

Heartlands of Fife Local Tourist Association Meeting
3rd December 2018
2pm - 4pm
Burntisland Burgh Chambers

Attendance:

Cllr Ian Cameron	Fife Council
Cllr Alistair Cameron	Fife Council
Cllr Zoe Hisbent	Fife Council
Ann Camus	Fife Council
John Murray	Fife Council
Holly Clark	Fife Council
Ian Archibald	Burntisland Heritage Trust
Rankin Bell	Kingswood Hotel
Gardner Brownlie	Burntisland Golf Club
Pauleen Norman	Room with a View, Aberdour
Joyce Kitching	Historic Environment Scotland
Brian Gorton	Links Guest House
Chris Hill	Burgh Buzz
Drew Shedden	Cluny Clays

Apologies:

Jennifer Robertson	Ecology Centre
Joa Bell	Kingswood Hotel
Alan Mitchell	Fife Chamber
Cllr Rosemary Liewald	Fife Council
Laura Crielly	OnFife
Bill Harvey	Kirkcaldy 4 All
Alistair MacGregor	Fife Golf Trust
Ken Foster	Thane of Fife Heritage Tours

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>Branding Work – Ann Camus</p> <p>Bright were appointed to define and develop the overall product proposition and define the Heartland of Fife brand.</p> <p>Brand discovery PDF shows where Heartlands fits in with the wider Fife offering.</p>	

	<p>Previous workshops held in Kirkcaldy, Cowdenbeath & Glenrothes contributed to the opportunities and challenges.</p> <p>The vision is to “To make The Heartlands of Fife, the Family Adventure Outdoor Capital of Scotland.”</p> <p>“The Heartlands of Fife is an area of contrasts. From the Lomond Hills - the highest point in Fife, to a coastline of quaint harbours and pristine beaches of the Firth of Forth. A captivating mix from bustling modern towns, peaceful villages, quiet countryside and fascinating wildlife to adrenalin-packed outdoor activities fit for all the family. Combined with proud history, exciting events and a lively community spirit, make the Heartlands of Fife unique, appealing and authentically Scottish.”</p> <p>The group felt it should not just be for families.</p> <p>John to send out branding discovery DF to group for feedback.</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. Burntisland will be introduced in phase 2 alongside Dunfermline.</p> <p>The project mascot will be a Jester who will explain the history behind each site. Pupils from Fife Schools were invited to participate in a competition and there was a winner from East Wemyss Primary School who designed the jester and a winner from Balwearie High School who will voice the jester.</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 co-host workshops for businesses and toolkits will be distributed.</p>	

4 Event Funding YCW2020

Holly Clark explained that 2020 has been designated Scotland's Year of Coasts and Waters, a year that will spotlight, celebrate and promote opportunities to experience and enjoy Scotland's unrivalled Coasts and Waters, encouraging responsible engagement and participation from the people of Scotland and our visitors. The delivery of an exciting programme of special events is an important part of the year.

Year of Coasts and Waters 2020 Events Programme Open Fund

Scotland's annual events portfolio offers a wide range of events and festivals that provide a variety of opportunities to engage with our coasts and waters.

To add to this already rich and diverse programme of existing events, the dedicated Year of Coasts and Waters 2020 (YCW2020) Events Programme Open Fund has been designed to create new, high profile opportunities to celebrate our coasts and waters whilst adding value to the existing calendar of events. The funded events programme will create new opportunities for responsible participation, celebration and promotion of the key themes.

The four programme strands that they invite events to respond to and celebrate are:

1. Our Natural Environment and Wildlife
2. Our Historic Environment and Cultural Heritage
3. Activities and Adventure
4. Food and Drink

A total Open Fund of £600,000 has been made available across two funding rounds.

Applications for grants of between £10,000 and £50,000 are invited. Round 1 is for events that are already in design and development where applicants should be in a position to be part of the first programme announcement planned for Spring 2019.

The deadline for receipt of applications for Round 1 is 5pm Monday 14 January 2019.

Round 2 applicants should be in a position to be part of the Autumn 2019 programme announcement. The deadline for receipt of applications for Round 2 is 5pm Friday 7 June 2019.

The YCW2020 Events Programme Open Fund is now OPEN and receiving applications from the events and festivals sector across Scotland.

	<p>Events interested in applying for support should first familiarise themselves with the Guidance and Criteria document below. Potential applicants must contact EventScotland on 0131 472 2313 / information@eventscotland.org to discuss their proposal in advance of preparing an application. If you are currently supported by EventScotland, please speak to your allocated Event Manager in the first instance for advice.</p> <p>If your project does not fit the criteria of the YCW2020 Events Programme Open Fund, other funding routes may be available – please take a look at EventScotland’s other funding routes. YCW2020 Partner Programme</p> <p>The YCW2020 Partner Programme will be a non-funded opportunity to align your event with the year and benefit from potential inclusion in VisitScotland promotional activity. The Partner Programme will be launching in early 2019.</p> <p>Apply for funding at http://www.eventscotland.org/funding/year-of-coasts-and-waters-2020/</p>	
<p>5.</p>	<p>Kirkcaldy Events</p> <p>Cllr Alistair Cameron has been instrumental in setting up Jocky Wilson event in Kirkcaldy. As well as events around Fife, the winner will play Gary Anderson in an exhibition at Adam Smith Theatre.</p> <p>Cllr Cameron is also looking at bringing back the Kirkcaldy Marathon hopefully around the end of August. It would include the three parks in the town and a route has already been mapped out.</p> <p>September will again play host to the Kirkcaldy Beach Highland Games.</p> <p>Looking to do a bonfire at Beveridge Park which would take the pressure off Burntisland.</p>	
<p>6.</p>	<p>Any Other Business</p> <p>Joyce Kitching from Historic Environment Scotland (HES) handed out some PDFs of the Robert the Bruce Trail and the Outlaw King which highlight HES properties which have a connection to both Bruce and the film.</p>	
<p>7.</p>	<p>Date of Next Meeting</p> <p>Looking to have next meeting end of March or April, John to be in touch.</p>	