FIFE TOURISM PARTNERSHIP EXECUTIVE BOARD MEETING

WEDNESDAY 16th March 2017 BEST WESTERN PLUS Keavil House hotel

Note of Meeting

		<u> </u>	
Attending:	Board Members:		
	Alistair Bruce	Keavil House Hotel, Chair	
	Heather Stewart	Fife Cultural Trust	
	John Kirkcaldy	Cairnsmill Caravan Park	
	Bob Garmory	Fife Chamber of Commerce and Enterprise	
	Sandra Montador-	Fife Council	
	Stewart Manuela Calchini	VisitScotland	
	Cllr. Lesley Laird	Fife Council	
	Linn Williamson	Grill48	
n attendance:			
	Ann Camus	Fife Council	
	John Murray	Fife Council	
Apologies:			
	Stephen Owen	Rufflets House Hotel, Chair Fife Golf Partner	ship
	Michelle Sweeney	Fife Cultural Trust	о _Р
	Debbie McCallum	Fife Cottages (Vice Chair)	
	Bryan McCabe	Fife College	
	Drew Shedden	Cluny Clays	
	Chris Broome	Fife Coast and Countryside Trust	
1 Welcome	e, Minutes and Matters	Arising	Action
a) Minutes			
IVIIIIU	es were agreed as a tru	e record.	
b) M	atters Arising		
There	were not matters arising	n	
11.0.0	word not matters and n	9	

2	Strategy Discussion a) VisitScotland Minute of Agreement marketing activities –	
	Presentation by Lorna Reid	
	Lorna gave those present an outline of the "Fife Fives" marketing proposition which will form the basis of a two-year digital marketing campaign. This is the link to the outline proposition (though not final) https://vimeo.com/207488242/ee10c7c9d5	
	The Fife Fives concept is that either by geography, theme or style a video or image-led social media campaign will be created to showcase the diversity of what Fife has to offer.	
	All encouraged to send John and Ann any ideas so that they can be considered.	All
	b) Year of History, Heritage and Archaeology – update by Ann Camus	
	The campaign began on 1st January with almost 2000 individuals entering the competitions since then. Some excellent prizes have been provided from businesses right across Fife, including bottles of Whisky, tickets to attractions, Fife calendar, canvass prints. The main prize is a balloon ride for four across Fife a stay at the Fairmont St Andrews, a meal at the Adamson and a Holiday Essential hamper. Second prize is a balloon ride for two, a stay at Keavil House Hotel, Dunfermline, a holiday essentials hamper. Third prize is a balloon ride for 2 and a holiday essential hamper.	
	There has been good take up so far, but Ann asked all present to help promote it so that we can capture as many email addresses as we can for future promotional activity.	All
	It's a year-long campaign so all of the sites promoted through the competition, as well as those businesses providing prizes will be promoted through social media channels and through blogs.	
	c) Fife Tourism Partnership Tourist Summit – Ann Camus	
	Ann outlined the programme for Monday, a good response from the Local Tourist Association with Dunfermline, Cupar and North Fife and St Andrews presenting as well as the Outlander Group, Cruise Forth and Access Fife.	

Performance
(a) Outlander Workshop - Linn Williamson, Chair of Outlander Group
The Outlander workshop was held on Tuesday 28 th February, with an audience of around 60 people.
The workshop provided the opportunity for businesses to network with one another and to create an action plan which the main board will now take forward.
A familiarisation visit for businesses that are interested in getting involved was held a couple of years ago, the plan is to do this again with the view to try and develop new ideas.
The group has attended a number of events including Dunfermline's ComiCon where there was an audience of around 4,000 people. Outlander was known amongst those visitors this year, increased from last year's event which demonstrates the increased interest in the series.
A fan event "Culross Lates" was organised in 2016 and was over- subscribed, so a further fan event will be planned going forward.
Updates a) World Host update – John Murray John informed the Board that Fife is on track to reach its overall target by the end of March 2017 – 107 businesses now World Host accredited.
A press event is being planned in conjunction with People 1 st so that we are able to create a Scotland-wide buzz.
It was acknowledged by the board that John has been instrumental in the success of this programme and they thanked him for all of this help which they felt was a huge achievement for Fife.
b) Sector update – Fife College, Bryan McCabe
Presentation moved to next meeting's agenda as Bryan unable to attend meeting due to unforeseen circumstances.

	TA OU D TO THE OUT OF THE OUT OUT OF THE OUT OUT OF THE OUT OF THE OUT OUT OUT OUT OF THE OUT			
5	Any Other Business			
	Drew Shedden to stand down from the Board once the World Host Destination Status has been declared for Fife. Ann to contact Cameron Laird, Cairnie Fruit Farm to ascertain whether she would be interested to join the board.	Ann		
	 John Kirkcaldy reported that the St Andrews Local Tourist Association, Tourism St Andrews is going well. They have established a new consumer website for the town in conjunction with BID St Andrews. 			
	 Cllr. Lesley Laird, informed the Board that this may be her last meeting due to the elections in May. She wanted to thank everyone for their enthusiasm and support to the Fife Tourism Partnership. Alistair thanked Lesley for her support during her time on the board and wished her well. 			
	 Manuela reported that the Quality Assurance Scheme for attractions is changing, from facility led grading to a more customer welcome/focus grading. A pilot has been completed and it is likely to take around two years to be fully embedded. This will give businesses time to make any necessary changes to their business before there is any impact. 			
	 Lorna reminded everyone that there is an opportunity to profile Fife events in the Daily Mail, every Friday. Daily Mail retain editorial rights so there is no guarantee that events will be published, but definitely worth submitting them. If there are events that the board want to profile in the Daily Mail they can let John or Ann know. 	All		
	 Ann let those present know that the Fife Tourism Conference is planned for November 2017. She asked that if anyone has been impressed by a conference speaker recently then to let Ann know for possible inclusion in the itinerary. A sub group will be created again to project manage the conference. This is likely to start in May 2017. 	All		
	Future Mesting Dates			
5	5 Future Meeting Dates			
	 22nd June, 2017, Fife College, Leven Campus 13 September 2017, Fife Cultural Trust, venue to be confirmed 12th December 2017, venue to be confirmed 			