

FIFE TOURISM PARTNERSHIP EXECUTIVE BOARD MEETING

**Wednesday 29th September 2018
Dunfermline Carnegie Libraries & Galleries**

Note of Meeting

Attending:	Board Members:
	Ian Greig Bryan McCabe-Bell Linn Williamson Heather Stuart Cllr Ian Cameron Will Docker Chris Broome Joa Bell
	Newhill farm Cottages Fife College Grill 48 Fife Cultural Trust Fife Council Balgove & Chair of Fife Food Network Fife Coast & Countryside Trust Kingswood Hotel
In attendance:	
	Ann Camus John Murray
	Fife Council Fife Council
Apologies:	
	Sandra Montador-Stewart Caroline Warburton Moir Henderson Stephen Owen Chris Foote
	Fife Council VisitScotland The Rings & Chair of LTA Chairs Rufflets House Hotel, Chair Fife Golf Partnership Dunfermline Delivers & Chair of Fife Events Group

<p>1</p>	<p>Welcome, Minutes and Matters Arising</p> <p>a) Welcome & Apologies</p> <p>Ann Camus chaired the meeting. No nominations for Chair apart from Bryan McCabe-Bell. Ann stated chair needs to be private sector and invited Bryan to accept position of Vice-Chair. This was agreed by all and accepted by Bryan. Chair activities to be circulated with the minutes.</p> <p>Ann will go out to press with opening for Fife Tourism Partnership chair role unless any nominations.</p> <p>Joa Bell from the Kingswood Hotel was welcomed to the board by all.</p> <p>b) Minutes</p> <p>Minutes were agreed as a true record.</p>	<p>Action</p>
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<p>2</p>	<p>Strategy Discussion</p> <p>(a) Fife Tourism & Events Strategy – Ann Camus</p> <p>Heather asked if images and infographics would run throughout the strategy which was confirmed as yes.</p> <p>Heather also suggested we look at the strategy being in digital form which could include links and video. Linking to Welcome to Fife would showcase marketing.</p> <p>Ian Grieg suggested spelling out the USPs a little bit more as well as enhancing the strategy with figures. Ian felt the Fife brand should be made more explicit showing where we are and where we want to go.</p> <p>Ian also felt more quantification was needed including goals and what we want to achieve. Ann stated this would be picked up in the action plan which would in turn, be presented to the board.</p> <p>Heather asked if creative industries need articulated with arts etc adding to the experience.</p> <p>Heather also felt the achievements listed were too modest.</p> <p>Action – Group to revisit achievements and pass on.</p> <p>Achievements need to be enhanced. Not too much information but not too abbreviated.</p> <p>Chris Broome made the point that Scottish Natural Heritage recently stated that Fife Coastal Path was the most walked long distance route in Scotland.</p> <p>Ann asked for all to comment by the end of September.</p>	<p>All</p>
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3 PERFORMANCE

(a) Fife Fives Campaign Results – John Murray

John explained the Fife Five videos as short fun film intended for social media channels in the theme of five. Great opportunity to show the diversity of the region.

Together with VisitScotland, UK activity targeted Scotland, North East of England and London. Two objectives – video views of the selected videos and web visits to welcometofife.com

1st element - Reach was over 4million with just over 700,000 video views.

2nd element – 30,000 website landings with 446,000 engagements on social media.

On welcome to Fife channels, videos viewed 95,000 times on YouTube and 41,000 on Facebook. Videos also shared on twitter & Instagram.

Golf element of the campaign – same two objectives. Overall reach was 1.6 million with 7,680 visits to the website. Video views were 321,303.

Selected videos were translated to German & French

Overall reach of campaign = 7.1 million, 43.6k website landings and 1.7 million video views.

Videos available to all businesses via toolkit on Fife Tourism Partnership website. John to share this more often via social media.



Fife Fives.pptx

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UPDATES

(a) WorldHost

People 1st went into administration at the end of April but were taken on a week later by The Workforce Development Trust (WDT) legally acquiring a number of People 1st's key strategic activities, namely; Apprenticeship Registration & Certification, Qualifications & NOS reviews, External Quality Assurance (EQA), Accreditation Services, International business.

Last course held earlier in the month in St Andrews. Course well attended but less demand. Trainer tied up training V&A staff and next course will be run at The Newport Restaurant.

(b) Fife Food Network – Will Docker

Will Docker is the current chair of the Fife Food Network (known to consumers as Food From Fife).

The group was set up to create a better food offering in the region and evolved to a board of members. Despite the trend of food groups all over Scotland being set up but no being able to sustain themselves, the Fife Food Network have now been around for approx. 8 years and hope to continue.

The group have had some difficulties in getting small businesses to collaborate and work together but can now afford a co-ordinator which is currently Martha Bryce.

The group currently have 66 members and 3 different tiers of membership.

Businesses have always been positive in terms of hosting networking events and feedback always encouraging.

Many businesses feedback the same issue which was echoed at the last FTP Executive Board Meeting in regards to staffing.

The businesses enjoy discounts and better rates on a variety of events and workshops as well as social media support.

Five member businesses from across Fife will represent the region at one of the UK's biggest food and drink trade shows (The Speciality & Fine Food Fair) in London this September with support from Food from Fife and Fife Council's Trade Development programme.

Heather asked about the possible opportunities for Fife Cultural Trust.

5	ANY OTHER BUSINESS Heather asked if the Filming Fife group had any plans around the Outlaw King. Linn to liaise with Heather and set up meeting. Digital Kiosks – John explained he has still not had the kiosk delivered which was promised back in March.	
	Future Meeting Dates <ul style="list-style-type: none">• 22nd November 2018, Lochore Meadows	