

FIFE TOURISM PARTNERSHIP EXECUTIVE BOARD MEETING

Minute of Meeting held Online

2pm – 4pm
Thursday 14th May 2020

Attendance:

Moira Henderson	Chair & Cupar & North LTA
Sandra Montador-Stewart	Fife Council
Heather Stuart	Fife Cultural Trust
Roger Brown	Chair of LTA Chairs
Bryan McCabe-Bell	Fife College
Chris Foote	Chair of Events Group
Ian Greig	Newhill Farm Cottages
Jeremy Harris	Fife Coast & Countryside Trust
Donald MacKenzie	Clan MacKenzie Routes
Cllr Ian Cameron	Heartlands of Fife LTA
Joa Bell	Kingswood Hotel
John Kirkaldy	Cairnsmill Caravan Park
John Murray	Fife Council
Chris McDonald	VisitScotland

Apologies:

Will Docker	Balgove
Caroline Warburton	VisitScotland

1. WELCOME AND INTRODUCTIONS

Moira welcomed all to the meeting including Chris McDonald, Senior Regional Manager at VisitScotland who is attending as a guest speaker

Sandra Montador-Stewart updated the board to let them know that Ann Camus has started a temporary secondment within Fife Council's Economic Development team. Sandra advised that with the current restrictions the temporary backfilling of the post hasn't yet been taken forward.

2. STRATEGY DISCUSSION

- **Tourism Recovery Marketing** – Chris McDonald, VisitScotland

Pre-Covid-19, there was strong growth in the visitor market for 2019 and the beginning of 2020. Expo was set to host the largest number of buyers for an Aberdeen show and strong interest in Scotland from Travel Trade. There are four phases to recovery.

1. Respond – Dream now travel later – Keep Yourself and Scotland Safe
2. Reset – Keep Scotland top of mind, build advocacy & trust
3. Restart – Reconnecting Scots with domestic market

4. Recovery – Domestic: Increase demand for short notice Scotland holidays
International: Increase demand for 2021 Scotland holidays

Marketing assets:

- VisitScotland [YouTube](#) videos
- [Absence makes the heart grow fonder](#) video
- VisitScotland's [Digital Media Library](#) – imagery and video for sharing
- See [Scotland from home](#) content
- Our suite of [100,000 Welcomes](#) podcasts
- Scots Language: Explained [video](#) and [blog](#)
- Heilan Coos [story](#)

Coronavirus response on [visitscotland.org](#):

- [Home page](#)
- Weekly Market Intelligence [updates](#) and industry monitoring results
- VisitScotland's [marketing response](#) including Intermediary response by key market
- Advice on [sharing content](#) for Scottish tourism industry
- Examples of how [Scottish tourism businesses](#) are keeping Scotland front of mind

Travel trade:

- www.visitscotlandtraveltrade.com
- [Itineraries](#)
- [Product planning e-books](#)
- Scottish supplier webinar series – coming soon
- Email enquiries : traveltrade@visitscotland.com

Insights:

- Topic Paper (Oct, 2019) [Listening to children and their parents Exploring Scotland's appeal as a family holiday destination](#)
- BVA/ BDRC Research [Tracking consumer sentiment on the impact of COVID-19](#)
- UK [visitor profiles](#)

Roger Brown suggested that hygiene and safety should play an important and crucial role in any marketing going forward. Cllr Ian Cameron asked if there was any funding for projects such as Augmented Reality. Chris mentioned this would sit in Riddle Graham's department.

Action: John to check with Caroline

- **Fife's Marketing Opportunities**

This section will appear on Fife Tourism Partnership website and will explain the various Welcome to Fife marketing opportunities Fife-based tourism business can engage with. All of

these initiatives are completely free to use and have been developed with local businesses in mind.

These will include Footsteps of Kings, Fife 191, Fife Code and a new addition to the WelcometoFife.com website, "Something Different" promoting bespoke and unique experiences. There will also be a quick guide to updating your business listing welcometofife.com

- **Scottish Tourism Emergency Response Group – Action Plan**

The Scottish Tourism Emergency Response Group will enable tourism industry bodies across Scotland to respond in a coordinated manner to the problems which result from a coronavirus (COVID-19) pandemic. The group has been working on a single, joined-up, phased plan to not just combat the current issues but also look at how the industry could effectively recover once the lockdown is eased.

STERG's immediate priorities are to support businesses by providing information and reassurance; safeguarding employment; and helping them access financial assistance to maintain cashflow and secure a viable future. You can view the Action Plan at <https://bit.ly/2SDPPDi>

Any views to feed into the discussions can be fed back via Caroline Warburton, VisitScotland.

3. PERFORMANCE

- **#loveFifelater Videos**

Following the lead of VisitScotland, #loveFifelater is a short film using previously recorded drone footage which has been created to remind visitors what Fife has to offer, trigger memories of previous visits and, most importantly, remember that while a visit isn't possible right now, it will be in the future. The #loveFifelater video reached 200k over all social platforms whilst the 6 LTA videos had a reach of 304k. In addition, 6 videos were created for each Local Tourism Association area. These videos can be found at youtube.com/welcometofife

- **#loveFifelater Toolkit**

A short toolkit was created for businesses so that businesses can access the video assets as part of a #loveFifelater campaign for you to use. The toolkit also has some suggestions for businesses on messaging and how they can use the assets on their social media and websites. The toolkit can be found at https://www.fifetourismpartnership.org/site/assets/files/6584/lovefifelater_toolkit.pdf

4. UPDATES

- **Feedback on current situation from LTAs**

Dunfermline & West - LTA have been proactive and have taken the time to see how they can prepare now for the end of lockdown in view of predictions that 'Staycations' are likely to be the norm for a while. Donald advised that the LTA is not just there to support business

activities but also to support members physical and mental wellbeing and to impress on them that they are not alone in this and that the LTA committee can be a sounding board or venting station if required and will help wherever possible

East Neuk - Businesses are not making firm plans for reopening until there is guidance from the government. Some have not received any financial help apart from furlough pay for the staff. Concerns around limited season and looking to encourage communities (i.e. not just tourists/visitors via VisitScotland) to support their local businesses. Require detail on social distancing requirements in hospitality environments to be available as early as possible and a joined-up approach so that visitors can be aware of what is available for them.

St Andrews - Biggest concern is shielding vulnerable populations as people will want to come to St Andrews and the East Neuk for a safe holiday/ day trip. There is a need to control the visitor inflow and there is an opportunity to reset tourism but businesses need to survive.

Levenmouth - Started a weekly "lockdown" newsletter with small stories and ideas to think about for the future, very little feedback except from Silverburn park who continue to inspire in spite of the lockdown, they have reported a quadrupling of visitor numbers through their electronic eye system and the allotments look great as do the new camping pods. Links with the East Neuk 50 campaign (off road/minor road link between Kirkcaldy and Dundee) have opened again and this would go through the East Neuk and St Andrews LTA areas.

<https://eastneuk50.org/>

Better local signage is required to attract visitors to Levenmouth and let them know what there is to see and do – chair looking to link the right people together.

North Fife - concerns raised by taxi operators regarding requirements for operating, testing and who to contact within Fife Council. **Action: John to investigate**

Heartlands of Fife - The hotels are struggling and there have been some issues with NDR thresholds. The large attractions have a reduced overhead but the income is a massive issue. Cluny activities have a contingency plan in place for re-opening and this type of attraction will be better placed to open than some. In Kirkcaldy the new Shopappy App has been launched to allow traders in the town centre to offer their products on single platform but it is early days here. The LTAs have a key role to play in providing a forum for organisations to come together to enhance their existing product or service offering and to share experiences of working on line or through restrictive service delivery to accommodate proper safety protocols

- **CTEEA Committee: Call for Views on the Impact of COVID-19 on Scotland's Culture and Tourism Sectors**

Sandra Montador-Stewart explained that the Culture, Tourism, Europe and External Affairs Committee has launched a call for views on the impact of COVID-19 on Scotland's culture and tourism sectors. The Committee is keen to understand your concerns about the impact of COVID-19 on people, organisations and businesses in the culture and tourism sectors. If you consider it appropriate, the Committee will also welcome your direct experiences of the impact of COVID-19 on your organisation and the response of the Scottish and UK Government to that. You can submit your views at

<https://www.parliament.scot/parliamentarybusiness/CurrentCommittees/115008.aspx>

- **VisitScotland Destination & Sector Support Fund**

VisitScotland launched the Tourism Destination and Sector Support Fund which will provide financial help to tourism destination and sector organisations across Scotland who have lost income from membership subscriptions from tourism businesses because of the Coronavirus

lockdown. The fund, which will be a one-off programme, will be open to all groups that have a membership base made up of entirely or predominantly tourism businesses and will award up to 50% of membership income that is under threat due to Coronavirus. Over £400,000 will be available to applicants and interested groups can apply for the fund by completing a simple form. Full details on the fund's guidelines and application form are available on visitscotland.org.

5. ANY OTHER BUSINESS

- Donald advised of issues with securing funding for his business.
- Ian Greig found his service with HMRC and Fife Council very efficient with monies being paid quickly
- Heather happy to receive views from the board if they do not wish to go through the CTEEA Committee procedure.
- Roger suggested setting up a messenger group for the board to keep in regular contact.
- Joa concerned with furlough and employees accumulating holiday pay which will cause significant financial impact.
- Chris Foote recently spoke with EventScotland and although the future for events isn't looking too good, he felt there was a massive opportunity to work with the staycation market. **Action: John to send round details of the next Events Group Meeting following the meeting.**

6. DATES OF NEXT MEETING:

13TH AUGUST 2020 – TBC

12TH NOVEMBER 2020 - TBC