



East Neuk Local Tourism Association Minutes

Thursday 21st September 2023

Bowhouse, 4.30pm

Attendees

Martin Dibley	Linn Williamson	Gillian McLaren	Daryl Wilson
Chris Lewis	Manuela Calchini-Smith	Tam Innes	Andy Peddie

Apologies

Cllr Sean Dillon	Michelle Blackwood	Sophie Latinis	Gail Sorley

Minutes

- 1. Martin welcomed those in attendance and advised of apologies**
- 2. Minutes from previous AGM meeting agreed – [Oct 2023 Minutes](#)**
- 3. Chairs 2022/23 Report – Martin Dibley**

Martin Dibley has been chair of Visit East Neuk for the past two years. For those who do not know what Visit East Neuk is, we are one of six Local tourist associations based across Fife who work under the umbrella of Fife Tourism Partnership, with a remit to promote and encourage tourism in the area. We are a purely voluntary organisation consisting of people who live and work in the East Neuk area.

We meet four or five times a year, usually at the cocoa tree cafe in Pittenweem, with grateful thanks to Sophie Latinis for hosting us, our meetings are open to business in the local area with a link to tourism. Minutes and agendas of our meetings etc are all available on the [Welcome to Fife for Industry, East Neuk LTA page](#).

Current projects

Fife Tourism Partnership granted the LTA with £4000 project funding to complete an interpretation board project in 2022/23 in partnership with Anstruther Community Council, to replace and renew their well past it town maps/ visitor information boards. We are also in discussion with Crail, Pittenweem and St Monans Community councils to run a similar project in those villages. All these Community councils support this project and are willing to work in partnership with us on this. The interpretation boards are complete and ready for instillation. Instillation however needs to be arranged with either a local joiner or sign company to complete the project.

2023/24 project grant needs to be applied for by the 31st October 2023 and it has been decided by the LTA that this will form a Z card for the area with the same style as North Fife and Heartlands of Fife. It is anticipated that this will be ready for distribution from March 2024.

Communication

Business to business

Communication between Visit East Neuk, and businesses is primarily through our business facebook page [EAST NEUK LOCAL TOURIST ASSOCIATION](#). This is a closed group and membership is open to all relevant businesses and individuals with an interest in the tourist industry. Anyone looking to join the page will be asked to complete questions to avoid the page becoming a general community group. I would urge all tourism related businesses to join this group so they can be informed of current trends and opportunities in tourism, also their voices can be heard on any tourism related subject.

Public Facing

The Website eastneuknow has now been taken down. The company behind the site disappeared at the end of 2022 and another company took over this spring in the hope of saving the 17 communities that were using this format but their proposed charges were just too high for us so we pulled out. Despite the effort put into this site over the last three years its current usage did not justify our continued investment.

The LTA have however purchased the domain name visiteastneuk in four variations so if in future members do want a website we can start afresh and nobody else will own the domain.

We have the facebook page VISITEASTNEUK which we have 3,000 followers and we post two to three times a day on average. Two years ago there were hardly any postings and less than 1,000 followers.

We also have the instagram page VISIT.EASTNEUK and we have just started with THREADS. The three platforms are all linked.

Our intention is to build on these three platforms as we move forward. All three platforms now have a common name and theme which is something members have been asking for. Social media certainly gives us a far better return on our efforts than a web site at the moment.

Finances

Our Total income to April 2023 was £5,500, consisting of a £4000 grant towards the Town Maps project and a £1500 maintenance grant to cover admin expenses.

On expenses we spent £35 on membership of Scotland Towns partnership, £60 on meeting Costs, £100 to LCN to maintain our domain name, £110 on computer maintenance and £966 on maintaining and promoting the now defunct web site, a Total Expenses of £1271.

We therefore have a surplus of £229 to take forward to this year The £4,000 being ring fenced for the Town map project.

For current projects we will need to raise funds to continue the Town Map Project and we will apply for the LTA Project Grant to produce Z fold brochures for the 2024 season. As we pulled out of the web site project there will be no further costs associated with this going forward. Our Maintenance grant from fife council has been reduced to £1,000 in the current year.

Committee

In the previous year's Visit East Neuk met as a closed committee every six weeks or so, however over the last 18 months we have had open meeting four of five times a year where anyone can attend and this format is what people appear to want, it is proposed that moving forward we will change, like most other LTAs, to open meetings, with an election of office bearers only at the AGM. The change to Committee structure was approved by all present.

With your approval the role of committee member will cease, and direction and decisions will be taken by those who attend the meetings. Therefore, businesses who attend the meetings will become the committee. Those in attendance agreed to the new format moving forward.

4. Election of Office Bearers

- All office bearers are required to stand down each year as part of the groups constitution and can then stand for re-election.
- Martin thanked Gail Sorley and Sophie Latinis for holding their positions for the last year.
- Andy Peddie proposed the following office bearers.
 - Chair – Gillian McLaren – Pittenweem Properties
 - Vice Chair – Tam Innes – Anstruther fish Bar
 - Treasurer – Martin Dibley – Pets Pantry
 - Secretary – Manuela Calchini-Smith, Crail community
- Chris Lewis seconded the motion of the above office bearers.
- Proposed office bearers accepted positions.

5. Welcome to East Neuk Signs – Cllr Sean Dillon (question submitted prior to meeting)

- Cllr Dillon has consulted with community councils / groups in the area regarding the Welcome to the East Neuk signs to establish what they community would like to see represent the area moving forward. The LTA confirmed they would like for the fisherlass to continue to be used and understand that this will have the be re-

designed but still along the same lines as the original picture isn't available to anyone. Cllr Dillon will lead on the project.

6. Fife Tourism Partnership

- Please see below appendix for full update report
- **Short Term Let applications** are coming in thick and fast with over 1000 submitted to date. The team are working through the applications, but it will take some time to get through them all. Thanks to Gillian and Daryl for their help and assistance through the process and support to property owners.
- Welcome to Fife new tourism strategy has now been agreed by cabinet committee along with the signing of the Glasgow Declaration as part of our sustainability strategy. The strategy will be launched over the next few weeks. Please also note that the Fife Tourism Partnership brand will be replaced with Welcome to Fife for industry to avoid confusion over the 2 brands and what they do. You will see further information about this over the next few weeks and start seeing FTP name change.
- Fife Tourism Conference will be held on the 27th February 2024. Please save the date. Tickets will be available to purchase in the next few weeks. All tourism and hospitality businesses in Fife are welcome to attend. The event will be held at the New Adam Smith Theatre. The new facility has fantastic spaces and technology, and attendees will be easily able to travel to the venue by public transport.
- Fife Food and Drink Week will take place between 9th March – 17th March. Food and drink produce, restaurants, cafés, bars etc are all encouraged to take part. Further details to follow.

7. East Neuk Z Cards

- It was decided at the meeting that Nicola Stewart from Mint Modern would be engaged with to complete the Z card design as she completed North Fife and Heartlands cards so will be easier to use the same template. Linn to work with businesses to pull together the information to pass to Nicola.
- Timeline for completion, content and map completed by end of January latest and sent to printers as this can take 4 weeks to complete.
- Z cards will then be distributed throughout Fife. Linn will assist with distribution outwith the East Neuk
- Funding may need to be sought for additional printing down the line

8. AOB

- Discussion around getting more people to come along to meetings and to engage. Those at the meeting agreed to help promote the group to other businesses and the importance \ opportunities of being involved

9. Future Meeting Dates TBC

- November 2023
- Jan 2024
- March 2024 (Easter 31st March, Fife school holidays 29th March for 2 weeks)
- May 2024

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Submit 2023/24 Funding application with 2022/23 activity report	Oct 23	MD / GM
Z Fold creation	Jan 23	ALL
2023 Visit East Neuk information to be passed over to new chair / secretary	Oct	MD / GM Gail Sorley
Instillation of interpretation boards	ASAP	MD



Welcome to Fife Update for LTA Meetings

Linn Williamson – linn.williamson@fife.gov.uk

- Local area number of businesses listed in Database - 119
- Reports of a busy summer season, mainly foreign guests with reduction in domestic tourism. Similar findings to ASVA findings. If however you feel this doesn't reflect your business please let us know.
- New Tourism Strategy for Fife will be going to committee in September and if no major changes requested will then be rolled out. Further details to follow.
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- As part of the strategy Welcome to Fife and Fife Tourism Partnership will be going through a bit of a re-brand. Fife Tourism Partnership will merge into Welcome to Fife, this is to avoid confusion from businesses. More details to follow on full re-brand
- Fife Tourism Sustainability policy will go to cabinet in September for approval to sign the Glasgow declaration. The sustainability group will then work on this strategy moving forward
- Working with Agency 83 (Zoe Irwin) to create marketing campaigns for Fife, this may include OTA's, PR and social media coverage.
- Still continuing to work with VisitScotland on any PR activity available
- We are starting to business map the Fife Coastal path so that we can start engaging with specific businesses along the route. This has already been carried out for the Fife Pilgrim Way and we will work with FCCT and businesses to develop the route.
- UCI event 6th August was a great success please click [HERE](#) for further details
- Opportunity for Fife tourism attractions to become an EV charging point for FREE available through [Scottish Power Networks](#)
- New Z cards for Heartlands are now available if you would like some for your business please let me know and I can arrange to have some dropped off. They are going down very well with business and visitors
- Dunfermline Maps have been very well received
- Travel Trade – new contract with Tay country and separate consultant for Fife to work with businesses on a one-two-one basis to develop product
- Levenmouth Railway – activities continue with anticipated opening date of late spring
- Short Term Let – Application process is busy with deadline for existing hosts 1st October. Information, help and guidance can be found on the dedicated [website page](#)

Upcoming Events to Note

- Agritourism Event – Bowhouse, Kat Gilmour Fife Lead for Agritourism will host her first event. Agritourism businesses are welcome to come along. 21st September 2pm, Click [HERE](#) for further information
- Fife Business Week – 6th-10th November various events, including importance of being online bookable, employability opportunities webinar, Levenmouth business networking, People Planet Pastry event
- Tourism Conference in planning stages for late February 2024 tickets will be released over the next few months with further details to follow