

FIFE TOURISM PARTNERSHIP EXECUTIVE BOARD MEETING

2nd May 2019
Lindores Abbey Distillery, Newburgh

Note of Meeting

Attending:	Board Members:	
	Ian Greig Linn Williamson Heather Stuart Will Docker Findlay Withers Moira Henderson (chair) John Kirkaldy Bryan McCabe-Bell Joa Bell Roger Brown	Newhill farm Cottages Grill 48 Fife Cultural Trust Balgove & Chair of Fife Food Network Scottish Deer Centre The Rings Cairnsmill Caravan park Fife College Kingswood Hotel Visit East Neuk (Chair of Chairs)
In attendance:	Ann Camus John Murray Maciej Dokurno	Fife Council Fife Council Fife Council
Apologies:	Chris Foote Dunfermline Delivers & Chair of Fife Events Group Caroline Warburton VisitScotland Cllr Ian Cameron Fife Council Chris Broome Fife Coast & Countryside Trust Morag Peattie The Old Manor Hotel Sandra Montador-Stewart Fife Council	
1	<p>Welcome, Minutes and Matters Arising</p> <p>a) Welcome & Apologies</p> <p>Chair Moira Henderson opened the meeting followed by round table introductions.</p> <p>b) Minutes</p> <p>Minutes were agreed as a true record. Approved by Linn Williamson and seconded by Ian Greig</p>	Action

2 Strategy Discussion

(a) Skills and training – ERASMUS project - Maciej Dokurno

Erasmus is the European Union programme for education, training, youth and sport. It runs for seven years, from 2014 to 2020, with organisations invited to apply for funding each year for life-changing activities.

Erasmus aims to modernise education, training and youth work across Europe. It is open to education, training, youth and sport organisations across all sectors of lifelong learning, including school education, further and higher education, adult education and the youth sector.

This employment-driven project focuses on driving and supporting the employment of young people aged 16 to 29 in the hospitality, restaurant and catering (HORECA) sectors. The project is a collaboration between partners in Ireland, France, Germany and Scotland.

The project aims to address regional skills shortages by developing and implementing an innovative website that will provide a single access point and act as a one-stop-shop and 'go-to' resource for young jobseekers and employers within the sector.

The strategic goal of the project is to promote job opportunities within the HORECA sector and to develop sustainable career progression pathways that will be regarded as a professional, long term career choice.

The website will capture and promote the opportunities available to employers and prospective jobseekers, from entry-level through to skilled, experienced management positions. It will also include:

- Video CV facility;
- Online recruitment tools;
- Online training modules and supports for jobseekers;
- Facilities for online and offline coaching & mentoring sessions;
- Job Board, promoting opportunities in each of the participating regions;
- Information on employment opportunities in other EU countries within the HORECA sectors, and how to access them;
- Industry-specific information and employment for employers and jobseekers;
- An interactive forum

The UNEET project consortium partners are:

- Ballyhoura Development CLG, Ireland
- Donegal Local Development Company, Ireland
- Dundee & Angus College, Scotland, UK
- Fife Council, Scotland, UK
- Landkreis Kassel, Germany
- Fondation FACE (Fondation Agir Contre L'Exclusion), France

If anyone would like to find out more please contact: Stewart Goldie, Employability Officer, Fife Council

03451 555555 ext 406712 – 07904661856. Stewart.goldie@fife.gov.uk



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PERFORMANCE**(a) Annual activity review – Ann Camus**

Ann went over the performance of Welcome to Fife and Fife Tourism Partnership.

Highlights included:

- Welcometofife.com 600k+ page views with 200k+ sessions
- Top 3 welcome to Fife website locations – UK, USA, Germany
- Walking blogs proved most popular
- Fife Five videos had a reach of 7 million including French and German audiences
- 15 influencers hosted
- Social Media channels performing well
- 11 events supported by Strategic Events Fund
- 'Fife Events Quick Reference Guide' created to support event organisers who are planning or organising an event within Fife
- Get Yer Kilt On had a reach of 187,000 in it's first year
- Work started on Scottish Enterprise funded, In the Footsteps of Kings augmented reality app



FTP Board annual review 2018AC.pdf

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UPDATES

(a) Sector Update, Restaurants – Linn Williamson

Lots of restaurants opening including 5 in the last month in Dunfermline.

Linn felt that VisitScotland's Taste Our Best Scheme needs looked at to ensure all restaurants are adhering to the scheme following the accolade being awarded.

Linn had her chef attend the Christopher Trotter Flavour of Fife courses. Some feedback given regarding the course form Linn and John to pick up with Mary-Jane Duncan of Kitschnbake.

Linn expressed the importance for restaurants to tell a/their story and felt many were not doing this.

Linn also attended the Menu Food & Drink Awards – great event with fantastic networking opportunities.

John

(b) Update from the LTAs – Moira Henderson

Moira gave a brief update from the 6 LTAs

East Neuk – Meeting held in February at Bowhouse, £10 entry included membership for the year. 60 people attended.

Name change to Visit East Neuk.

Expression of interest for growth fund put in, this would be a digital marketing campaign. Waiting to hear back regarding a formal invitation to apply.

Information Kiosk partnership with Isle of May Ferry going well.

Signage meeting with Fife Council set up.

Cupar & North Fife

Successful meeting at Elmwood Golf Club with FatBuzz presenting on digital marketing.

The evening was free but they will charge next time.

Sarah Scarlett stepping down from the committee

Kingarroch Inn and Meldrums now closed

St Andrews

Boardwalk going in for beach wheelchairs at West Sands

Paid membership of the Association now underway.

Intern employed for the summer to write access guides for St Andrews businesses.

Presence at Expo with British Golf Museum.

	<p>Cruise 2 St Andrews Brochure printed and distributed – social media campaign active</p> <p>St Andrews joining the national Oor Wullie trail.</p> <p>Funding for refurbished toilets and changing places almost there, planning to start in October</p> <p><u>Dunfermline and West Fife</u></p> <p>EOI for Growth fund submitted and meeting with VisitScotland takes place next week.</p> <p>Full application goes in 5th June and includes huge social media campaign</p> <p>Maps being created for the Town</p> <p><u>Levenmouth</u></p> <p>Networking evening held at The Lemon Tree in Leven was well attended.</p> <p>Lots of things going on in Silverburn Park in terms of developments such as paths, signage and work on the flaxmill. This summer will see the return of the annual Silverburn Festival also.</p> <p>The LTA are looking to have a presence at this year’s Promfest in Leven.</p> <p><u>Heartlands of Fife</u></p> <p>Branding work being taken to area committees</p> <p>Summer launch planned for In the Footsteps of Kings</p>	
<p>5</p>	<p>ANY OTHER BUSINESS</p> <ul style="list-style-type: none"> • John Kirkaldy mentioned he has still not received his Digital Kiosk from Derek of 2Discover • Digital Tourism Scotland programme now come to an end. 	

	Future Meeting Dates	
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- 22nd August 2019, Scottish Fisheries Museum
- 31st October 2019, venue to be confirmed