

Tourism St Andrews Minutes

17th January 2017 – Garden Room, The Scores Hotel - 1pm

Attendees: Jerry Beaulier (Chair), Debbie MacCallum (Vice-Chair), Viv Collie, Rhonda McCrimmon, Alan Tomkins, Lucy Portchmouth, George Finlayson, David Russell, Celia Ferraro, Vicky Munro, Sheena, Porteous, James Mearsum, Robert Close, Scott Robertson, Mark Alexander, Linda-anne Beaulier, Maries Cassells, Jamie McKenzie, Jan McTaggart, Susie Ritchie, Moira Henderson.

Apologies : John Murray, John Kirkaldy, Kate Hughes, Ann Camus, Ann Verner, James Yule, Tristan Allan, Sandra Montdor-Stewart, Lindsay Adams, Gerry MacMullan, George Anderson, Jamie Craig-Gentles, Bill Pressegh, Karen Robson, Catherine Cruikshank , Amanda McFarlane, Manuela Calchini, Maggie Picken, Audrey Hogg, Kathy and Bob Philip.

Jerry Beaulier (Chair) opened the meeting by welcoming everyone to the Scores Hotel and gave us a quick run through of the upcoming Agenda. He also explained that the committee had unanimously agreed to become officially known as the LTA (Local Tourist Association) for the St Andrews area but our branding will be Tourism St Andrews. There are a total of six of these Local groups which have been set up throughout Fife.

The LTA's in Fife are under the official banner of Fife Tourism Partnership www.info@fifetourismpartnership.org and information, dates of future meetings and minutes can be found posted on their website. Our website is currently being built and will be found at www.tourismstandrews.co.uk

Amanda McFarlane has kindly agreed to come onto our Committee to replace Marc Adam.

Savour St Andrews

Viv Collie explained how the St Andrews Food Festival had evolved and was now under the new 'Savour St Andrews' banner . She ran through a wonderful presentation of how the Food offering for the month of November had changed and grown, the things that had worked best for the Chefs and the Students and any challenges to be faced for next year. All the chefs have looked forward to working together again and being able to encourage and train the students involved.

The three major events, the Taster Lunch on the 6th November, the Demo and Dine on the 19th and 20th and the St Andrews Day Dinner on the 30th November were all sell out events.

Each surpassing any projected interest. All profits are going directly into the Student Bursaries for the colleges. Many present had attended at least one of the events and were very supportive of them being offered again next year. The dinner was particularly impressive and again a sell out event. Well Done 'Savour St Andrews'.

Kelpie Project

Debbie MacCallum was delighted to tell us that the Kelpie Marquette's will be arriving in St Andrews on the 24th July and departing on the 23rd October. This has been arranged to coincide with the Women's Ricoh Golf Tournament and will cover the Fife School pupils returning, the return of the University students, the Photographic Exhibition and the Dunhill Golf Tournament.

The Kelpies will be located outside the upper level café of the St Andrews Golf Museum, opposite the back of the R&A building. They will be sited so that they will be visible as you come down the 18th green of the Old Course, along the Scores and Golf Place. These Marquette's will be placed on their plinths and will stand approximately 5 metres tall.

She explained the potential merchandising, marketing and promotional opportunities the Kelpies will have for the St Andrews Market. Anyone interested in developing this opportunity please get in touch with Debbie at Debbie.maccallum@gmail.com More to follow at our next meeting on 14th March. 1pm Scores Hotel.

Debbie has applied for grants to bring the Kelpies into town from Fife Council, The BID, The Community Trust, and The Fife Tourism Partnership and will be applying to other local bodies for grants in the next few weeks.

Cruise and Coach Party Tourists

Linda-anne Beaulier gave us a quick run down on the Cruise Forth meeting she attended in November where they discussed the 2016 successes of the growing number of Cruise Ships arriving into the port of Rosyth. This year 121 there will be a total of 121 cruise ships visiting Rosyth, 14 to Dundee. This number translates into 633,000 passengers representing a potential £72 million impact on the local area.

Dunfermline Meet and Greet Team have developed over the past 5 years or so under the direction of Peter Wilson and the Dunfermline LTA. They now have upwards of 45 volunteers manning the desks to help the disembarking passengers.

The outlook for the cruise business is rosy. With it becoming more and more a question of safe travel the number of ships bringing passengers into Scotland is growing by the month.

These passengers could be in port for a matter of several hours or could be disembarking for a tour around Scotland.

Thanks to Peter Wilson we have been able to distribute St Andrews Maps (courtesy of the BID) to the Cruise Ship passengers before they disembarked.

We have identified an ideal spot outside the Golf Museum to place a pop-up information desk for some of the summer months. This will be to help the visitors find their way around town and offer them any discount coupons from businesses who wish to participate.

We are having our first Working Group meeting on Monday the 23rd January at 10am at Castlemount, 2 The Scores, St Andrews. Anyone interested in helping out is encouraged to get in touch with Linda-anne by e mail to Castlemount3@gmail.com

The St Andrews BID

Rhonda McCrimmon, the BID Manager gave the next presentation on the progress the BID has made in implementing the Business Plan for the St Andrews Levy payers. They are continuing to work with as many of the St Andrews groups as they can. This includes The Bloom Group, Tourism St Andrews, The Byre, The University, The B&B Association, Stay in St Andrews, The Merchants, The Business Club, The Golf Clubs and many more while always exploring other potential collaborations.

A Touch of Burns is presently being advertised listing events being held at the end of January. STAFF, the Fashion Show Festival, which is having its first debut in February, is also on line (see Facebook). Please go to the BID website for further information on these and other events.

Rhonda explained that the BID was currently exploring their options for a new online presence in St Andrews. Their new Business to Consumer website has been slated to be finished by April of 2017. This new website will be open to all businesses, groups and events for St Andrews and should be up and running for the busy summer season.

The second year of the St Andrews Photography Festival will be held in the town in September of 2017. More to follow from the BID in the coming months.

Please get in touch with Rhonda if you need any additional information.

E Mail address - manager@bidstandrews.co.uk

Facebook page – <https://www.facebook.com/BIDStAndrews>

Twitter Account – <https://twitter.com/BIDStAndrews>

Other matters of Interest

We had a short discussion about the Christmas Lights in town and were assured that the BID was going to take them over for the festive season in 2017.

The Clean and Green Team from the BID were also ready to take on the Bin issues in the town centre.

Moira Henderson, chair of the Cupar and district LTA, gave us a short insight into the geographic area her LTA covers. We were all really impressed with the local brochure their group had produced. She invited any interested parties to come along to their meetings (posted on the Fife Partnership website)

A reminder that 2017 is the year of History, Heritage and Archaeology

Dates of future meeting for the diary.

14th March 2017

25th April 2017 (please note recent change due to school holidays) AGM

13th June 2017

7th November 2017

Jerry apologised for the lengthy meeting, thanked everyone for attending and closed the meeting at 2.30pm