



East Neuk Local Tourism Association Minutes

14th March 2023, 7pm

Cocoa Tree Café, Pittenweem

Attendees

Martin Dibley (Chair)	Linn Williamson (FTP)	Cllr Sean Dillon	Grizelda Cowan
Bill Porteous	Sophie Latinis	Gordon Bell	Graham Meacher

Apologies

Gail Sorley	Daryl - Guide Us Breaks	Ruth – Dory Restaurant	Calais Brown – Cali Travel
Diane and Julie – Kilrenny Coastal Escapes			

Minutes

1. Welcome

- Martin welcomed everyone to the meeting at the coco tree cafe.

2. Minutes from previous meeting agreed / amended if necessary

- Minutes Agreed

3. Anstruther interpretation boards project

- The Anstruther map has been produced by a local artist Yolande Kenny. Martin has a hard copy of the original artwork and Yolande has sent a JPEG copy. The LTA own the copywrite for the artwork should we wish to use it for any other projects in the future so long as Yolande's signature is on the map.
- Funding for this project has been obtained through the FTP Grant funding of £4000 and an additional £1000 which has been applied for via the community council and the Fisherman's Trust.
- The written content around the map has been taken from the current boards and will be updated and sent around the group for feedback.

- Linn has engaged with the planning team within Fife Council to ensure no additional permissions are required. As the boards are being replaced like for like we don't think this will be required. However the stand the map is currently in at St Andrews Road will need to be replaced.
- Signs will be printed by Fife Council and will be from the same material In the Footsteps of Kings boards have been made of which are lasting well.
- A meeting with Pittenweem Community Council will be held next month to start the process for Pittenweem.
- Project completion date April 2023

4. East Neuk tourist maps

- Z Fold maps have been created in other LTA areas and while this will be required for East Neuk funding needs to be sought to create and produce the maps.
- In the meantime a private company will produce an East Neuk map paid for by local advertisers. CPL maps have indicated that 20 local businesses have signed up to advertise on the maps. It was agreed that any business advertising would receive a £200 discount (£400 reduced to £200).
- Businesses are also reminded that having a free listing on [Welcome to Fife](#) and [Visit East Neuk](#) and engaging with the [Fife Tourism Partnership](#) may result in PR opportunities for your business

5. Crown estate Funding

- There is Crown Estate funding available for a suitable project for up to £30,000 this includes tourism projects that fit with the themes of climate action Fife. The tidal pools might be a good idea. Application date closes 20th March.

6. [VEN web site](#) and social media

- Gordon Bell gave an update regarding the website. The original company who worked with 18 locations across Scotland have become unreachable.
- All 18 areas are now working together to ensure the websites and apps are maintained by another company, however without agreement from the original app owner IOS and Android won't transfer the app rights over to a new company. Gordon will continue to feedback on this situation.
- Discussion had around analytics for the website. Linn raised that Dave who updates the website should be able to give the group analytical information and without this information additional funding towards the website may not be available in the future. The LTA need to know what is working on the website and what isn't.

- The website content pulls through to the app and it is important that this information is updated
- There is currently no strategy for the website and it was agreed that this is needed to be able to move forward.
- The facebook page is currently run by Martin. Strategy for both facebook and Instagram is required

7. Short term let update

- It was noted that there has been only 190 applications in Fife so far. Grizelda raised that on some social media groups there was a thought that applicants should wait until the last minute to apply. Linn advised that there would be a publicity campaign coming out over the next few weeks to encourage businesses to apply sooner rather than later.
- It was commented that Fife Councils approach was one of the best in Scotland
- Any property owners / manager with any queries can visit the [Short Term Lets page on Fife Council website](#) where there is an FAQ document and a dedicated email address for questions. The FAQ document is constantly updated as we are all learning together.

8. [Fife Tourism Partnership Update](#)

- Linn's Contract has been made permanent
- 130 businesses on FTP database to date
- Linn has engaged with 27 businesses so far this year in the East Neuk
- It would be good to get more businesses along to meetings and engaging with the groups work. Ideas welcome on how to achieve this
- VisitScotland and FTP MOA work
 - Times online feature available online and was in the travel magazine at the beginning of March
 - <https://view.ceros.com/news-uk/explore-fife-unmissable-highlights-visit-scotland/p/1>
 - Wanderlust article now online
 - <https://www.wanderlust.co.uk/discover/fife-scotland/content/fife-travel-guide/>
- **WorldHost Training** continue with events planned – Dates in March, April and May
- **Tourism Talks Webinars** – Accessibility, Who are our visitors, Youth Development inspiring the next generation
- **Tourism Skills group** – Meeting coming up on the 21st March. Any business looking to get involved please let Hilary or Linn know. The group will look at what business needs and wants are around training and opportunities. Linn also attended a Food, hospitality and tourism takeover day with the InvestFife team, Food from Fife, and Fife college to promote the industry to S2 pupils.
- **Sustainable tourism group** – Rosalyn working with businesses
 - Courses available on FTP

- Any business looking to be involved in the group please contact Rosalyn Watson – Rosalyn.watson@fife.gov.uk
- **Accessible tourism group** – Met in January to pick up from project work in 2019. The group will be looking at Accessible tourism and accessible employment in the industry as well. Anyone looking to be involved in the group contact Linn
- **LTA funding for 2023/24** - Project Grant deadline for 2023/24 will change from December to 31st October. This is to ensure projects are applied for with time to complete by the end of the financial year. Linn advised that the September meeting of the group should be where the project is decided on to ensure the application can be made by the LTA in time. A full report on 2022/23 grant funding project will also be required at this time
- Reminder to Sign up to newsletter for FTP if you haven't already
- Reminder Add or update your [business listing on WtF](#)

9. Finances. Current account balance as of today £4813.81

10. Future meetings dates

- 16th May 2023, time TBC, Cocoa Tree Cafe
- 12th September 2023, Time and Location TBC
- 29th November 2023, Time and Location TBC

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Interpretation board project	April 2023	MD, LW
Website, maintenance, analytical information, strategy and social media strategy	Map 2023	GB, MD