

## Kirkcaldy Tourism Group

Betty Nicols, Kirkcaldy  
21<sup>st</sup> September 2017

### Attendance:

Cllr Ian Cameron	Fife Council
Cllr Rod Cavanagh	Fife Council
Cllr Alistair Cameron	Fife Council
Jennifer Robertson	The Ecology Centre
Mariette Lobo	Body in Balance
Ann Camus	Fife Council
Eunice Cameron	Dysart Resident & Shop owner
Donald Grant	Fife Council
Ken Foster	Thane of Fife Tours
Mike Lowe	Cupcake Coffee Box
Bill Harvey	Kirkcaldy 4 All
John Murray	Fife Council

### Apologies:

Eddie Campbell	69 Cromwell Road Bed and Breakfast
Joyce Kitching	Historic Environment Scotland
Dot Smith	Fife Council
Ian Archibald	Burntisland Heritage Trust
Alistair McGregor	Fife Golf Trust

<b>1.</b>	<b>Welcome and Apologies</b>  Cllr Ian Cameron chaired meeting. Round table introductions.	
<b>2.</b>	<b>Overview of Local Tourist Associations</b>  Cllr Ian Cameron & Ann Camus gave an overview of the structure of Local Tourist Associations (LTAs) <ul style="list-style-type: none"><li>• 6 LTAs – Heartlands of Fife, Levenmouth, Dunfermline &amp; West, Cupar &amp; North, East Neuk and St Andrews</li><li>• This group would feed into Heartlands of Fife alongside Cowdenbeath &amp; Glenrothes areas.</li></ul>	

<p><b>3.</b></p>	<p><b>Fife Tourism Partnership/Welcome to Fife websites</b></p> <p>Ann explained the two different channels. Fife Tourism is business to business and the website enables business to keep up to date (and post) news and events which are in turn pushed via social channels (@fifetourism). Businesses are encouraged to sign up at <a href="https://www.fifetourismpartnership.org/profile/register">https://www.fifetourismpartnership.org/profile/register</a></p> <p>Signing up to the Fife Tourism Partnership site enables businesses to list on the consumer site WelcometoFife.com which is attracting a lot of traffic. Social channels are @welcometofife</p> <ul style="list-style-type: none"> <li>• Bill Harvey said Kirkcaldy had a lot of interesting stats – will pass on so social channels can push out</li> <li>• Mike Lowe asked if Welcome to Fife can promote events, all consumer events can be passed to <a href="mailto:john.murray-EP@fife.gov.uk">john.murray-EP@fife.gov.uk</a></li> <li>• The Welcome to Fife app has capacity for further trails for the Mid-Fife region and idea for trails can be passed to <a href="mailto:Gillian.mcCracken@fife.gov.uk">Gillian.mcCracken@fife.gov.uk</a>. Donald Mentioned the Kirkcaldy Mile could be one. An Adam Smith trail would also be on the App.</li> <li>• Jenny mentioned that we need to showcase the events that are happening on our doorstep.</li> <li>• There was question of a feasibility study at Dysart harbour, Donald Grant will look into this</li> </ul>	<p>Bill/Kdy4 All</p> <p>Donald Grant</p>
<p><b>4.</b></p>	<p><b>In the Footsteps of Kings</b></p> <ul style="list-style-type: none"> <li>• Digital project – trail with several sites in Heartlands area which will recreate the stories with VR/AR technology</li> <li>• Scottish Enterprise bid in for funding, should find out in November if successful – Joint bid with Dunfermline walking trail</li> <li>• Free App required on smart device – no internet required on route</li> <li>• Link in with businesses in area to encourage visitor to stay longer</li> <li>• Will tie in with local communities and events</li> </ul>	

<p><b>5.</b></p>	<p><b>Mid-Fife Visitor Brochure</b></p> <p>Each LTA area has a visitor brochure and Heartlands Area has not had once since 2013. Tourism Team to work with LTA to develop one for next tourist season.</p>	<p>John/Ann</p>
<p><b>6.</b></p>	<p><b><u>AOB</u></b></p> <p>Ann now responsible for events.</p> <p>The group thought a lightshow at Dysart would be ideal – Bill has contacts for lighting. This would depend on risk assessments/study</p> <p>Town centre in Kirkcaldy ideal for events: Busking Festival &amp; Red Bull Soapbox event suggested.</p> <p>Fife Pride confirmed it will be returning next year. The thought was it would stay in Kirkcaldy.</p> <p>Ken Foster felt that Fife should be pitched to BBC's Spring/Autumn Watch</p> <p>Ann mentioned that the Fife Tourism Strategy would be going under a review beginning of 2018 – invites to workshops will be issued.</p>	
<p><b>7.</b></p>	<p><b>Dates of future meetings</b></p> <p>Not agreed but the thought was every 8-10 weeks</p>	