

Minutes of East Neuk LTA Meeting
Tuesday, Sept. 17, 2013, 7:30 pm
Silverdyke Caravan Park Meeting Room, Cellardyke

Attendees:

Andy Peddie, Chairperson	Cornceres Farm & Silverdyke Caravan Park
Nikki Pollock, Vice Chair	Ardross Farm Shop
Gail Sorley, Secretary	Sorley PR Strategies
Debbie MacCallum	LTA Administrator & Fife Cottages
Martin Dibley	Pet's Pantry
Sandi & Gregor Johnstone	Nature's Way healthy living store, Anstruther
Peter & Catherine Erskine	Cambo Estate, Kingsbarns
Fiona Pollock	Ardross Farm Shop
Angus Meldrum	Elie Water Sports
Julian Poix	La Petite Epicerie
Pamela Smith	Crail Golfing Society Marketing Manager
Margaret Wardlaw	Pittenweem Community Fundraising
Christine McCallum	Pittenweem Community Fundraising
Laura & Sara Fowler	Harbour House, Elie
Giselle Glackmeyer	Crail Accommodation Network & Alton House
Roger Brown	Kellie Castle & Hill of Tarvit Property Manager

Apologies:

Simon Hayhow	Scottish Fisheries Museum
Cllr. Elizabeth Riches	

Guest Speakers:

Ann Camus	Fife Tourism Partnership & Fife Council – tourism Strategy Manager
Catriona Anderson	Fife Tourism Partnership, Tourism Business Coordinator
Gavin Sime	Fife Tourism Partnership, Social Media Coordinator

The meeting was called to order by Andy Peddie at 7:30 pm with welcoming remarks. Introductions were made by each attendee and then a brief overview of the purpose of the meeting, along with some relevant news items concerning tourism, was given by Andy.

It was generally agreed that attention has to be paid to developing the East Neuk area as a winter-time destination for visitors. The warmer seasonal months April to September will see an increase in visitors – both daytrippers as well as longer-stay – but business starts to drop by October, and the colder months between November and February see very little visitor business for all businesses and attractions.

The LTA will undertake to focus on (1) attractions and venues which are open during the winter months, and (2) are running activities, events and programs which would be of interest to visitors and which can be marketed to them. Such information will be assembled in an easily-read, easily-used format and disseminated to FTP members, local accommodation providers, venues & attractions, etc., with the suggestion that this information be sent to their own customer mailing lists with an invitation to come visit the East Neuk during the winter-time. Social media as well as print media (i.e., newspapers, travel writers, etc.) will also be updated to widen the reach of this visitor invitation. It was agreed that this assembling of information needs to be done in a timely manner so that mailings can be done ASAP. Andy and Gail will be meeting to further fine-tune this undertaking and begin assembling the information.

Ann Camus and Catriona Anderson were then introduced. They are both involved in the relaunching of the Fife Tourism Partnership website so that Fife events/activities are highlighted better, and information flows two-ways between local LTAs, local businesses and the FTP itself. Ann discussed tourism business promotion via the six LTA's and the FTP, and the additional niche-market offshoots such as Outdoor Fife, Golfing Fife, etal. Added into the mix are such sites/ initiatives as Welcome to Fife (which the ENLTA can have pages on), the Fife Food Network, the Forth Bridges Cruise Initiative, and Destination Fife for conference and wedding bookings. In short, much is being done to identify, develop and support tourism business development within Fife and various agencies such as Fife Countryside Trust, Scottish Enterprise, VisitScotland, Historic Scotland are all part of this effort as well. Ann took a quick survey of attendees regarding business. Most agreed that business had been slow this year. Several also commented that while footfall was down, the customer spend seemed to be higher. Ann mentioned that a "How's Business" survey will be undertaken in November, which will help determine marketing activities undertaken by Fife Council/FTP in 2014. She also mentioned that the Fife Tourism Strategy 2010-2020 goals has been exceeded in number of visitors, amount being spent, and other factors – all a good sign that these programs are being effective. The FTP website is www.fifetourismpartnership.org and links and tabs will take you into further information sources.

Catriona Anderson then gave an overview of the revamped FTP site. It is now easier to find and information is comprehensive with resources, research results, events, training sessions, links to other locations (i.e., VisitScotland.org), and news from affiliated sites being included. Information about councillors and area service managers for each LTA is included – useful as a source for obtaining grants & money for local use.

Gavin Sime (gavinlsime@gmail.com, tel. 07453667325) was then introduced and gave a brief presentation as well as a handout about how social media is being used to develop tourism. He felt Facebook and Twitter are of benefit to businesses, and the business FB page is especially useful with promoted posts. He, and Julie Edgar (who does publicity for FTP), are intent on building a buzz on events/activities in Fife, and use consumer-facing LoveFife (@lovefife on Twitter), and Facebook (www.facebook.com/lovefife) to disseminate event information and drive traffic to FTP affiliate websites such as Outdoor Fife and Golfing Fife. Gavin suggested using hashtags to build your own community of followers, and using tweet-up monthly twitter conversations -- #scotlandhour, last Wednesday of the month, 9-10 pm – for information and business building. Also, alert him to posts you'd like to share by contacting LoveFife with your information.

Meeting then returned to general discussion, touching on building the FTP/EN site membership as more members gains us more money as funding is based on membership numbers; what area constitutes "the East Neuk" (Kingsbarns? Colinsburgh?) and what is used (postal codes?) to determine this; a leaflet exchange between businesses will be arranged prior to Spring 2014; future meetings will be arranged for further discussion and updating of the ENLTA activities and goals.

The discussions and subjects having been presented and concluded, the meeting was adjourned at 9:15 pm.

Respectfully submitted,

Gail Sorley
Secretary