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Minutes

14th March 2017 – The Scores Hotel - 1pm

Attendees: Jerry Beaulier (Chair), Debbie MacCallum (Vice-Chair), Rhonda McCrimmon, Alan Tomkins, Maggie Picken, David Russell, Sheena Porteous, James Hearsom, Linda-anne Beaulier, Maries Cassells, Guy McKenzie, Jan McTaggart, Amanda McFarlane, John Murray, John Kirkaldy, James Yule, Bill Pressegh, Ann Pressegh, Audrey Hogg, Lindsay Rae, Sheena Scott, Lynsey Maxwell, Margaret Yule, Charmaine Duthie, Charlotte Hasnell-West, Charlotte Andrew, Lindsey Adam, Laurie Watson, Kat Keith, Marianne MacKinnon, Watson Bell, Ray Pead, Gavin Sime, Manuel Calchini, Bette Hunter, Bill Sangster,

Apologies: Kate Hughes, Ann Camus, Ann Verner, Tristan Allan, Sandra Montador-Stewart, George Anderson, Catherine Cruikshank, Kathy and Bob Philip, Scott Robertson.

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 requested that attendees confirm their attendance in future to ensure adequate seating provision.

1 Membership Sign Up

Jerry asked that all businesses sign up to the www.tourismstandrews.co.uk website. The sign up process is straight forward, simply click on “join us” and complete a straight forward form. He confirmed this also enables sign up to the www.fifetourismpartnership.co.uk website (LTA membership website) to ensure businesses receive all news pertaining to St Andrews and Fife. He confirmed that steps had been taken to ensure data protection for all businesses.

2 Mission Statement and Objectives

Amanda McFarlane presented the mission statement and objectives:

Mission statement,

“To ensure St Andrews is recognised as a global destination of choice and our visitors receive a memorable St Andrews experience.”

Mission objectives,

- 1 As the Local Tourism Association (LTA) for St Andrews, we will support and deliver the relevant actions in the Fife Tourism Strategy 2020.

- 2 W will work closely with the BID St Andrews to support and deliver its aims and objectives.
- 3 Working with our partners and stakeholders we will develop a vision for St Andrews 2030.
- 4 Working closely with BID St Andrews we will develop new initiatives and tourism offerings in order to extend St Andrews tourism shoulder season specifically for October to March
- 5 We will develop and share our relevant tourism information between our partners and stakeholders securing funding where necessary to support our work.

It was agreed that there would be a one week window for attendees to consider the objectives and address any amends/comments to Jerry Beaulier.

3 Kelpies Update – Debbie MacCallum

Key Dates and communication • Arrive 24th July Official launch 28th July – Andy Scott • Community launch – 29th July • Depart 23rd October • www.standrewslive.com

• Twitter [standrewslive](https://twitter.com/standrewslive) / [tourismstandrew](https://twitter.com/tourismstandrew) • Facebook [Standrewslive](https://www.facebook.com/Standrewslive) / [tourism St Andrews](https://www.facebook.com/tourismstandrew)

Activity • Launch events • Educational program of activity MUSA, Golf Museum, Springboard

• Women’s British Open, International Photographic Festival, Returning U of St A Students, Dunhill Golf, School Holidays • Book signings and hosted events by Andy Scott sculptor and Steve Dunlop Scottish Waterways • Utilise bandstand for musical and fringe events for Byre • Potential trail for YHHA 2017 4 Business opportunity • Kelpie Merchandise, bestsellers list and stock lists available • Press and PR coverage • Create a Kelpie drawing hub in restaurants, pictures available • Kelpie ice cream, Kelpie cakes, Kelpie cocktails • Any additional ideas welcome please contact debbie.maccallum@gmail.com Funding • Funding applications have been made to Community Trust, Locality Budget, Common Good Fund, BID St Andrews.

4. Cruise Meet and Greet project update

Linda anne Beaulier updated the group on the progress made. Approximately 25 volunteers had come forward to take part in the scheme. David from the BID had organised a scheduling software for people to sign up for a shift. Each shift to be 2 ½ hours long. All the volunteers had been offered World Host Training. A funding application has been made to the Common Good Fund for assistance with administration and suitable clothing etc. The next working group meeting confirmed as 23rd March 2017, 2pm at Castlemount. Any enquiries re this project to be directed to Linda anne email castlemount3@gmail.com.

5. Outlander update

Maggie Picken updated the group on the recent meeting she attended about the Outlander films. She urged all to take leaflets and postcards of the trails away with them. They are very popular with our international guests.

6. On the Rocks Update

Charlotte and Lottie presented the On the Rocks Festival taking place at the end of March, series of arts events for both students and community alike. A program of activity is available for businesses to take away and also online www.ontherocksfestival.com . <https://www.instagram.com/ontherocksfest/>

<http://www.ontherocksfestival.com/>

<https://www.facebook.com/ontherocksfestival>

They also confirmed they would attempt to give us a list of other festivals and dates such as the Alumni Festival weekend and the 100th Anniversary of the Mermaids going forward.

7. Legacy project – Sustainable trail

Lindsay Mackay from Transition St Andrews detailed the sustainable trail the University had undertaken with legacy money from the last open. Samples of the potential signage were distributed but no confirmed date for launch due to planning application currently ongoing. There had been funding for 4 sites and would be supported with an interactive website with wifi hotspots at each point. Lindsay to update the group when planning agreed with timescales for launch.

8. BID ST Andrews update

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.

For both in and outside, Rhonda McCrimmon confirmed the new business to consumer website for the town would be live as of the end of March. www.standrewslive.com to be the new portal with supporting social media channels. Facebook - @standrewslive, Twitter - @StAndrews_live, Instagram - @StAndrewslive. Rhonda confirmed that the site would be free for all St Andrews businesses of the BID area. Also the BID site would be rebranded and updated. There was a debate about the Visit Standrews website but it was agreed to continue this debate outwith the meeting.

Rhonda urged businesses where applicable to take up the GVA Barr offer of rateable values review. She confirmed that any appeal needed to be lodged by 30th September 2017. Any businesses interested to contact Gordon Martin at GVA Barr tel 0131 255 8001 or Rhonda McCrimmon on

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>

9. Fife Tourism Partnership

John Murray distributed the new Arts and Crafts leaflet. John detailed the process for Fife tourism Partnership registration, World host and other training available. He detailed the new Welcome to Fife App with trails and that St Andrews would have 4 trails. These to be discussed at a later meeting. He reminded all the Fife Tourism Summit was to be on 20th March at Carnegie Conference Centre and to see the FTP website for further details.

10. VisitScotland Update

Manuela Calchini detailed that a China ready workshop was planned for early May and more details would be sent out in due course. She highlighted the SETDF and the Growth fund were both available as sources of funding. It was confirmed that Tourism St Andrews and BID St Andrews were applying for both currently. It was confirmed that representatives from Tourism St Andrews were attending the Destination Conference on 16th March .

Manuela detailed that VS were developing a virtual reality app which would be available free of charge to the consumer and were trialling it with 26 attractions through Scotland. Currently St Andrews not included but the nearest venue will be located at Falkland Palace. She confirmed VS would be at EXPO on 26 & 27 April and at ITB in Berlin. She also stressed the importance of all businesses using the Visit Scotland Centre (VIC) as a resource.

The VIC has a new initiative to stock local merchandise and crafts. Manuela displayed the new St Andrews merchandise. There was a debate about the use of the word St Andrews on merchandise and Laurie Watson from the Links Trust confirmed that they had only patented the word St Andrews in relation to golf. Manuela to restock the ST Andrews T Shirt once discussed with the Links Trust as many visitors want to buy a T Shirt.

11. AOB

Geoff Morris confirmed some details of Earth Hour as a continuing theme rather than a one off event. He confirmed that on Saturday 25th there would be a logo for Earth Hour displayed on St Salvators Chapel powered by static bikes.

12. 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.

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

13. Dates of future meeting

At Present, future meetings will be held at Lower College Hall, University of St Andrews

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

13th June 2017

12th of September

7th November 2017 (Debbie MacCallum to chair)

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