

**Heartlands of Fife Local Tourist Association Meeting**  
**28<sup>th</sup> October 2019**  
**2pm - 4pm**  
**Strathearn Hotel, Kirkcaldy**

**Attendance:**

Cllr Ian Cameron	Fife Council
Ann Camus	Fife Council
John Murray	Fife Council
Cllr Alistair Cameron	Fife Council
Drew Shedden	Cluny Activities
Ken Foster	Thane of Fife Heritage Tours
Henry Haldane	Burrtisland Golf Club

**Apologies:**

Cllr Rosemary Liewald	Fife Council
Cllr. Altany Craik	Fife Council
Eddie Campbell	69 Cromwell Road
Ian Archibald	Burrtisland Heritage Trust
Chris Hill	Burgh Buzz
Pauleen Norman	Room with a View
Alistair McGregor	Fife Golf Trust
Bryan McCabe-Bell	Fife College
Joyce Kitching	Historic Environment Scotland
Holly Clark	Fife Council
Gordon McDowall	Rinaldi's Fish Bar
Audrey Peebles	Fife Coast & Countryside Trust
Sheila Hubble	Wemyss Needlework

## **1. Welcome & Introductions**

Cllr Ian Cameron opened the meeting followed by round table introductions

## **2. Minutes from last meeting**

No actions or matters arising

## **3. Update on Branding Work**

Now signed off by all 3 area committees.

Marketing campaign and plan required

Merchandise quotes required – merch can be sold as an income stream for the LTA – Hoodies, T-shirts, Mugs, Caps, Car stickers

### **Action – John to obtain a quote from Kingdom Sports**

The group agreed to spend £2400 of the LTA funds on merchandise.

Signage, to be discussed at meeting with Cllr Crooks

## **4. Footsteps of Kings update**

John & Ann met with Save the Wemyss Caves to determine a spot for the activation panel in East Wemyss.

Other panels will be in Burntisland (two along the waterfront) and Dunfermline (DCL&G and one outside).

Panels expected to be installed on 19<sup>th</sup> November

App up for Innovation Award at Family Attractions Expo in Birmingham in November

## 5. Visitor Information Audit

Fife Council Enterprise and Environment Services appointed BTS and Sue Crossman (Tourism Consultant) to undertake a comprehensive audit and review of visitor information in Fife, examining current provision and future needs to ensure technologies - new and old - are being used effectively.

The way visitors consume information has changed. Four key points were looked at:

- Does print still have a place
- Are websites still relevant
- What's the thinking around social media
- Digital information provision

Print still has a place - but quantities are reducing

Welcome to Fife performs well in SEO terms often ranking 1st but could be more interactive for users – consistency of messages could be better too

Digital Signage - Early adoption issues with kiosks but advances in technology mean that they can now provide an effective form of visitor information. Currently pulling through Welcome to Fife website app. Suggested to have locked down tablet kiosks with app in areas of high footfall and iKnow partners.

Recommendations include utilising WelcometoFife.com as the central point for information provision so that it can feed across to digital delivery platforms and share the Welcome to Fife social media planner on the Fife Tourism Partnership website so that businesses can get involved, further to ask LTA chairs to feed in their plans too – to create a Fife wide joined up social media plan.

A summary of the report will be available in the near future on [fifetourismpartnership.org](http://fifetourismpartnership.org).

## **6. Any other business**

Heartlands Golf Trail – group met recently with Liam Barn of Fife Golf Partnership. DP&L will help promote the package – meeting to take place.

Concern over lack of businesses attending. It was suggested to target businesses to ask them why they did not wish to attend.

## **7. Date of next meeting**

**19<sup>th</sup> December - Cluny Activities from 2pm - 4pm**