

Kirkcaldy Tourism Group

Kirkcaldy Galleries, Kirkcaldy
23rd January 2018

Attendance:

Cllr Ian Cameron	Fife Council (chair)
Cllr Alistair Cameron	Fife Council
Brian Gorton	Links Guest House
Jo Bell	Kingswood Hotel
Lindsay Jenner	OnFife
Marilyn Livingstone	Adam Smith Global Foundation
Heather Stuart	OnFife
Ann Camus	Fife Council
John Murray	Fife Council
Holly Clark	Fife Council
Alistair Macgregor	Fife Golf Trust
Ian Archibald	Burntisland Heritage Trust
Joyce Kitching	Historic Environment Scotland
Ken Haig	Levenmouth Rail Campaign

Apologies:

Bryan McCabe	Fife College
Eunice Cameron	Dysart Resident & Shop owner
Donald Grant	Fife Council
Bill Harvey	Kirkcaldy 4 All
Mariette Lobo	Body in Balance
Pauleen Norman	Room with a View/Forth View Hotel

1.	Welcome and Apologies Cllr Ian Cameron chaired meeting. Round table introductions including new Tourism & Events Officer Holly Clark.	
2.	Fife Tourism & Events Strategy Workshop Fife Tourism & Events Strategy Workshops taking place in St Andrews, Methil & Dunfermline. Book your place at https://www.fifetourismpartnership.org/news/fife-tourism-events-strategy-workshop/ Recent research shows Total direct spend in Kirkcaldy area in 2016 was £92,269,000. Total value of Tourism was £129,267,000. Copy of research available by contacting john.murray-EP@fife.gov.uk	

<p>3.</p>	<p>Welcome to Fife Website</p> <p>324% increase on visits to Kirkcaldy destination page in 2017 compared to 2016</p> <p>New Events section on WelcometoFife.com coming soon. Event organisers can upload their own events.</p> <p>Images taken by VisitScotland owned by Fife Council can be viewed and downloaded at hi-res at: https://drive.google.com/open?id=1Tn9ZFnPS2K0OEA6DagyFeHzKu0_eg_5z</p> <p>Please let John Murray know if there is a particular image you require.</p>	
<p>4.</p>	<p>Visitor Brochure</p> <p>First draft of text expected to come in around end of February. This will be circulated.</p>	
<p>5.</p>	<p>Adam Smith Festival of Ideas</p> <p>David Tennent confirmed and the festival will run from Friday 16th - Sunday 18th and will include a wide variety of events between the galleries and the Adam Smith Theatre as well as incorporating the Food Festival at Fife College.</p> <p>Another big name act to be confirmed. The group have been asked to promote the festival.</p> <p>Adam Smith Global Foundation were successful in Tartan Cent proposal which was launched by Scotland's Towns Partnership – a collective of the country's largest towns – and the US match-funding, web-based platform Patroncity. It will see community projects in towns that would benefit from regeneration highlighted, with wealthy members of the Scottish diaspora able to make online pledges of financial backing.</p>	

6.	<p>Fife Golf Partnership</p> <p>Ann gave an overview of the Fife Golf Partnership. Presentation can be found at https://www.fifetourismpartnership.org/site/assets/files/5390/liam_barn_fife_golf.pdf</p> <p>You can see the trick shot videos at https://www.youtube.com/channel/UCxtld2Hdl_NmuhsxxfUsT8Q/videos</p> <p>There is still a want from the group for a Mid-Fife packages. Alistair McGregor to circulate copy of the Ayrshire scheme.</p>	Alistair
7.	<p>Levenmouth Rail Link</p> <p>Ken Haig from the Levenmouth Rail Campaign (LMRC) stated that Levenmouth is the largest urban area (pop 37,600) in Scotland NOT directly served by rail, despite the presence of a high standard mothballed line between Thornton (on the main east coast line) and Leven, a distance of 5.5 miles.</p> <p>There is an overwhelming case to reopen the line (see the new booklet by rail experts - A Railway to Regenerate Levenmouth) and this was recognised by Transport Minister Humza Yousaf on 27 September 2017 committing the Scottish Govt to lead and fund the crucial next feasibility study.</p> <p>The Campaign seeks to raise awareness and exert pressure from the local community for the need, logic and justice of reconnecting our neglected community to the national rail network.</p> <p>A petition with over 12,500 signatures was handed over to Transport Minister Humza Yousaf on 1st June 2017 at Holyrood. No more signatures are needed for now but LMRC are asking the public and our elected representative to keep raising, and pressing, the issue from every angle.</p> <p>John to update FTP webpage with Committee meetings.</p>	John
8.	<p>Welcome to Fife website</p> <p>Kirkcaldy page performing well – page views up 713% and time on page up 462% comparing October 2016 and 2017</p>	
9.	<p><u>AOB</u></p> <ul style="list-style-type: none"> Ann asked the group if they had a referral system in place if they were full. Kingswood said they did recommend other places. 	

	<ul style="list-style-type: none">• After the Festival of Ideas, it was suggested a sub-Group could work with Marilyn Livingston to help with future events.	
10.	Dates of future meetings Doodle poll to be issued for w/c 9 th April	