

Cupar & North Fife Local Tourism Association Meeting

Lindores Abbey Distillery, Newburgh, Fife

27 July 2017

Attendees:

Moira Henderson	Chair	The Rings/Ring Farm
Frances Black	Vice-Chair	Scottish Ancestor / Fife Family History Society
Sarah Scarlett	Co-Secretary	Baincraig Lodge
Alison Murray		Scots Genie
Shena Porteous		Blue Badge Tourist Guide
Anna Black		Lindores Cross Country & Lindores Lodge
Mairi MacGregor		Cupar Arts
Sarah Kennedy		Cupar Arts
Mark Small		Cupar Arts
Leo Norris		North Fife Open Studios
Helen McKenzie Smith		Lindores Abbey Distillery
Stephanie Wilkie		Lindores Abbey Distillery
Claire Weir		Lindores Abbey Distillery
Tony Gowland		Tayport Community Trust
Peter Wilson		Cruise Forth

Apologies:

Ninian Stuart		Falkland Estate
Maggie Mitchell		Falkland Estate
Gordon ...		StepIn, Newport
Karen Marjoram		Councillor, North East Fife
John Murray		Fife Council

<p>Welcome and introductions</p> <p>Moira Henderson welcomed all to the meeting followed by round table introductions.</p> <p>Moira thanked Helen for hosting the meeting in the new Lindores Abbey Distillery.</p> <p>Moira passed on apologies from Karen Marjoram. Karen is the local councillor who has been assigned to the LTA and she hoped to attend future meetings.</p>	
<p>Minutes of meeting of 26 October 2016</p> <p>The minutes were approved by Alison Murray and seconded by Anna Black.</p>	

<p>Matters arising (except as addressed below)</p> <p><i>Brochure</i> The brochure is now available on the Welcome to Fife website and a link is available to add the brochure to businesses' own websites. Contact Sarah Scarlett on sarahes@wodeland.com or John Murray at Fife Council if you would like the link details.</p> <p><i>Facebook</i> A closed Facebook page has been set up. John to send further reminder to members to join up.</p>	<p>John Murray</p>
<p>Chair's update</p> <p>The Kelpie maquettes had arrived in St Andrews, and lots of events were planned for the next three months.</p> <p>Moira said that PAMIS (Promoting a more inclusive society) had brought beach wheelchairs and Pony Axe S to St Andrews beach for a day. Jan Kerr from Homelands Trust has investigated the possibility of bringing beach wheelchairs to Elie beach. They are currently at North Berwick, run by volunteers and charitable funding. Fife currently can boast the most "Changing Places" listed with PAMIS. It would be wonderful if we could overcome the logistics and have beach wheelchairs somewhere on a beach in Fife.</p> <p>Helen noted that Lindores Abbey Distillery is the only distillery on the distillery trail that has full wheelchair access. Moira recommended the Distillery be added to Euan's Guide. She reminded members that for every 1 disabled visitor, there are usually 4 – 5 accompanying visitors. Disabilities did not only encompass wheelchair users, but many others, including visually and hearing impaired visitors.</p> <p>Moira had been contacted by Norma Graham of Fife Council about the Tay Plan regeneration scheme, and the possibilities for linking with tourism in the area. It was agreed that Moira would invite Norma to talk to the members at the AGM.</p> <p>Space at Fluthers toilets: Moira reported that Fife Council had offered the LTA use of the space at Fluthers' toilets which had previously been used by the attendant. It was agreed that this would be a good space for brochures and possible pop-up exhibitions for Cupar Arts, as well as a festival hub for Cupar Arts.</p>	<p>Moira Henderson</p> <p>Moira Henderson / Cupar Arts</p>
<p>Welcome to Fife App</p> <p>The Family and Folk History route round Cupar, Ceres and Hill of Tarvit had been completed and was on the App.</p> <p>Frances Black, Helen MacKenzie Smith and Anna Black are working on a walking tour called "Whisky, Wallace and Walking". It would start and finish at Lindores Abbey Distillery and include part of the coast path and many points of historical and current interest in Newburgh.</p> <p>Wendy had reported that the route walking round Falkland was close to completion.</p>	

<p>That left two other routes for our LTA to develop. There is already a route under the Family Fun heading on the App. This included the Deer Farm, Cairnie and Muddy Boots, so there was no point in our doing another family route.</p> <p>We agreed to explore a fishing and ornithology route – Feathers and Fish?? Various names were mentioned. Sarah to check with John that no similar route is yet being done, and, if not, will attempt to get a group of interested people together. <i>Subsequent to meeting</i>: Welcome to Fife has published a further Fife Five, on fishing destinations, of which one (Goldenloch) is in our area.</p> <p>If anyone had a tourist business that they considered should be featured on one of the existing routes, they should get in touch with John Murray.</p> <p>Sarah reported that Fife Council was producing some advertising material for the App.</p>	<p>Sarah Scarlett</p> <p>John Murray</p>
<p>Public toilets</p> <p>The state of public toilets in the area was poor. There was also a lack of toilet provision generally, including at night. Wendy Purvis had reported that Falkland was discussing using photo voltaic panels to provide electricity for the toilets and possibly make some money from them.</p> <p>There was a discussion about starting a scheme such as the Perth & Kinross comfort scheme.</p> <p>Leo Norris pointed out that public toilets were highly significant, given their contribution to tourism. Why was there no tourism budget for this?</p> <p>It was agreed that the LTA would do a survey of public toilets in the area and their state and pull together a document for Fife Council, including suggesting a comfort scheme.</p> <p><i>Note</i>: The Fife Direct website has a list of public toilets. There are only five in our area: Cupar, Ceres, Newport, Falkland and Tayport Harbour.</p>	<p>Helen McKenzie Smith, Moira Henderson, Tony Gowland</p>
<p>Membership and communications</p> <p>Sarah reported that it would soon be possible for the Association to communicate directly with members via the Fife Tourism Partnership website.</p> <p>The committee was reviewing the current membership list and had identified a number of businesses which were either outside the area or nothing to do with tourism and should be removed.</p> <p>Members were asked to encourage other tourism businesses to join the Association. Registration was through the FTP website and entitled the member to an entry on the Welcome to Fife website.</p>	
<p>Cupar and North Fife's USP</p> <p>History, outdoors, family were all attractions of the area. Mark Small pointed out that we needed to be forward looking. Claire Weir said that we could attract people in through the history, but then needed to offer something else – what brings visitors back next year? We needed to capture all ages, and create history for the future.</p> <p>Sarah Scarlett and Mark Small talked about FunPalaces, which has the mission of</p>	

<p>democratising culture, arts and science. They had attended a workshop on Monday. Ninian Stuart from Falkland Estate was also very interested and he and Sarah had discussed working towards a Howe of Fife FunPalace in 2018. Sarah thought that Lindores Abbey Distillery would be an ideal location. Cupar Arts is planning to run a FunPalace at Cupar Library on 7 October 2017. This would be an ideal opportunity for members to look at a FunPalace in action. www.funpalaces.co.uk</p> <p>Leo Norris said that 20,000 people had visited North Fife Open Studios in 2017. The organisation wanted to find ways of extending the interaction through the year, bringing the huge talent in the area to public notice.</p> <p>Cupar Arts was also looking to extend its activities through the year. The result of the conversation was the working title:</p> <p>North Fife for Families – Experience History in the Making</p> <p>Anna Black offered to lead a proposition development workshop to develop the idea further.</p>	<p>Anna Black / Claire Weir</p>
<p>Any Other Business</p> <p><i>Electric Vehicle Charging Points</i> Leo Norris referred to the debate about electric cars. What was Fife Council doing to develop a network of points for electric cars?</p> <p>Mairi MacGregor said that a public transport network would become necessary as there were likely to be fewer electric cars per household than there were petrol and diesel cars. This was something that should be planned for.</p> <p><i>Note:</i> There is an interactive map on Fife Direct – Electric Vehicle Network and Charging Points.</p> <p><i>Broadband and mobile phone coverage</i> Coverage was appalling in some areas. This affected tourism businesses not just as businesses, but for their clients who wanted working wifi and mobile signals.</p> <p>The Association would ask members for their experiences. <i>Note:</i> Suggest setting up a survey through Survey Monkey.</p>	<p>Consider raising both points with Karen Marjoram and/or Willie Rennie</p> <p>Sarah Scarlett</p>
<p>Cruise Forth</p> <p>Peter Wilson gave an overview of the cruise market. For example, next week 2,000 visitors were arriving on cruise ships. Only 1,000 of them would take organised tours. The rest would be looking for things to do. Visitors often arrived a few days before joining their cruises to explore the local area. Dundee is a particular area that is growing in interest. The typical age of cruise passenger was 50 plus. There were cruises suitable for children run by Disney, but the ships were too large to moor at Rosyth and putting children ashore by tender was not permitted. The Cruise Forth website maintained a list of cruise ships arriving in the area. www.cruiseforth.com</p>	
<p>Next Meeting: Thursday 26 October, with AGM 10.00 am – 12.00 noon – St Athernase Church, Leuchars</p>	