

FIFE TOURISM PARTNERSHIP EXECUTIVE BOARD MEETING

**WEDNESDAY 16th March 2017
BEST WESTERN PLUS Keavil House hotel**

Note of Meeting

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

<p>2</p>	<p>Strategy Discussion</p> <p>a) VisitScotland Minute of Agreement marketing activities – Presentation by Lorna Reid</p> <p>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</p> <p>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.</p> <p>All encouraged to send John and Ann any ideas so that they can be considered.</p>	<p>All</p>
	<p>b) Year of History, Heritage and Archaeology – update by Ann Camus</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>All</p>
	<p>c) Fife Tourism Partnership Tourist Summit – Ann Camus</p> <p>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.</p> <p>There are around 50 businesses expected.</p>	

<p>3</p>	<p>Performance</p> <p>(a) Outlander Workshop - Linn Williamson, Chair of Outlander Group</p> <p>The Outlander workshop was held on Tuesday 28th February, with an audience of around 60 people.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>A fan event “Culross Lates” was organised in 2016 and was over-subscribed, so a further fan event will be planned going forward.</p>	
<p>4</p>	<p>Updates</p> <p>a) World Host update – John Murray</p> <p>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.</p> <p>A press event is being planned in conjunction with People 1st so that we are able to create a Scotland-wide buzz.</p> <p>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.</p>	
	<p>b) Sector update – Fife College, Bryan McCabe</p> <p>Presentation moved to next meeting’s agenda as Bryan unable to attend meeting due to unforeseen circumstances.</p>	

