to transform the site. Cycle and wheelchair rental is almost ready - waiting for power and ramp to the building
- Supported by the National Lottery Heritage Fund, Fife Council and others, and in partnership with Fife Historic Buildings Trust, the Flax Mill project is on track to create local jobs and generate income which will support its upkeep and maintenance of the Park for future generations, as well as help develop and grow FEAT's life-changing work in Levenmouth and across Fife.
- Already well into its development phase, with initial emergency works onsite completed, the project team are now looking ahead to delivering the full Flax Mill vision. The building will be fully operational by 2025, with a dynamic programme of activities for local people to learn new skills, to welcome visitors, and to celebrate this unique and important building, at the heart of the community.
- Total project costs are some £8M, expected from the National Lottery Heritage Fund, Fife Council, Scottish Government and Historic Environment Scotland and others. Fundraising is continuing, and the amazing support of the local community is really helping.

SEPA - River Park

Who: SEPA (Scottish Environmental Protection Agency)

Action/Activity: River Park routes

Aim: Ensuring a quality experience for visitors

Objective: Improve public realm to provide a better visitor experience

Success Criteria: 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.

Notes:

- Heavy community and stakeholder engagement to develop the river park
- Green Action Trust supporting on engagement activities
- Plans for a community hub adjusted based on location availability and unaffordability of original aspirations
- Funding applications sent off and awaiting response

Promfest

Who: Leven Community Council

Action/Activity: Promfest

Aims: Building a stronger local economy with resilient tourism businesses

Objective: Develop Host round 2 of the British National Pump Track series

visitor events programme & attract new events

Success Criteria: Stalls all sold and over xxx visitors

Notes:

- 2023 and 2024 were successful years for Promfest
- Thousands of visitors

Appendix

Aims & Objectives of Partnership	
Overall Aim: To increase the value of visitor economy to Levenmouth by capitalising on the reinstatement of the Leven Rail Line	
By:	Code:
Raising the profile of the area: promote Levenmouth, its tourism businesses and events (marketing)	1
Create & maintain engaging website and social media platforms	a
Develop and execute marketing plan. To include: key messages, marketing channels, programme of activity (content creation, PR, influencers etc)	b
Establish a brand for Levenmouth	c
Create strong heritage offer	d
Create strong art offer	e
Create strong 'days out' itineraries	f
Ensuring a quality experience for visitors	2
Encourage visitors to move around the whole area of Levenmouth	g
Make Levenmouth accessible to all	h
Improve the golf experience for visitors	i
Attract new tourism-related businesses to the area	j
Improve public realm to provide a better visitor experience	k
Ensure enough tourism attractions open at busy times	l
Review orientation and interpretative signage (for value and quality)	m
Building a stronger local economy with resilient tourism businesses	3
Attract funding to the area to keep momentum & create real change	n
Develop promotional partnerships to bring visitors to the region	o
Establish strong network of LLTA members	p
Create new jobs, upskill existing hospitality roles to improve offer	q
Develop visitor events programme & attract new events	r
Measure impact to ensure ongoing improvement	s