

Fife Tourism Partnership Executive Board Meeting

Minute of Meeting held at

Scottish Fisheries Museum, Anstruther 2pm – 4pm

Thursday 22nd August 2019

Attendance:

Moira Henderson	Chair & Cupar & North LTA
Sandra Montador-Stewart	Fife Council
Roger Brown	Chair of LTA Chairs
Caroline Warburton	VisitScotland
Linn Williamson	Grill 48
Heather Stuart	Fife Cultural Trust
John Kirkaldy	Cairnsmill Caravan Park
Joa Bell	Kingswood Hotel
Ian Greig	Newhill Farm Cottages
Chris Broome	Fife Coast & Countryside Trust
Jeremy Harris	Fife Coast & Countryside Trust
Ann Camus	Fife Council
John Murray	Fife Council
Liam Barn	Fife Golf Partnership
Ed Heather-Hayes	Fife Coast & Countryside Trust

Apologies:

Cllr Ian Cameron	Heartlands of Fife LTA
Findlay Withers	Scottish Deer Centre
Will Docker	Balgove
Bryan McCabe-Bell	Fife College
Morag Peattie	Old Manor Hotel
Chris Foote	Chair of Events Group

1. MINUTES AND MATTERS ARISING

(a) Welcome and Apologies

Welcome from Moira Henderson. Apologies noted above

Ian Goodyear, Museum director of operations welcomed the board to the Scottish Fisheries Museum which is currently celebrating its 50th Anniversary.

(b) Minutes of the Last meeting

Minutes agreed as a true record.

2. STRATEGY DISCUSSION

(a) Fife Pilgrim Way - Ed Heather-Hayes

New 64-mile pilgrim way runs from North Queensferry or Culross through the middle of Fife to St Andrews. Steering group established in 2015 with funding secured from The National Lottery Heritage Fund in March 2017.

Current travelling exhibition on the Mac bus. Book it through the Fife Cultural Trust. The Official Pilgrim Way route can be found on walking app Viewranger. New website launched also. Merchandise is available online but partnering businesses can also sell them in their properties. Ed stated there is a need to have more accommodation businesses sign up. Tourism Partner business breakfasts have been arranged.

Estimated usage is 120,000 in year one and 200,000 by year 4. Roger asked about any future plans to extend the route. Ed mentioned that if the demand is there, that is a possibility.

Presentation at

https://fifetourismpartnership.org/site/assets/files/6262/fpw ftp_aug_2019.ppt

(b) Fife Golf Partnership Update – Liam Barn

Founded in 2011 to push all of Fife's course using St Andrews as a hook. The partnership is a mix of private and public bodies.

Membership is currently sitting at 38 golf courses and 20 accommodation providers. There are a few attractions signed up also. Member benefits range at different levels and businesses can sign up at <https://www.visitfifegolf.com/membership>

Recent influencer collaborations with [Cartbarn Guys](#) and [No Laying Up](#) have had impressions of over 1 million. #scotvlog19 was a collaboration with other regions who hosted 9 Volggers from UK & Overseas.

Trade events attended include VisitScotland Expo, IGTM & Helsinki Expo The partnership's database has 9500 consumers and 500 tour operators. Information is sent and promoted by email (E-newsletters), familiarisation visits, social media and press releases.

Presentation at

https://fifetourismpartnership.org/site/assets/files/6262/fife_golf_-_tourism_partnership_2019.ppt

Action - Liam to ask Scottish Golf what more can be done for Accessible Golf in Fife and Scotland.

3. STRATEGY DISCUSSION

(a) In the Footsteps of Kings – Ann Camus

Ann presented on the new Augmented Reality App which launched in July and is located at 6 sites: Markinch Church, Aberdour Castle, Falkland Palace, Falkland Estate, Ravenscraig Castle and Lochore Castle. Video for the project which promotes the app and also shows how the technology works found at <https://youtu.be/XhXsch1qipE>

App has had 700 downloads to date. Phase 2 planned for November and sites will include Dunfermline, Burntisland and MacDuff's Castle. .

Business toolkit to be created. If anyone would like any collateral such as posters, postcards or stand up cards, please contact karenA.christie@fife.gov.uk

4. UPDATES

(a) OnFife – Heather Stuart

Heather reported that it had been an extremely busy summer period with lots going on. The focus of the museums has changed and are now aiming to be

more family focused and interactive. There has been a 44% increase in attendance at events.

New 3D tour of Dunfermline Carnegie Library & Galleries can be found at:

https://mpembed.com/show/?m=ZbnmAY5UVyQ&image=https://onfife.com/sites/default/files/styles/venue_icon/public/Dunfermline%20Carnegie%20Landscape%20REV.png?itok=dZQSN7cn&details=1&mdir=3&nofade=1©right=Company%20Name&mdirsearch=1&scaleui=1

3 exhibitions will tie in with Year of Coast & Waters 2020 including a David Mach exhibition entitled Odyssey which will run from October 2019 to February 2020.

(b) **LTA Updates** – Roger Brown

Roger updated the group that Katie Hull from VisitScotland had presented to the Chairs group on how businesses can engage with iCentres and the opportunities.

Heartlands of Fife

Golf package created by LTA looking to now incorporate OnFife events into package. Also looking to engage more with Fife Golf Partnership. Heartlands Branding to be approved by Glenrothes Area Committee. In Footsteps of Kings launched in July

East Neuk

There are now 70 signed up members of Visit East Neuk – focused on growing this but engagement can be challenging. End of season meeting to take place in October. Social media now very active but always appreciate content. Drafting a digital marketing project for YCW2020 – looking to go in for Growth fund in the next round. Many festivals have taken place over the peak season. Looking for a sponsor for the Information Kiosk in Anstruther at Anstruther Pleasure Cruise's office. Visit East Neuk pay staffing. New logo on Visit East Neuk pages – Fisherlass. Ann and Roger to chat further regarding the signage project within the East Neuk.

Cupar & North Fife

LTA invited to Cupar Town Interpretive Plan meetings. Scotland's first 'digital improvement district' pilot CuparNow who are looking for businesses to get

involved – Moira requested stats from Cupar Now to see who is using the town WiFi and where they're from.

Levenmouth

“Bright” company that has developed the Heartlands branding will now help the Levenmouth Group develop an area brand so that they can agree how the area is to be promoted. Working with Levenmouth Together who are creating events such as 10k in Leven, Leven Food Festival and Silent Disco/Movie at Silverburn Park

Dunfermline & West Fife

The growth fund application has been submitted and awaiting confirmation of funding. VisitScotland has been very supportive however the group feel they could have given more information ahead of time and perhaps guided them to specific companies they would like the group to use before the application was submitted.

Dunfermline Delivers have also commissioned a map for the town which we are hoping will take the place of our original Dunfermline and West Fife brochures. Hope to have online content, Dunfermline.com and social media pages up and running for next season. Daily Walking tours have now started in the town leaving from the “gap site” on the high street at 10.30am daily.

St Andrews

Beach Wheelchairs still going strong. Hoping to recruit more Ask Andrews Accessible Destination App now launched. Paid membership of the Association now underway. Intern employed for the summer to write access guides for St Andrews businesses. Year of Coast & Waters group formed. Funding for refurbished toilets and changing places almost there, planning to start in October.

5. ANY OTHER BUSINESS

Tourism Strategy SEA – recent meeting held with Scottish Government. SEPA, SNH and Fife Council have come to an agreement to proceed to launch. Sandra and Ann to write to Scottish Government to confirm.

Action – John to recirculate Draft Strategy

Fife regional feature on VisitScotland channels to take place 28-30 August.
Events could benefit from being part of the Year of Coasts and Waters 2020
Partner Programme <http://www.eventscotland.org/funding/partner-programmes/>
Fife Tourism Conference to take place at Fairmont Hotel on 15th November.
Eventbrite booking will be launched next month.
New VisitScotland campaign will launch soon entitled “Only in Scotland”.

6. DATE OF NEXT MEETING:

31st October 2019 at Kingswood Hotel, Burntisland from 2pm to 4pm.