

# Cupar & North Fife Local Tourism Association Committee Meeting

The Rings, Cupar, Fife

11 December 2017

## Attendees:

Moira Henderson	Chair	The Rings/Ring Farm
Frances Black	Vice-Chair	Scottish Ancestor / Fife Family History Society
Ian Greig	Treasurer	Newhill Farm Cottages
Sarah Scarlett	Secretary	Baincraig Lodge
Alison Murray		Scots Genie
Anna Black (by phone)		Lindores Cross Country & Lindores Lodge
Stuart Pearson		Visit Falkland

## Apologies:

Helen McKenzie Smith		Lindores Abbey Distillery
Jackie McQueen		Milton Lea B&B

### Minutes of meeting of 27 July 2017

The minutes were approved by Sarah Scarlett and seconded by Alison Murray.

### Chair's update

Alistair Peddie had stepped down as Chair of East Neuk LTA. Roger Brown was the new Chair. Jerry Beaulier was moving to Vice-Chair of Visit St Andrews and would be leading on the provision beach wheelchairs which it was hoped would be in place for the Chariots of Fire race in May. Debbie McCallum was taking over as Chair.

Moira had been invited to attend the Fife Tourism Partnership executive board meeting on 25 January. She was likely to be away and had been told that there was no need for anyone to go in her place. Concern was raised about the lack of representation of the LTAs within the FTP and the absence of communication between the FTP and LTAs about their respective priorities. **Moira** would raise these concerns with Ann Camus and John Murray. Moira noted that some workshops were planned for 12, 13 and 14 February, but no further information had been provided.

### Meeting attendance and structure

Attendance at the AGM had been very disappointing. It was not clear whether this was because of the location or some other reason.

It was agreed that we would change the frequency of meetings to bi-monthly. We would also change to focus to familiarisation visits with less time reserved for business.

Mornings were best. We agreed to gauge interest for hosts as follows:

Fife Zoo (**Ian**)

Deer Centre (**Moira**)

Backhouse at Rossie (**Sarah**)

Eden Mills Distillery (**Ali**)

Muddy Boots (**Anna**)

Hill of Tarvit (**Stuart**)

The meeting agreed that it would like to change the name from Cupar and North Fife LTA to North Fife LTA.

Sarah was now able to communicate with the LTA membership by sending a newsletter through the FTP website, but was not able to access the database of members, other than as the list on the directory. It was agreed that we would build a separate list of active members of the LTA with which the committee could communicate via Mailchimp (in a manner compliant with data protection regulations). **Sarah** will set this up.

We would identify other businesses in the directory which we felt we could canvass to attend meetings.

The LTA needed to identify a more comprehensive set of benefits to being an active member of the LTA. The benefits included access to Fife Council on tourism matters, development of strategy in the area, networking with a broad network of local businesses, working together to reach a bigger network, sharing resources – and more to be articulated. Frances noted a comment of some of her guests that they had had no idea that North Fife was so beautiful.

The LTA Facebook page was a closed group for members, intended to cover tourism related activity and group questions. **Stuart** will keep it up to date. It was noted that a consumer facing social media campaign for the area would take a great deal of work and was not something that the LTA had the capacity to pursue at this stage.

The meeting congratulated Anna on being chosen to represent Scotland at the Oxford Farming Conference in January.

### **Brochures**

**Ian** will look further into distributing the brochures through Royal Mail in the spring. There was a 4 – 5 week lead time for distribution. **Sarah** and **Moira** to check how many brochures they each had and let **Ian** know.

### **Strategy**

There was a lengthy discussion around strategy for the area, based around the concept of “North Fife for families – history in the making”. Points raised included:

- The need to be clear about what the group was doing with the concept
- A greater emphasis on the outdoors, particularly if there was less focus on Cupar
- The need for promotional material. Would Visit Scotland and Welcome to Fife endorse what we were doing?
- How to get others involved in building the brand
- That a promotional “kit” works well by providing a standard array of merchandise

(but would it alienate some people?)

- The need to refine the audience for the proposition
- The need to put ourselves in the mind of the consumer: where are they shopping for places to visit?

**Ian** and **Anna** agreed to get together to work out a plan of action.

### **Digital kiosk**

Sean had sold his business. The new owner was happy to continue with hosting the digital kiosk. The library would be an option, either to move the kiosk to, or for a separate kiosk. **Ali** to sound out with the library; and **Moir**a with Ann and John.

### **Welcome to Fife App**

The Lindores route was complete. Anna was writing it up and sending it to John. Sarah was planning to work on the bird-watching route in the New Year. She will also suggest a winter activities route to John.

### **Finance**

Ian to send an invoice to Ann Camus for £1,200 funding. We had £3,806.71 in the bank account.

**Next Meeting:** TO BE ADVISED. Please note that the proposed date of Thursday 22 February is no longer valid. Venue to be decided