

# Cupar & North Fife Local Tourism Association Meeting

Muddy Boots, Balmalcolm Fife

15 March 2018

## Attendees:

Moira Henderson	Chair	The Rings/Ring Farm
Frances Black		Scottish Ancestor / Fife Family History Society
Ian Greig	Treasurer	Newhill Farm Cottages
Sarah Scarlett	Secretary	Baincraig Lodge
Alison Murray		Scots Genie
Anna Black		Lindores Stay
Stuart Pearson		Visit Falkland
Kelly Hodgson		Centre for Stewardship
Shena Porteous		Blue Badge Tourist Guide
Jo Aitken		The Studio at Old Lathrisk
Sarah Johnson		Bowbridge Alpacas
Robert Allan		Balrema Birds of Prey
Cllr. Tim Brett		Fife Council

## Apologies:

Tony Gowland		Tayport Community Trust
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### Minutes of meeting of 1 December 2017

The minutes were approved by Alison Murray and seconded by Stuart Pearson.

#### Committee news

Frances Black had decided to stand down as Vice-Chair. Moira thanked Frances publicly for her contribution to the Association over many years, and particularly over the last few years while Moira had been Chair. The Association was very grateful to Frances for her time, guidance and in-put.

Ian Greig had been appointed to the board of the Fife Tourism Partnership, representing the self-catering industry.

#### Chair's update

Moira and others had attended a marketing workshop in Dundee covering the Tay, Angus and North Fife area. The organisers had obtained 1 year's funding to develop a new tourism area. Unfortunately, the organisers had no concept of the marketing area

as it impacted Fife and were talking about the whole of Fife, including Weymss Caves and going up to St Cyrus and Pitlochry. They were putting forward a very confusing message which did not tie in with any of the other initiatives for the area. It was hoped that the idea would did down as it could cause damage to other initiatives.

Moira then reported on the other LTAs.

#### St Andrews

The Kelpie Maquettes had attracted thousands while they were in place from July through October. Tourism St Andrews had organised a flower bed arrangement with funding from RICOH. They had organised the first Women in Tourism event in Fife at the Hotel Du Vin. Ask St Andrew Ambassadors were continuing to meet and greet coast passengers arriving in St Andrews, and there was greater engagement with the cruise market. Jerry Beaulier was leading the beach wheelchairs project.

#### East Neuk

The new committee was in place at the end of 2019 and their spring meeting was taking place on 4 April. The LTA is having informal consultations with local businesses to find out what their expectations are from the group. The group will continue to support the kiosk on Anstruther harbour at the Isle of May ferry ticket hut. The kiosk was open almost every day between May and September in 2017, with around 5,000 people coming in for information on top of the 13,000 who came through the hut for Isle of May ferry tickets.

#### Levenmouth

Levenmouth LTA had had a successful brochure swap evening, with new businesses attending and a new committee established. The Silverburn project is on course. They had launched a new brochure in summer 2017.

#### Dunfermline and West Fife

49 ships were booked for Rosyth in 2018 compared to 36 in 2017. The bus was still running from Rosyth to Dunfermline. 12,000 copies of a new updated brochure have been printed. A networking and showcase event was held at Keavil House Hotel.

#### Heartlands of Fife

The LTA had put in a successful bid to Scottish Enterprise to create an augmented reality project. There were a series of events planned in Glenrothes to highlight the town's 70<sup>th</sup> anniversary. A workshop had been held in Cowdenbeath to establish a group in this area.

### **Brochures**

Ian reported that there were 14,000 households in Cupar and North Fife, of which 14% had children. A delivery to all households would only reach 2,000 households with children, at a cost of £1.80 per family. Frances pointed out that households without children (eg grandparents) often had family coming to stay, so we should not rule out a household drop.

The meeting discussed ways of getting the brochures out to school age children. Jo will contact the Director of Education at Fife Council and obtain her views as to whether it would be possible to deliver brochures to schools. Subsequently, Jo reported that the Director of Education had no problem with our delivering the brochures to schools, but we would have to arrange delivery ourselves.

Ian will check the cost of obtaining a distribution company contract for the brochure.

### **Welcome to Fife App**

The Falkland route had been sent to John Murray.

The Lindores/Newburgh walking route is with Drew McKenzie Smith to check the history comments.

The birding in North Fife route is still with Sarah Scarlett.

Moira said that Euan's Guide was looking at routes for the whole of Fife.

A North Fife Open Studios route might be a good route, particularly of those studios who are willing to open on request during the year. Sarah to raise with Leo Norris.

### **Strategy**

Frances and Shena both noted the increasing demand for bespoke, one-day tours, Frances from the perspective of family history; Shena from the perspective of family tours, whether from the cruise ships or elsewhere. Shena noted that all the cruise ship tours were booked in advance. Frances noted that most of her ancestral clients stayed in Edinburgh and came by train to Markinch for their ancestral visit.

Ian said that the strategy discussion for the LTA had been put on hold until the wider FTP strategy had been developed. The FTP was developing an asset register – what were the region's key tourist assets. All members were asked to complete the survey which had been circulated by Fife Council.

Cllr. Brett said that tourism was included in the Tay Cities Deal (covering the three Tayside authorities and North East Fife), going up to the Perth end of the river. He suggested that we invite someone from the V&A to give a presentation at one of our meetings. He also suggested that we should get our brochures into the big Dundee hotels.

### **Digital kiosk**

The current kiosk was still in Waffles in Lady Wynd, Cupar.

Moira reported that Fife Council had appointed a new digital kiosk agency after a tender process. The LTA area may get three more kiosks, including one in the Cupar Library window, which would be accessible out of hours. The prices for advertisements had been reduced and were now £99/year for a small ad, and £199/year for a large ad.

Sarah will check with John Murray whether the routes on the app will be included on the kiosk and whether he will be sending out contact details for the marketing agency.

**Other matters**

**Facebook:** members are to be encouraged to join the group's Facebook page.

**Venues for meetings:** Elmwood Golf Club, Hill of Tarvit and Howe of Fife Rugby Club were all available for meetings.

**Finance**

The LTA has received a further annual grant of £1,200 and has over £5,000 in the account. We are trying to keep costs down, so that we can make best use of the funds.

**Next Meeting:** Tuesday 3 July, 6.00 – 8.00 pm. Venue to be confirmed.