

HEARTLANDS OF FIFE MEETING

Minute of Meeting held Online

2pm – 4pm
Wednesday 20th May 2020

Attendance:

Cllr Ian Cameron	Chair & Fife Council
Cllr Alistair Cameron	Fife Council
Cllr Lesley Backhouse	Fife Council
John Murray	Fife Council
Drew Shedden	Cluny Activities
Ken Hunter	Fife Explorer
Beth Bell	Fife Historic Buildings Trust
Alasdair Busby	Business Gateway
Joyce Kitching	Historic Environment Scotland
Ian Archibald	Burntisland Heritage Trust
Barbara Harrison	Remus Equestrian
Brian Gorton	Links Guest House
George Proudfoot	Kirkcaldy Civic Society

Apologies:

Sheila Hubble	Wemyss Needlework
Cllr Altany Craik	Fife Council
Cllr Rosemary Liewald	Fife Council
Wilf Parkinson	
Alan Mitchell	Fife Chamber of Commerce
Alistair Macgregor	Fife Golf Trust
Tahra Duncan Clark	The Nethergate

1. WELCOME AND INTRODUCTIONS - Cllr Ian Cameron

Cllr Ian Cameron welcomed everyone to the meeting. Apologies noted. The group extended their thanks to Ann Camus for her contribution to the Heartlands of Fife and wish her the best of luck in her secondment with Economic Development.

2. MINUTES FROM THE LAST MEETING Cllr Ian Cameron

3. #LOVEFIFELATER – John Murray

- #loveFifelater Videos

Following the lead of VisitScotland, #loveFifelater is a short film using previously recorded drone footage which has been created to remind visitors what Fife has to offer, trigger memories of previous visits and, most importantly, remember that while a visit isn't possible right now, it will be in the future. The #loveFifelater video reached 200k over all social platforms whilst the 6 LTA videos had a reach of 304k. In addition, 6 videos were created for each Local Tourism Association area. These videos can be found at [youtube.com/welcometofife](https://www.youtube.com/welcometofife)

- **#loveFifelater Toolkit**

A short toolkit was created for businesses so that businesses can access the video assets as part of a #loveFifelater campaign for you to use. The toolkit also has some suggestions for businesses on messaging and how they can use the assets on their social media and websites. The toolkit can be found at https://www.fifetourismpartnership.org/site/assets/files/6584/lovefifelater_toolkit.pdf

4. **Tourism Recovery Marketing – John Murray**

Pre-Covid-19, there was strong growth in the visitor market for 2019 and the beginning of 2020. Expo was set to host the largest number of buyers for an Aberdeen show and strong interest in Scotland from Travel Trade. There are four phases to recovery.

1. Respond – Dream now travel later – Keep Yourself and Scotland Safe
2. Reset – Keep Scotland top of mind, build advocacy & trust
3. Restart – Reconnecting Scots with domestic market
4. Recovery – Domestic: Increase demand for short notice Scotland holidays
International: Increase demand for 2021 Scotland holidays

Marketing assets:

- VisitScotland [YouTube](#) videos
- [Absence makes the heart grow fonder](#) video
- VisitScotland's [Digital Media Library](#) – imagery and video for sharing
- See [Scotland from home](#) content
- Our suite of [100,000 Welcomes](#) podcasts
- Scots Language: Explained [video](#) and [blog](#)
- Heilan Coos [story](#)

Coronavirus response on visitscotland.org:

- [Home page](#)
- Weekly Market Intelligence [updates](#) and industry monitoring results
- VisitScotland's [marketing response](#) including Intermediary response by key market
- Advice on [sharing content](#) for Scottish tourism industry
- Examples of how [Scottish tourism businesses](#) are keeping Scotland front of mind

Travel trade:

- www.visitscotlandtraveltrade.com
- [Itineraries](#)
- [Product planning e-books](#)
- Scottish supplier webinar series – coming soon
- Email enquiries : traveltrade@visitscotland.com

Insights:

- Topic Paper (Oct, 2019) [Listening to children and their parents Exploring Scotland's appeal as a family holiday destination](#)
- BVA/ BDRG Research [Tracking consumer sentiment on the impact of COVID-19](#)
- UK [visitor profiles](#)

- **Fife's Marketing Opportunities**

This section will appear on Fife Tourism Partnership website and will explain the various Welcome to Fife marketing opportunities Fife-based tourism business can engage with. All of these initiatives are completely free to use and have been developed with local businesses in mind.

These will include Footsteps of Kings, Fife 191, Fife Code and a new addition to the WelcometoFife.com website, "Something Different" promoting bespoke and unique experiences. There will also be a quick guide to updating your business listing welcometofife.com

5. COVID 19 - ISSUES/SUPPORT -

<https://fifetourismpartnership.org/resources/coronavirus/coronavirus/> points to a wide array of help and support

Alasdair Busby from Business Gateway offered his details if businesses or individuals wish to contact him for advice or to be added to his mailing list. alasdair.busby@bgfife.co.uk 07757 358918. Business Gateway have a wide variety of webinars businesses can sign up to at <https://www.businessgatewayfife.com/events/workshops-seminars> Understandably, business gateway webinars are not recorded due to GDPR/Trainer concerns. Find out about future online events at <https://www.businessgatewayfife.com/events/workshops-seminars> Alan Mitchell, Chief Executive at Fife Chamber update for ALL businesses: *"One of the key roles that Fife Chamber plays to help local businesses come through Covid-19 is making sure that the Scottish Government and the UK Government fully understand what impact the virus and the lockdown are having on local businesses so that they can design and deliver effective support (financial and guidance) to them. So please tell the H of F members to contact me if they have intelligence/case studies etc and I can forward them to the British Chamber of Commerce and Scottish Chambers of Commerce and they can relay them to the respective Governments. Or I can pass them on directly to the UK and Scottish politicians that Fife Chamber is lobbying. Doesn't matter whether they are Fife Chamber member organisations or not."* Get in touch at <https://www.fifechamber.co.uk/contact-us>

The Culture, Tourism, Europe and External Affairs Committee launched a call for views on the impact of COVID-19 on Scotland's culture and tourism sectors. The Committee is keen to understand your concerns about the impact of COVID-19 on people, organisations and businesses in the culture and tourism sectors. If you consider it appropriate, the Committee would also welcome your direct experiences of the impact of COVID-19 on your organisation and the response of the Scottish and UK Government to that. <https://www.parliament.scot/parliamentarybusiness/CurrentCommittees/115008.aspx>

6. EVENTS - Holly Clark

All events over the Summer cancelled up until about September
Don't have clarity yet on what is happening with events from October onwards.
150th Open has been postponed and won't be played in St Andrews until 2022 – significant income gap to fill. Working with FGP to create additional golfing activity.
Events sector hit hard & suffered significant financial losses
Social distancing at events likely to be an issue

Fife Events Group taking place next Tuesday May 26th; 2.00 - 3.30pm

7. ANY OTHER BUSINESS

- George Proudfoot – AdamSmith 2023 discussions will start in the next couple of weeks
- Ken Hunter – Offered to help with blogs and imagery
- Question on YCW2020 – this will roll over to 2021 <https://fifetourismpartnership.org/news/themed-years-update-year-of-coasts-and-waters/>
- Joyce Kitching – HES update available at https://fifetourismpartnership.org/site/assets/files/6262/20200520_hes_update.pdf
- Kirkcaldy businesses are the first in Scotland to trade online using the award-winning shopping platform ShopAppy thanks to new community initiative Love Oor Lang Toun.
- Cllr Alistair Cameron confirmed that the Under 14 Scottish Open will still go ahead in Kirkcaldy but in 2021

8. DATES OF NEXT MEETING:

The group agreed not to set a date for the next meeting but instead to call a meeting when the time is appropriate.