

Tourism St Andrews Minutes

Meeting held on the 18th August 2016 at St Andrews Library – 1pm

Attendees: Jerry Beaulier (Chair): Debbie MacCallum; Manuela Calchini; Maggie Picken; Judy Chance; Maries Cassells; Kyffin Roberts; Pam Izatt; Linda-anne Beaulier; Sarah McLaughlin; Audrey Hogg; Doug Clements; George Anderson; Bob Philip; Kathy Philip; David Russell

Apologies: Ailsa Corbett; Vickie Swankie; Rosie Carroll; Ann Verner; James Yule; Viv Collie; Jackie Wright; Lindsay Adam; Louise Fraser; John Kirkaldy; Bill Pressegh; Audrey Bell; John Murray; Sandra Montedore-Stewart; Ann Cammus; Ray Pead

Jerry Beaulier (Chair) opened the meeting at 1pm by welcoming everyone attending, glad to see people interested in Tourism St Andrews even in the middle of our busiest month. He noted that a list of future meeting dates would be posted and he would schedule them during quieter periods.

The Constitution

The constitution has been amended to reflect the decision of the Committee and has now been signed. If anyone would like a copy please request from Jerry at - Castlemount@btinternet.com

Oor Wullies

Tourism St Andrews first event went smoothly with the Oor Wullie Tour Group coming to St Andrews from the 15th – 22nd August 2016. Eight statues were at the Byre Theatre, 1 at The West Port and 1 looked after by Jannettas. This fabulous event has generated a huge amount of interest from the general public and the press. As a group we are certainly very proud to be involved with the Archie Foundation. All monies raised are to benefit the new childrens' wards at Ninewells Hospital.

The event not only raised the profile of St Andrews being a great place for families to visit but also helped the local economy with the extra visitors.

Fife Tourism Partnership Digital Course

Jerry recommended this Free course and urged folk to sign up for the Fife Partnership newsletters. The course is to be held in the St Andrews Grill House on the 22nd September.

Please follow the link:

www.fifetourismpartnership.org/events/digital-technologies-updates-for-tourism-fife

Additional Digital courses on 26th Oct and 2nd November

Create Compelling Photography on the 17th November

Please go on the Fife Partnership website for follow up and registration

Savour St Andrews

Viv Collie couldn't attend the meeting but Debbie gave us an update of all upcoming events and project with the new Savour St Andrews. We were circulated with the new Logo and press photos for the upcoming St Andrews Day Dinner, The St Andrews Chefs Taster Lunch and the St Andrews Chefs Demo and Dine.

Savour St Andrews

Celebrating good food and drink experiences in and around St Andrews

November 2016

'Savour St Andrews' has been created as a follow-up to the St Andrews Food and Drink Festival (which ran between 2012 and 2015).

Savour St Andrews aims to use the area's ever-growing reputation for high quality food and drink experiences to bring more people to the town out with the traditional tourist season.

Plans are now well underway for events in and around St Andrew's Day 2016, with top chefs from several local businesses taking part under the theme "Savour St Andrews".

St Andrew's Day Dinner

The Ballroom, Old Course Hotel

Wednesday 30th November

7pm – 11pm

In pride of place will be the annual St Andrew's Day Dinner, which is returning to the five star Old Course Hotel, Golf Resort and Spa on November 30th with a stellar line-up of cooking talent, and support from Quality Meat Scotland (QMS).

The hotel's executive chef Martin Hollis will be joined by Geoffrey Smeddle from the Michelin-starred Peat Inn, executive chef Frank Trepesch from five star Fairmont St Andrews, St Andrews Links executive chef Ian MacDonald (who is also president of the Federation of Chefs Scotland), head chef David Kinnes from Rufflets Country House Hotel (AA Scottish Hotel of the Year), and Stewart MacAulay from the multi-award winning Adamson Restaurant (2015 Scottish Restaurant of the Year).

All five will be joining forces in the kitchen, with backing from hospitality students and staff from both Fife College and the SRUC Elmwood campus.

At the beginning of the event there will be a welcome reception with cocktails featuring local gin, local craft beer, and a range of canapes, and during the dinner speakers from suppliers and producers will highlight the main ingredient in each course. The Dinner will be accompanied by wines specifically matched with the menu, and a whisky toast.

Tickets are £75/person, with a discount available for tables of 10 people.

St Andrews Chefs Taster Lunch Hall of Champions, Old Course Hotel

Sunday 6th November, 12 noon - 4pm

Another feature of the events programme is the Chefs Taster Lunch. This will take place in the Hall of Champions at the Old Course Hotel on Sunday 6th November (12noon-4pm).

Chefs and food businesses from across the town will be offering a buffet style lunch allowing visitors to create their own food journey around various stands.

Free entry. £5.00 for three dishes (or a drink). Children under 12 will be given free tickets for three dishes.

St Andrews Chefs Demo and Dine The Byre Theatre

Saturday 19th and Sunday 20th November 12 noon-4pm

There will also be a "Demo and Dine" weekend at the town's Byre Theatre on November 19th and 20 (12 noon-4pm), with chef demonstrations, and drink tastings.

Admission is free – tickets will be available through the Byre Box Office.

Getting involved with Savour St Andrews:

In addition to the chef collaborations, food and drink businesses in and around St Andrews are encouraged to take part in Savour St Andrews and put on their own events and activities during November.

A new 'Savour St Andrews' logo has been developed and a website is being created which will contain news, chefs profiles, and information about all the events.

Related 'Savour St Andrews' social media channels are also being set up – and the initiative is being supported by specialist food PR company and bloggers Citylicious.

In addition, Savour St Andrews is researching the possibility of working with Tourism St Andrews and the St Andrews BID to develop a food and drink trail app for the town.

Social Media for Tourism StAndrews

Debbie explained the new Twitter and Facebook feeds which are now up and running. She and Ailsa are going to be handling the content and she encouraged us all to sign up, befriend etc. to all our communication. Our new website is up and running at : www.tourismstandrews.co.uk The facebook page is under Tourism St Andrews and the twitter fee is Tourismstandrew without the last 's' . If anyone has suggestions as to what they would like to see please contact Jerry or Ailsa.

The Hamish Foundation Walking Trails

Maggie gave us an overview of the Hamish Foundation Charity and how they are involved in benefitting the town of St Andrews. The Foundation has just launched a new Walking Trail App for families. The Hamish app can be accessed through the Global Treasure App site and leads you around St Andrews by means of clues from historic sights around the town. The price is to be 99p and all profits will be ploughed back into St Andrews.

There will be another new Royal Trail Walking App launched at the Mobility Week in Market Street on the 17th September.

Cruise Ship Project

Linda-anne gave an update on how the Cruise ship project was progressing. This started because of the presentation given by Peter Wilson from Cruise Forth, Dunfermline. Cruise Forth have been excellent in keeping us abreast of all incoming buses rom the Cruise Ships.

David Russell from BID ST Andrews distributed the Cruise Ship Maps the BID had commissioned.

Linda-anne explained that she had distributed the Cruise Ship maps to the businesses around the bus drop offs and that Peter Wilson had picked up a good quantity to put directly on the cruise ships.

There are in excess of 90 Cruise Ships coming into Rosyth over the summer months and most of them have been sending several buses to St Andrews.

She went on to explain that it didn't take long to realise that the cruise ship buses were the tip of the iceberg and that on most days over the peak period we had around 20 buses coming into St Andrews. Very few of the passengers on these buses had maps and none of them had anyone to welcome them to our town. Most of them had no idea where the town was, simply thinking St Andrews has only a Golf Course and a beach.

The buses are traditionally dropping off outside the R&A and either picking up there or using the space at the Cathedral.

Linda-anne felt that we should be exploring the possibility of having some sort of manned pop up Information booth at both locations but especially out side the Golf Museum for the summer months. It is particularly important that this pop up would only be involved in Information help and distributing any offers from the businesses but would not be involved in 'selling anything' except our town to the visitors.

We would anticipate putting an ad in the local paper for volunteer help, and the university volunteer services have already offered their assistance.

As far as funding is concerned for this project we feel that we could potentially ask for funding from Fife Council and Visit Scotland etc.

It is hoped that we can do a trial run over a weekend in the near future to see how it would work out for 2017.

This is a much bigger project than first anticipated and will need some man hours to coordinate.

Linda-anne will give another update at the next meeting.

The Kelpies

We are actively moving forward with the project. We hope to have them in St Andrews during some months of 2017. Kyffin was very helpful in explaining that the land beside the bandstand was jointly but not solely owned by Fife council. We have on site meetings slated with Fife council representatives and others and will be investigating this in the next few weeks.

More on this future project will be reported at our next meeting.

Questions

Debbie asked Kyff to give us a run down on what was happening at Craigtoun Park this year.

Kyff explained the upcoming challenges of running such a large area and dealing with ongoing improvements. They had over 170,000 visitors this year. A fabulous achievement from their staff and the many volunteers.

Jerry asked for comments and Questions from the floor:

Maries Cassells was conscious that Tourism St Andrews was set up as a grass roots organisation and encouraged all businesses to send general employees and not necessarily managers to our meetings. She specifically wondered why the Tourist Office wasn't represented.

Manuela Calchini answered Maries and explained that she was at the meeting representing the Tourist Information Office in the town but that she would take the point on board and see if they could spare one of the local staff to come to the next meeting.

Judi mentioned that The Tour Operators Conference is to be held at the Fairmont 11-13th October this year.

The meeting was closed at 2.03 pm and most people stayed for some networking.

Potential Dates of future meetings: Bi monthly meetings: Venue will be announced

18th October 2016

17th January 2017

14th March 2017

18th April 2017 – AGM

Committee Meetings will be held as required or just before our Scheduled meetings.

