



Heartlands  
of Fife



**Heartlands of Fife Local Tourism Association AGM Agenda**

**Monday 13<sup>th</sup> November 2023, 2pm**

**Weymss School of Needlework**

**Meeting Agenda**

- 1. Chairs Welcome and Introduction**
- 2. Apologies**
- 3. Minutes from previous AGM need to be agreed and seconded**
- 4. Chairpersons report**
- 5. Treasurer report**
- 6. Election of Office Bearers**
  - (someone needs to nominate and someone needs to second positions)
  - Chair
  - Treasurer
  - Secretary
  - Vice Chair (not always necessary so long as the other 3 positions are filled with different people)
  - Committee members – businesses who attend LTA meetings
- 7. AOB**
- 8. Close meeting**



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### Meeting Agenda

#### 9. AGM Meeting

#### 10. Update on previous meeting action points

- LTA project grant funding update
- Waterfront Banners
- Greyhound letter
- Z card distribution
- Information point development

#### 11. Welcome to Fife update

- See below for full update please feel free to ask any questions

#### 12. Round table updates

#### 13. AOB

#### 14. Proposed Future Meeting Dates

- 15th January 2024 – Burntisland Burgh Chambers TBC
- 11th March 2024 – TBC
- 3rd June 2024 - TBC

### Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Set date for small working group to develop project ideas	Sept 2023	CS
Apply for 2023/24 LTA grant funding	Oct 2023	CS
Waterfront Banner Project. Cllr Cameron to keep in touch with Andrew Walker		Cllr Cameron
Reply to Greyhound letter	Sept 2023	Drew
Deliver Z Cards to Danny	Sept 2023	LW
Linn to Speak with Helen to develop info point in Kirkcaldy Galleries and look for other potential locations	Winter Project	LW
Develop LTA strategy in line with Welcome to Fife new strategy	TBC	CS \ LW



## Welcome to Fife Update for LTA Meetings

Linn Williamson – [linn.williamson@fife.gov.uk](mailto:linn.williamson@fife.gov.uk)

- Local area number of businesses listed in Database - 159
- New Fife Tourism Strategy has been agreed by cabinet committee and will be launched along with new branding early November.
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- Fife Tourism Partnership will now become Welcome to Fife for industry. You will begin to see changes to branding over the next few weeks
- Sustainable tourism – Signing of the Glasgow Declaration was confirmed by cabinet committee in September. We are now awaiting it to be accepted and from a strategy will be formed to work towards
- Working with Agency 83 (Zoe Irwin) to create marketing campaigns for Fife, this may include OTA's, PR and social media coverage. Marketing campaign will be called "The Kingdom. Where it all begins" we would like businesses to use the hashtag #KingdomofFife along with #LoveFife
- Continue to create blog posts and will share with businesses who feature. Please feel free to use on socials and your website. They are good SEO content
- Business on the coastal path and Pilgrim way are encouraged to sign up to Fife Coast and Countryside Trust website
- Continue to work with [Tay Country](#) on Travel Trade development. Training courses coming up for businesses at the start of their Travel Trade Journey. If interested please get in touch with Linn or Karen
- Fife Food and Drink week will take place from the 9<sup>th</sup> March – 17<sup>th</sup> March 2024. All food and drink businesses will have the opportunity to be involved in the week. For further information please contact Linn
- Short Term Let – Around 1900 application have been received (as at 7<sup>th</sup> Oct). The STL team are working through the applications to validate them and ensure we have all the correct information. Any STL businesses is encouraged to follow the [Fife Air BB and STL Hosts group](#) as it is a good source of information

### Upcoming Events to Note

- Fife Business Week – 6<sup>th</sup>-10<sup>th</sup> 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 27<sup>th</sup> February 2024 at the Adam Smith Theatre tickets will be released over the next few months with further details to follow
- Fife Food and Drink Week – 9<sup>th</sup> March – 17<sup>th</sup> March

