

## Kirkcaldy Tourism Group

Strathearn Hotel, Kirkcaldy  
21<sup>st</sup> November 2017

### Attendance:

Cllr Ian Cameron	Fife Council (chair)
David Stockwell	The Ecology Centre
Eunice Cameron	Dysart Resident & Shop owner
Bill Harvey	Kirkcaldy 4 All
Brian Dalton	Links Guest House
Jo Bell	Kingswood Hotel
Pauleen Norman	Room with a View/Forth View Hotel
Drew Shedden	Cluny Activities
Bryan McCabe	Fife College
Lindsay Jenner	ONFife
Marilyn Livingstone	Adam Smith Global Foundation
Gillian McCracken	Fife Council

### Apologies:

Dennis O'Connell	Strathearn Hotel
Ann Camus	Fife Council
John Murray	Fife Council
Mariette Lobo	
Alistair Macgregor	Fife Golf Trust
Ian Archibald	Burntisland Heritage Trust
Verdi Clark	ONFife

<b>1.</b>	<b>Welcome and Apologies</b>	
	Cllr Ian Cameron chaired meeting. Round table introductions.	
<b>2.</b>	<b>Actions from previous meeting</b>	
	<ul style="list-style-type: none"> <li>• Kirkcaldy 4 All social media/web statistics – Bill to share with Ann – Bill and Ann have discussed – ongoing</li> <li>• Dysart harbor – Ian has spoken to Ross Speirs, Lead Professional – Harbours, Flood and Coast with Fife Council. The harbour is on a long lease to Dysart Sailing club so any use would have to be in conjunction with them. The café at Harbourmasters House may be a potential venue for events, for example music evenings.</li> </ul>	Bill/Kdy4 All
<b>3.</b>	<b>Overview of Local Tourist Associations</b>	
	Cllr Ian Cameron gave an overview of the structure of Local Tourist Associations (LTAs) for new members of the group	

<b>4.</b>	<b>Action plan</b>  Cllr Ian Cameron gave an overview of the plan which will initially focus on developing several products: golf, major events, Adam Smith, Bavarian Beer & Music Festival, Fife Coastal path & Kirkcaldy Waterfront, Dysart.	
<b>5.</b>	<b>Adam Smith Global Foundation</b>  Marilyn gave a presentation about the ASGF – how it came about, the structure, progress so far, and what’s next – <ul style="list-style-type: none"> <li>• Festival of Ideas 2018 – building on this year’s success next year will be a bigger event, including some very high profile names. The event is a partnership with Fife college, ONFife, Fife Council and other organisations. Key to the success will be businesses getting involved. Date 16 to 18 March.</li> <li>• Regeneration of the Merchant’s Quarter – there is a desire to rename as Adam Smith Merchants Quarter. There will be a shop premises opening which will have multiple functions including an education centre, hub for artists and makers, training for businesses and more.</li> <li>• HLF Bid – previous bid was unsuccessful but they have come back and indicated they are still interested in Kirkcaldy. Next step will be to scope out what would be feasible.</li> <li>• Marilyn extended an open invitation to everyone to visit</li> </ul>	all
<b>6.</b>	<b>In the Footsteps of Kings</b>  Still awaiting result of funding bid from Scottish Enterprise	
<b>7.</b>	<b>Welcome to Fife website</b>  Kirkcaldy page performing well – page views up 713% and time on page up 462% comparing October 2016 and 2017	
<b>8.</b>	<b>Mid-Fife Visitor Brochure</b> <ul style="list-style-type: none"> <li>• Bid into Fife Council design team.</li> <li>• Businesses will be invited to input into content.</li> </ul>	John All
<b>9.</b>	<b><u>AOB</u></b> <ul style="list-style-type: none"> <li>• Scotland’s Towns Week – social media promotion on Welcome to Fife channels – Kirkcaldy highlighted on Friday – businesses encouraged to share</li> <li>• Scotland’s Towns Week – Kirkcaldy to be included in the pilot projects for the “Tartan Cent” international crowd funding platform, supported by Scottish Government</li> </ul>	all

	<ul style="list-style-type: none"> <li>• Mid Fife facebook page – still exists – Drew will check is he has the admin rights</li> <li>• Future meetings – will invite representatives from various groups to share knowledge including Fife Golf Partnership and Dunfermline &amp; West Fife LTA</li> </ul>	Drew
10.	<p><b>Dates of future meetings</b></p> <p>23 January 2pm to 4pm – to be hosted by ONFife – venue to be confirmed</p>	