



## Visit East Neuk Local Tourism Association Minutes Template

Thursday 19<sup>th</sup> January, 7pm

Cocoa Tree Café, Pittenweem

### Attendees

<b>Martin Dibley</b>	<b>Daryl Wilson</b>	<b>Gillian Maclaren</b>	<b>Graham Johnston</b>
<b>Cllr Sean Dillon</b>	<b>Calais Brown</b>	<b>Linn Williamson</b>	<b>Sophie Latinis</b>

### Apologies

<b>Lindsey McNally – Ainster House</b>	<b>Alan – Crail Harbour Gallery</b>		

### Minutes

- 1. Welcome and introductions by Martin**
- 2. [Minutes from previous meeting agreed](#)**
- 3. [Fife Tourism Partnership \(FTP\) update](#)**
  - [Scoto Meeting](#) – Scottish Community Tourism Group will hold a meeting at Cambo Gardens. Community groups with an interest in tourism invited to attend. Date 7<sup>th</sup> February 9:30am
  - FTP are working Times and Wanderlust through VisitScotland
    - Times we will be running a feature on high end travel
    - [Wanderlust](#) we will be running a feature on Food and Drink experiences so the East Neuk will be highlighted in this feature.
  - FTP have 117 Businesses engaged through FTP, Welcome to Fife and through discussions with Linn. If anyone would like to discuss opportunities available please do not hesitate to get in touch

- Businesses encouraged to sign up to [FTP newsletter](#) which comes out once a month, and to have a look at their [Welcome to Fife](#) listings to ensure information is up to date. If you have any issues logging into the site please do not hesitate to contact Linn for assistance.
- Tik Tok – Welcome to Fife Tik Tok was launched in July and is currently sitting at 54,413 views.
- The Welcome to Fife Instagram audience is growing, with 35.7K followers, Facebook 48K, and twitter 17.4K. Business feel free to tag @welcometofife in posts and the team will share where they can. You can also use the hashtag #LoveFife in your posts.
- Awaiting Rural Infrastructure report to then look at work to be carried out. Hilary will report back once the report has been received
- We are looking to do a Fife wide networking event in March – Details TBC
- Cupar Fam Visit on the 7<sup>th</sup> March will be open to all tourism businesses across Fife to find out more about the town
- World Host training continues with various sessions set up over the next few months. To book a place please see the training section of the [Fife Tourism Partnership website](#).
- Tourism Talks Webinars starting in Feb – Sign Up [HERE](#)
  - Importance of Food and Drink Provenance
  - Accessibility Practical Advice
  - Who are our Visitors
  - Youth Development – Inspiring the next generation
- [Sustainability Group](#) first meeting will take place on the 26<sup>th</sup> Jan online. Everyone welcome to find out more.
- Rosalyn and Linn engaged with the previous accessibility group this week to find out where the group got to pre covid. Various ideas and suggestions being looked at to take group forward and more information will be available ASAP.

#### 4. Short Term Lets

- Short Term Let Licencing was introduced in Fife at the start of October. To date (as at 09/01) we have received 90 applications. Group believes 1 may now have been approved.
- Scottish Government has given a 6 month extension for applications – now end of September 2023. However, new operators must have a license before opening.
- In Fife, the licencing sits with the Housing Dept and is dealt with in a similar way to HMO licencing. Fees are amongst the lowest in the country, and few onerous additional conditions have been included, which has been welcomed by industry.
- Gillian advised that around 10% of her properties are now being put up for sale and a further 10% are not applying for a licence and will just use the property for their own use rather than renting out.
- Linn to ask Hilary to find out about how long roughly it could take for non operators to be able to apply for a licence to enable them to operator potentially as a new owner

## **5. Update on Previous Meeting Action Points**

- Anstruther Interpretation boards – Martin met with local artist Yolande Kenny to discuss creating the new maps and drawings for the interpretation boards. Yolande to confirm costs but it will likely be between £800-£1000. Question was raised over who would then own the art work and would VEN be able to use the art work potentially for other projects down the line. Martin to discuss with Yolande to get final decision in writing
- Pittenweem are also looking for an interpretation board however the LTA don't have the funding in this current funding to be able to do that board as well. However are keen to have one added. Sophie suggested speaking with Pittenweem arts festival to see if they could assist. The group also asked Cllr Dillon if there may be funds available through area committee. He will come back to us regarding this.
- Linn to work with council colleagues regarding getting the signs created.
- The boards being replaced like for like will not be a problem however any additional boards may need planning permission

## **6. Agenda Item – Tourism Strategy for 2023**

- Linn asked that the group think about strategy for the year. The FTP will be looking to update the Fife Tourism Strategy for 2024 and all of the LTA's will then be able to feed into that going forward. For 2023 it would be good to think about key activities and ideas to move the group forward and to highlight the East Neuk to visitors. Linn can then assist with pulling together a timeline which will give the group a strategy to follow and timelines to keep for the year.
- The group likes the idea of the Z fold cards and as the brochure's are now out of stock the East Neuk really need something like this. Funding will need to be sought to carry this project out however as other areas are following a similar template the group should be able to work with the same design company. Content for the Z fold including images shouldn't be an issue as there is an abundance available
- The group also thought it would be a good idea to have somewhere photographers / video creators could add content to which business can then use across their social media. It could be that the VEN website is used for this
- There are lots of tours, and activities available in the East Neuk which aren't that well known and the group thought it would be a good idea to be able to pull some itineraries together, perhaps a weekend trip, a long weekend, and a week to really highlight what there is to see and do in the area. These could then be added to the VEN websites and also shared with WTF. Linn will speak to the FTP team to see how they can assist with creating the content, if the group could pull some itineraries together.

- Blog posts for the website were also discussed. With various villages across the area there shouldn't be an issue with getting blog posts created to use on the website which will also assist with SEO.
  - Ideas Food tours
  - Wellness Retreats – Wild swimming, yoga, paddle boarding, Elie Sauna
  - Walking, Cycling
  - Wildlife
  - Village History
- Graham raised that churches in the East Neuk are under threat of closure. The Church of Scotland are looking for new ways to make the buildings more sustainable. This could include community use, tourist information points, Churching (camping in churches). Cllr Dillon is working with the community and will feedback any updates.

#### 7. Agenda Item – Website – [Visit Eask Neuk Now](#)

- Website is update by Dave Smith
  - Businesses can add a free listing and control content themselves.
  - Events can also be added to the site
  - Martin to ask Dave to provide analytical information from the website so the group can see how the website is working and if work being carried out in the coming year has been successful
  - Social media is run by Martin and he has no issue with sharing content being shared on the page. Gillian said she had noticed an increase in the number of posts over the last few months.
- **Any Other Business**
    - Dates for next meeting discussed and confirmed below. Martin will ask Crail Community Partnership if they would like to host the May meeting as it would be good for businesses to see what they have created
    - 7<sup>th</sup> March – 7pm, Cocoa Tree Café – Date may change due to diary clash (TBC)
    - 16<sup>th</sup> May – Time and Venue TBC
    - 12<sup>th</sup> September – Time and Venue TBC

#### Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Short Term Lets – New Operator length of time for application	Next Meeting	Linn
Anstruther Interpretation Boards	Next Meeting	Martin, Linn,
Community funding possibility for additional sign in Pittenweem	Next Meeting	Cllr Dillon Sophie
Timeline and Strategy to be pulled together	Next meeting	Linn

<b>Z Fold cards</b>	<b>May 23</b>	
<b>East Neuk Itineraries and Blog posts</b>		<b>All</b>
<b>Website and Social Media Analytics</b>	<b>Next Meeting</b>	<b>Dave (website) Martin</b>