

Heartlands of Fife Local Tourist Association Meeting
22nd August 2018
10.00 – 12.00pm
Lochore Meadows, Willie Clarke Visitor Centre

Attendance:

Cllr Ian Cameron	Fife Council
Cllr Alistair Cameron	Fife Council
Cllr Rosemary Liewald	Fife Council
Ann Camus	Fife Council
John Murray	Fife Council
Holly Clark	Fife Council
Ian Archibald	Burntisland Heritage Trust
Laura Crielly	OnFife
Jo Bell	Kingswood Hotel
Gardner Brownlie	Burntisland Golf Club
Ken Foster	Thane of Fife Heritage Tours
Joyce Kitching	Historic Environment Scotland

Apologies:

Jennifer Robertson	Ecology Centre
Eunice Cameron	Dysart Resident and Shop Owner
Drew Shedden	Cluny Clays
Alan Mitchell	Fife Chamber
Pauleen Norman	Room with a View, Aberdour
Alistair MacGregor	Fife Golf Trust

1.	<p>Welcome and Apologies</p> <p>Apologies noted above.</p> <p>Congratulations to Ann and Linn for being nominated as 2 of the top 100 women in tourism.</p>	
2.	<p>Brochure and distribution - John</p> <p>John gave an update on the Heartlands of Fife brochure which was created by partnership businesses. John advised that the brochure can be re-printed if amendments are required. John advised that a digital version is available to download online and that 10,000 brochures have been printed and distributed in Fife, Perth, Edinburgh and Dundee.</p> <p>Cllr Liewald suggested that Scotland's Last Duel should be added into future updates.</p>	

<p>3.</p>	<p>In Footsteps project - Ann/John</p> <p>John presented the In the Footsteps augmented reality project which will be launched in the Heartlands of Fife. Funding was secured for this project through the Tourism Development Fund from Scottish Enterprise. The app will target children aged 5 – 13 and is being developed by AR company, Mardles.</p> <p>The app can be used through electronic smart devices and Kindle apps and will be used to convey information about Fife’s historic past. The pilot sites will include Markinch Church, Ravenscraig Castle, Falkland Palace and Estate, Aberdour Castle and Lochore Castle.</p> <p>The project mascot will be a Jester who will explain the history behind each site. Pupils from Fife Schools will be invited to participate in a competition where they can win the chance to be the voice of the Jester and design the Jester’s clothes.</p> <p>At each site there will be interactive games, historic facts and a reward will be given once each site has been visited.</p> <p>Once the project has been launched, the Fife Tourism Partnership will host workshops for businesses and toolkits will be distributed.</p>	
<p>4.</p>	<p>Tender exercise - further development work on positioning of the area - Ann</p> <p>Ann advised that a tender exercise will be undertaken to further develop the USP of the Heartlands area. The results from the area workshops revealed that there may be potential to brand the Heartlands area as Fife’s Outdoor Capital. It was established that there was a general lack of business confidence in the area which highlighted the need for further support.</p>	
<p>5.</p>	<p>Fife code - Ann/John</p> <p>John explained the new ‘Fife Code’ section of the Welcome to Fife website which is being developed to offer discounts and offers for local facilities, attractions, accommodation packages and food and drink providers.</p>	
<p>6.</p>	<p>Events app – Holly</p> <p>Holly gave an overview of the Welcome to Fife Events App which will be going live in September. The Events App will display events which are on the Welcome to Fife website and the app will be free to download on the App Store and Google Play. The App will offer a</p>	

	<p>review function to consumers in which they can leave feedback after attending an event.</p>	
<p>7.</p>	<p>Outlander/Filming Fife Group – Linn Williamson</p> <p>Linn gave an overview of the Filming in Fife Outlander Group, and advised that businesses can obtain a year’s membership where they will receive invitations to workshops and training sessions throughout the year.</p> <p>The group also organise Outlander themed events which have involved booking cast or crew to speak to fans of the show, i.e, makeup artists and costume designers. The group recently attended the Culross Fete, organising a treasure hunt event and booking Outlander’s Head Embroiderer to do a talk.</p> <p>Linn advised that there will be forthcoming business opportunities with the impending release of the Outlaw King Netflix series and the new Mary Queen of Scots film.</p> <p>Ann suggested that there may be opportunities to offer an Outlander food and drink experience in Kirkcaldy.</p>	
<p>8.</p>	<p>Round table update</p> <ul style="list-style-type: none"> • <u>Fife Council</u> John advised that Welcome to Fife have undertaken some work with the Fife Council Gaelic Officer which may present some opportunities. Holly explained that a social media campaign is being arranged to support this year’s St Andrews Day celebrations, entitled #GetYerKiltOn. In order to support the campaign, Scottish figures, business and members of the community will be asked to send in a photograph of themselves wearing a kilt or tartan skirt. The campaign will be launched in October and businesses registered to the Fife Tourism Partnership will receive further correspondence next month. • <u>Thane of Fife Heritage Tours</u> Ken will be hosting a series of walking tours in Dysart, covering themes such as salt-making, witchcraft, the plague and crime and punishment. The next tour is on the 30th of August at the Harbourmaster’s House. 	

	<ul style="list-style-type: none"> • <u>OnFife</u> Laura advised that the new OnFife brochure is now available. • <u>Historic Environment Scotland</u> Aberdour Castle will be hosting The Red Douglasses event this weekend and there will be a Fife Pilgrim Way Archaeological Dig in Inverkeithing next month. • Cllr Liewald advised that Rockore will be taking place this weekend at Lochore Meadows and the Kelty Highland Games next month. 	
9.	<p><u>AOB</u></p> <p>Laura advised that you can now view an online 3D tour of the Dunfermline Carnegie Library and Galleries: https://my.matterport.com/show/?m=NUJK1vaNmVp</p>	
10.	<p>Dates of future meetings</p> <p>Meetings to take place each quarter – date TBC</p>	