

# Cupar & North Fife Local Tourism Association Meeting

Lindores Abbey Distillery, Newburgh, Fife

3 July 2018

## Attendees:

Moira Henderson	Chair	The Rings/Ring Farm
Ian Greig	Treasurer	Newhill Farm Cottages
Sarah Scarlett	Secretary	Baincraig Lodge
Alison Murray		Scots Genie
Ninian Stuart		Centre for Stewardship
Shena Porteous		Blue Badge Tourist Guide
Cllr. Tim Brett		Fife Council
Cllr. Andy Heer		Fife Council
Ann Camus		Fife Council
Margaret Stewart		Eden & Tay Cluster/Lindores Church
John R Stark		Eden & Tay Cluster/Howe of Fife Church
Findlay Withers		The Scottish Deer Centre
Valerie Walker		Lindores Parish Church

## Apologies:

Tony Gowland		Tayport Community Trust
John Murray		Fife Council

### Minutes of meeting of 15 March 2018

The minutes were approved by Alison Murray and seconded by Ian Greig.

#### Chair's update

Moira Henderson welcomed everyone to the meeting, including, in particular, the representatives of the Eden & Tay Cluster of churches and Andy Heer, who is a trustee of the Tay & Earn Trust as well as a Councillor.

Moira reported that the Fife Cycle park had opened in Lochore. It was designed for everyone from children to professional cyclists, and had good disabled access.

#### Brochures

Ian Greig reported that the LTA had ordered another print of the brochures. 6,500 of these were to be distributed through Direct Distribution in Glasgow to 164 tourist points in Dundee, Fife and Perth over a six-week period. The cost per brochure was 24p: 16p

for the reprint and 8p for the distribution.

Shena Porteous asked if brochures could be distributed in church halls. Ian said that there was no restriction in doing so; the only restriction that applied was where a location had a contract with a distribution agency.

### **Welcome to Fife App**

The Falkland route was not yet on the App. Sarah Scarlett to check with Stuart Pearson.

Ann Camus said that there had been 400 downloads so far, but price remained a barrier so the App would now be available to download free. It was possible to include time sensitive routes. Such routes could be taken down after their expiry date; or adjustments made to update the timing. Anyone sending a time sensitive route to Gillian should make that clear when sending it.

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

The birding in North Fife route is with Sarah Scarlett.

### **Digital kiosk**

The current kiosk was still in Waffles in Lady Wynd, Cupar. Moira subsequently checked, and Waffles has closed for business.

A new kiosk was still planned for Cupar Library window, but Fife Council was waiting for a response from the Library to arrange it. Ali had followed up with the library.

All businesses listed on the Fife Tourism Partnership website were automatically included on the kiosk for one year free. Members were advised to check their listings and update them if necessary. **The deadline for amending entries was 31 August 2018.**

Ali asked if the committee had been able to “clean” the LTA’s list of members. Ian explained that we had done so for the LTA’s own use, but that the list was not very useful for interaction. Ann asked the committee to flag up to Fife Council any businesses which we considered were listed inappropriately.

### **Strategy**

Ann reported that the workshops and on-line survey had provided good interaction. The initial thinking went to the FTP board in May. Ann was developing the draft strategy currently.

There were four key outcomes, as follows, with brief comments:

#### *Creating a sense of place*

- Proud to belong to Fife

- Working within Fife to get the story here
- Encouraging young people to “want to be a local”
- Working with the Fife brand to create sentences and feelings about our brand
- New marketing campaign, including social media and video imagery, and marketing in German and French
- Increasing spend
- Improving training and skills

#### *Digital transformation*

- Improving skills within businesses
- Digital kiosks
- Augmented and virtual reality (including working with Fife Cultural Trust in the museums)
- Digital apps within businesses, eg smart bedrooms

#### *Strong events sub-group*

- Supporting event organisers
- More events in the winter months
- Digital celebration on St Andrews Day

#### *Tourism as a career choice*

- Work ready students
- Skills lobbying group; policy issue for Department of Work and Pensions
- WorldHost. More funding was available to help with training costs
- Digital training for the tourism sector
- Tourism careers day
- Getting to younger children at an early stage

### **North Fife Pilgrim Way**

Andy Heer said that the recently completed Fife Pilgrim Way was from Dunfermline to St Andrews, routing south. There was no reason why there should not be a north loop. All the places that might be on such a loop (eg Collessie, Newburgh) were already on the core path network. There were other routes, such as the Three Saints Way which linked into Newburgh; and the Coronation Route from Scone to Falkland. These could all link together.

John Stark said that in medieval times, the pilgrim route to St Andrews was the second most popular pilgrimage in the world, so much so that there had to be holding stations along the route. Its development coincided with the development of the boroughs, which brought quality controls to lodging, beer, etc.

Ann said that there were around 8.5m annual visits to the Fife Coastal Path. The potential for walking routes as an attraction for tourists (incoming and local) was huge.

Various requirements/ideas were noted:

- Where would people stay?

- How would the route be facilitated?
- What transport links would there be?
- There could be a “treasure hunt” (similar to geocaching) along the route/s, at the end of which people would get a completion certificate. Ann noted that this was being done on the Fife Pilgrim Way.
- Historical context and stories would add to the attraction of the walk (eg the borough connection, place name derivation, links with Santiago (cockle shells on Falkland Palace)).
- Churches and their history were a core part of the walk, as was family history – many people searching out family gravestones. Some churches might be able to provide hospitality to walkers.

Ann noted that obtaining the goodwill of landowners was essential. It was one thing for a core path to be across someone’s land; a directional route was a different matter. She noted that she had been involved in the development of Sustrans Route 1; this route had five loops off the main route. She suggested the pilgrim way could be looked at in a similar fashion.

#### *Next steps*

A small working group should be set up, covering the following main areas:

- Core paths
- Key attractions
- Churches
- Landowner access
- Public transport
- A narrative for the route/s.

Ann Camus, Andy Heer, John Stark and Margaret Stewart agreed to be part of the group. The group would also benefit from:

- One or more representatives from the Tourism Association (Moirra to contact members)
- Sarah Johnston, Fife Council Access Officer (Ann to contact)
- Someone to “curate” the historical narrative (Sarah to contact Fife Cultural Trust)
- Someone from Fife Coast and Countryside Trust (Ann to contact?)

#### **Finance**

The LTA spent £1,800 on the brochure reprint and distribution, leaving approximately £2,800 in the account.

**Next Meeting:** AGM: Thursday, 25 October, 6.30 – 8.30 pm. Venue: The Scottish Deer Centre