

Heartlands of Fife Local Tourist Association Meeting
26th March 2019
2pm - 4pm
Cluny Activities

Attendance:

Cllr Ian Cameron	Fife Council
Ann Camus	Fife Council
John Murray	Fife Council
Holly Clark	Fife Council
Cllr Alistair Cameron	Fife Council
Cllr Lesley Backhouse	Fife Council
Ian Archibald	Burntisland Heritage Trust
Chris Hill	Burgh Buzz
Drew Shedden	Cluny Activities
Linda Ballingall	Glenrothes Heritage Centre
Peter McNicol	Bright

Apologies:

Joyce Kitching	Historic Environment Scotland
Cllr Rosemary Liewald	Fife Council
Cllr. Altany Craik	Fife Council
Eddie Campbell	69 Cromwell Road
Ken Foster	Thane of Fife Heritage Tours

1.	Welcome and Apologies Apologies noted above.	
2.	Minutes of Last Meeting No actions.	
3.	Branding Work i) Presentation of brand Peter delivered a presentation on the proposed Heartlands of Fife branding. A findings document was developed to explore what the Heartlands of Fife brand is and what the identity of the Heartlands will be. The brand identity was broken down into two key themes: - Land: walking, cycling, events, activities - Water: beaches, caves, water sports	

	<p>The proposed brand vision/ambition is:</p> <p>‘To make the Heartlands of Fife, the Outdoor & Family Adventure Capital of Scotland.’</p> <p>Peter presented the proposed brand identity illustrated symbol to the group.</p> <p>ii) Discussion</p> <p>The group advised they were happy with the brand and all liked the illustration.</p> <p>Potential to have adapted versions available for different projects, i.e, theatres, heritage, however, the original logo would be used for at least a year before any adaptations were made. Also potential for different colours to be used (i.e blue colours for water-based attractions, green for forest trails).</p> <p>Opportunities to create Heartlands of Fife ‘passport’ or create Heartlands folders to distribute to accommodation businesses.</p> <p>iii) Next steps</p> <p>Colour palette to be agreed.</p> <p>Toolkit and guidelines for businesses will be created to show how identity can be used and will be available to download from the Fife Tourism Partnership website. Guidelines will be put together within the next two weeks.</p> <p>Businesses will be encouraged to endorse the Heartlands branding, particularly activity providers.</p> <p>Branding will be added to Welcome to Fife Heartlands areas on website.</p>	
<p>4.</p>	<p>Footsteps of Kings Update</p> <p>i) Beta testing feedback overview</p> <p>The Footsteps of Kings app is now in beta testing mode. Schools and the project board currently testing.</p> <p>Feedback received so far has indicated that there is still some work to do. Locations have been rated in terms of enjoyment and so far Balgonie Castle and Falkland have been the most popular locations.</p>	

	<p>The app is aimed at 5-12 year olds, however, feedback is yet to be received for anyone under 12.</p> <p>Launchpads will be placed around local areas like the Kingdom Centre in Glenrothes.</p> <p>Phase two will include Burntisland and Dunfermline.</p> <p>ii) Business listings</p> <p>Cafés and restaurants are being encouraged to register to Welcome to Fife so that there is a good spread of local businesses on the App.</p>	
<p>5.</p>	<p>Any Other Business</p> <p>Chris advised that Burntisland are currently having preliminary discussions regarding starting a tourism group.</p> <p>Holly advised that the Fife Events App is now live and available to download on the App Store and Google Play.</p> <p>The Kirkcaldy Parks Half Marathon will be taking place on the 25th of August which will have the capacity for 1,500 runners; 780 runners having already signed up. Alistair advised that volunteers and stewards are being recruited and the community payback team are undertaking jobs to clean up the route.</p>	
<p>6.</p>	<p>Date of Next Meeting</p> <p>Tuesday 21st May, 2.00 – 4.00pm, venue TBC.</p>	