

Tourism St Andrews Meeting Minutes

25th April 2017 1pm Lower College Hall, University of St Andrews

Attendees

Maggie Picken (MP), Jerry Beaulier (JB), Debbie MacCallum (DM), Linda anne Beaulier (LAB), Judy Chance (JC), Amanda McFarlane(AM) Marianne MacKinnon, Watson Bell, John Kirkcaldy, Rhonda McCrimmon, Alan Tomkins, James Yule, Margaret Yule, Manuela Calchini, James Sinclair

Apologies

Pam Izatt, Kate Hughes, Scott Robertson, Dot Smith, Viv Collie, Tristan Allan, Sandra Montador-Stewart, Lind say MacKay, Gerry MacMullan, Kathy & Bob Philip, Hayley Burton, Jan Taggart, Lindsay Maxwell, Maris Cassells , Moira Henderson, Shena Porteous

Welcome and introductions

JB welcomed everybody to the meeting and thanked Marianne McKinnon and Watson Bell for the superb venue for our meeting.

Previous Minutes

These were proposed by DM and seconded by LAB.

Membership Signup

JB encouraged everyone present to sign up ASAP and reiterated how quick and easy it was to do.

AGM

As the group had only just got its bank account up and running it was agreed that the first AGM would be held in April 2018 so today was a general meeting.

Kelpies Update

DM informed us there was to be a parade for the Kelpies which would go from the Castle to the site of the Kelpies which would include the City of St Andrews Pipe band and Clydesdale horses. There would also be community celebrations on the launch date on Saturday 29th July. Planning was almost through and due at the end of this week. The Kelpies would be in situ from 24th of July until 23rd October. All the information was on the website St Andrews live and there were various print materials to come. The Parks and events licence had been applied for and we were drawing up a road plan.

Funding had been received from the locality budget, BID, the Community Trust, Common Good fund and Forfans so the funding was well covered which included a private donation for the community launch.

It would form part of the fundraising activities for winter lights in the town.

If anyone wanted to get involved they were to contact DM.

Big Data Project

AM advised that there was to be a meeting regarding this on 3rd May at the Byre Theatre. There would be 2 sessions; one in the morning and one in the afternoon for two hours.

Daniel McIntyre would be running this. It was about producing a dashboard which provided a simple way of looking at trends to analyse our visitors and markets. Essentially it gave real time visitor information about the town and it would help us in planning for the future as the current data was over two years old.

Mr McIntyre was working with the University, the Links Trust, the R and A along with other local businesses.

Outlander Update

DM advised that for Forgans would be hosting an Outlander day photographic exhibition on National Outlander day being 1st June. After this finished the photographs would be available for use by the town.

Meet and Greet

LAB advised that we were still recruiting for volunteers and guides for two hour shifts running from the end of May to the end of September. The aim was to meet and greet visitors who came off the coaches; either from the cruise ships or other visiting coaches to give them a warm welcome and direct them to the town. Hopefully this will encourage them to come back to St Andrews at a later date. All volunteers would have access to the office between the toilets for making coffee et cetera.

After consideration it was decided that it would be best for the volunteers to be mobile rather than based at a pop-up booth as this was too restrictive and will give the volunteers more freedom to meet and greet. The St .Andrews Bloom was going to help with planting around the toilet to make it look more attractive. We would also have some student ambassadors who would volunteer. The Links Trust had offered help with branding/uniforms.

There was a discussion about what should be handed out to the visitors.

The main coach drop-off points were at the Museum, Cathedral and Madras College. We could also use the visitor centre as another reference point for information. Trespass also indicated they would be happy to hand out maps.

BID update

Rhonda advised that standrews@live.com would be live today. She encouraged all businesses to claim your listing which is open to all businesses not just those within the BID area.

They would shortly be taking over the office on 42 South Street next to the Byre which was currently being repainted.

This would have an attached community room which could accommodate up to 15 to 20 people and would be free to use subject to booking.

They were taking over the St Andrew's Day celebrations from the Partnership and they were aiming to make St Andrews the destination of choice for St Andrews day.

University events

Marianne McKinnon and Watson Bell updated us on the University activities.

In their residential and business services they had over 4000 bedrooms based over 13 sites with 250 full-time staff. They could provide a wide variation of self catered or catered accommodation and DRA alone had over 1500 bed spaces.

For Conferences they had over 100 meeting rooms and Watson indicated that hosting events was good for raising the profile of the University. They had a section called Professional Conference Organising which could organise the whole event for you if required. There was also the University nursery which was opening tomorrow. Their golf tour operators and leisure guests were on the increase.

Visit Scotland Five in Fife

Manuela Calchini of VS explained this was still at the concept stage and they were using the White Space creative agency. It was based around your "assets" which is what you have and "content" to promote the assets. The aim was to have a flexible visual identity that will allow us to curate diverse content.

For example:-

The Fife Five place to experience amazing arts

The Fife Five place to experience amazing beaches

Funding was being provided by Fife Council so it had to represent the whole county. There is no timeline for a launch as yet.

AOB

There was a brief discussion regarding the bin situation in St Andrews. It was agreed for a full update Rhonda of BID was the person to contact. E Mail address - manager@bidstandrews.co.uk

Jerry apologised for the lengthy meeting, thanked everyone for attending and closed the meeting at 2.40pm