

Heartlands of Fife Local Tourist Association Meeting
21st January 2021
1pm – 3pm
Cluny Activities

Attendance:

Cllr Ian Cameron	Fife Council
Ann Camus	Fife Council
John Murray	Fife Council
Cllr Rosemary Liewald	Fife Council
Ian Archibald	Burrtisland Heritage Trust
Cllr Alistair Cameron	Fife Council
Cllr Lesley Backhouse	Fife Council
Drew Shedden	Cluny Activities
Ken Foster	Thane of Fife Heritage Tours
Holly Clark	Fife Council
Joa Bell	Kingswood Hotel/PeachyKeen
Ken Hunter	Exploring Fife
Brian Gorton	Links Guest House
James Dawson	Fife Coast & Countryside Trust
Sheila Hubble	Wemyss Needlework

Apologies:

Henry Haldane	Burrtisland Golf Club
Cllr. Altany Craik	Fife Council
Rankin Bell	Kingswood Hotel
Chris Hill	Burgh Buzz
Alistair McGregor	Fife Golf Trust
Joyce Kitching	Historic Environment Scotland

1. Welcome & Introductions

Cllr Ian Cameron opened the meeting followed by round table introductions
The group welcomed Ken Hunter of Exploring Fife who was previously
involved with the LTA

2. Minutes from last meeting

No actions or matters arising

3. Heartlands of Fife branding

Ann went over the branding and design which have been approved by all committees.

Branding presentation can be seen at

<https://fifetourismpartnership.org/site/assets/files/6262/heartlands.pdf>

Example of brochures and Z-Card shared with group.

Prices for merchandise was obtained from Kingdom Sports:

- T-shirts (incl single colour printed logo to left chest)
50 would be approx £7.00 per t-shirt
- Mugs (incl single colour print)
36 would be approx. £5 each
- Hoodies (incl single colour printed logo to left chest)
50 would be approx £14 per hoodie
- Caps (incl single colour embroidered logo)
30 would be approx £8 per cap
- Car Stickers
Minimum is generally 100 and price would be approx £1.20 per sticker

Growth Fund Bid will be submitted at the end of January for feedback. This fund is for collaborative tourism marketing campaigns which focuses on growth in the tourism sector

The aim of our bid is to develop the Heartlands area as a family adventure and outdoor activity destination and increase visitor spend by growing year-round visitor numbers and increasing the number of overnight stays in the area through delivering world class visitor destination.

The intention is that the “In the footsteps” proposition would be one element of the area campaign rather than competing with or being separate to it.

4. Footsteps of Kings update

Three new sites now added to the Footsteps of Kings app. These are Dunfermline Carnegies Library & Galleries, Burntisland & MacDuff Castle, East Wemyss.

The app now has over 1200 downloads. Performing well at the moment despite the time of year.

Team now have analytics to show how individual sites are performing.

Business toolkit available at <https://fifetourismpartnership.org/resources/business-toolkits/in-the-footsteps-of-kings/>. This toolkit has been developed to show how tourism businesses can engage with the campaign, and provides information and marketing materials that can be used to promote In the Footsteps of Kings to visitors

Dates being set to go out to visit businesses face to face

Marketing plans shared including influencer visits, adverts in various publications and spring campaigns with VisitScotland.

5. Events

Holly went over the Fife Events Group which is open to all event professionals based in Fife and exists to develop strategic initiatives to identify growth opportunities, exchange information on issues arising, provide networking opportunities and work collaboratively to shape the future of Fife events.

Fife Events Quick Reference Guide has been designed to support event organisers who are planning or organising an event within Fife and will direct you to essential resources, application forms and key contacts, covering important areas such as licencing, safety, traffic management and event promotion. This document identifies key areas of action and consideration and provides basic guidance on delivering a smooth event or festival, whatever the scale. You can access the guide from the downloads section of this page.

The Fife Events Strategic Fund can award up to £10,000 to events which have the potential to grow, generate significant economic benefits for the area, attract new visitors to Fife and increase Fife's profile on the national or international stage.

More information can be found at <https://fifetourismpartnership.org/collaborations/fife-events-group/>

6. Golf Update

Cllr Ian Cameron & Cllr Alistair Cameron reported good progress. Courses and hotels are signing up to Visit Fife Golf. DP&L will be pushing the package.

Leven Links Golf Course will also be joining the package widening the offer outside of the Heartlands area.

7. Business Engagement

Drew explained the group now have a new Facebook page at facebook.com/heartlandsoffife. This is currently being managed by Cameron who works for Cluny Activities.

Drew will be contacting any new businesses (and Cammy in time) to let them know about the LTA.

8. Date of next meeting

31st March (AGM) - Cluny Activities from 2pm - 4pm