



Heartlands
of Fife

***Heartlands of Fife – November Meeting
Thursday 10th November – Laurel Bank Hotel, Markinch***

Attendees

Cllr Ian Cameron	Cllr Alastair Cameron	Linn Williamson	Drew Shedden
Brian Gorton	Callum Spence	Lee Murray	George Proudfoot
Chris Dickson	Bernie Hewitt	Liam Barn	Cllr Lesley Backhouse

Apologies

Anthony Caw	Sarah-Jane Latto	Anne-Marie O'Reilly
Gordon Dixon	Cllr Lynn Mowatt	Cllr Linda Erskine

Meeting Minutes

Callum Spence welcomed all to the meeting. Liam Barn, from Visit Fife Golf, had agreed to present information and took the floor until 2.45pm.

Visit Fife Golf update from Liam Barn

- Liam gave an insight to the group as to what is in the pipeline for Visit Fife Golf. It was estimated that the 150th Open at St Andrews in the summer was worth around £200m to Fife (official figures to be released by the end of November).
 - o Liam explained that he shared a stall with Visit Scotland at the Open which saw massive engagement, especially in you people, through their mini-golf set-up.
- In relation to the tourism association, Liam explained that destination marketing and promoting golf tours to overseas and local visiting parties was part of his remit.
- Cllr Ian Cameron made reference to DP&L Golf Tours packages that Heartlands had created previously – see for details - [Fife & St. Andrews Golf Tours | Scottish Golf Vacation Packages \(dpandlgolf.com\)](#)
- It was noted, that the association should work collectively to create packages and itineraries that could be sold, via Visit Fife Golf, to visiting parties.

Liam will pull together his presentation and will be passed around the association shortly.

Action Points from September meeting:

Sales and use of Love Fife Card	LW – very little traction, CS notes Cluny had received none
Net Zero Funding	Still available, there is also another £5 grant available https://www.green-tourism.com/visit-scotland-net-zero-tourism-recovery-fund https://www.green-tourism.com/UNESCO-national-trail-scotland-membership-offer
Digital Boost Funding	Full
Heartlands Merchandise and Stock	Z-folds x 250 Brochures – out of stock Hoodies/t-shirts – CS has one box and to collect from Home of Hopcroft & On Fife
Feasibility of online banking	BG - No change to current set-up

Marketing material - re-print and design:

Z-folds and brochures

- The group debated over which materials worked best. Chris Dickson and Lee Murray, Dean Park and Laurel Bank Hotel, mentioned that the Z-folds we often picked up more than the brochures
 - o The quote for re-print of brochures was £7740 for 10,000 (77p per unit).
 - o The quote for the same quantity of Z-Folds was £2,500 (25p per unit).
- Lee Murray made the point that the Z-folds need amended to include more QR codes (i.e. to the Welcome to Fife page). This would perhaps lessen the need for the brochure too.
- Drew Shedden suggested the idea of a ‘tear out’ Heartlands of Fife map. They were priced at £4 per pad of 50 (£800 per 10,000) and would include attractions and places to visit in the Heartlands area.
- Linn Williamson mentioned that this approach had been adopted by Dunfermline and West Fife, however, their geographical region is much smaller than Heartlands and therefore easier to map. Linn suggested that this approach may not be suitable for Heartlands. Linn also mentioned that other LTA’s were adopting the Z-fold approach.
- It was agreed that the Z-fold was the most popular printed marketing we have and effort was to be made to improve the content within it. For example.
 - o The map in the middle could be clearer with more information including QR codes.
 - o The content on the reverse doesn’t have information relating to accommodation.

T-shirts and hoodies

- Callum Spence noted that these had been on display at Cluny for a while, none were sold. Callum agreed to collect existing stock from Home of Hopcroft and On Fife to work out what stock we had left.
- Callum mentioned that the group should consider making a loss on these and consider just trying to get people to wear them.
- Linn Williamson was unsure the branding has any awareness. Would anyone know what that logo represents?

- o Callum agreed that the clothing didn't mean much, it was need to be explained along with other marketing content.

Marketing Strategy for Heartlands Fife

- Cllr Ian Cameron gave the group more information relating to the Footsteps of Kings project. The game had been well used after launch and during Covid however app downloads have dwindled since.
 - o Linn noted that 1.1K app downloads had been made. However, the figure has barely changed since 2020.
 - o The app also had a 2.5 star review on Google and 3.5 on Apple store, highlighting the app experience need improved.
- Cllr Ian Cameron suggested that a new activation point in Kinghorn would perhaps be a good way to spend association funds and get the project back up and running.
- A new activation point would cost in the region of £10k which would use 2021 and 2022 funds plus funds from the association account.
- Chris Dickson mentioned that he had never heard of the Footsteps of Kings and questioned what value it could bring to tourism businesses in the areas. He was unsure whether the concept was well enough know to bring new people into the area.
- Callum Spence mentioned that the app was very good and the concept had mileage however questioned whether spending funds on a new activation site was required.
- Callum Spence suggested that perhaps marketing the existing product, as it is, may help get more people using it for a start. Adding another activation or improving the concept could then be looked at should the product gain traction.
- It was agreed that funds would be better used as a means of marketing The Footsteps of Kings and that a marketing proposal should be drawn up.
- Linn mentioned that the association must have their funding application in by 31st Dec 2022 and used by March 2023.

Fife Tourism Partnership Update – Linn Williamson

Shop Local Card Update

- Fife have signed up for another year
- We are now trying to broaden the appeal and as a Council are pursuing 3 strands/uses:
 - o Rewards and gifting (I hate that word)
 - o Community Wealth Building
 - o Anti-poverty work

The biggest issue has been a lack of business uptake, but also a lack of interest from the community in utilising the scheme. We have c. 4500 cards left, so the plan is to push business recruitment this month and piggyback on the national Scotland Love Local Campaign on the run up to Christmas in the hope that we can get community buy in.

- Looking at the possibility of preloading a number of cards with £10-£20 to be handed out at as part of planned Christmas celebrations.
- Short Term Let Licence – Applications are now being taken via Fife Council website. There are a few things still to iron out but it is a learning process for everyone. Short Term Let Webinar will be held on the 23rd November, NOW SOLD OUT.

- The LTA are reminded that they have until the 31st December to apply for a £4k grant via the Fife Tourism Partnership. This can be used for one off projects for the LTA, or can be used for match funding applications. Funding can not be used for anything that has been carried out with the same funding previously. Money received via the grant must be spent by 31st March 2023. FTP also need to receive a report on how the funding grant for 2021/22 was spent and what the results of the project were before an application for 2022/23 can be accepted.

- Fife Tourism Partnership ran an Outdoor Tourism Fam trip for tourism business in Fife on Tuesday 25th October. Around 10 businesses attended with great conversations taking place. Businesses were given the opportunity to hear from Outdoor activity businesses in Fife and learn about what they can offer visitors. Lochore Meadows gave the group a trip around the loch in their golf buggies which was well received. We then went to Fife Cycle park where businesses could either cycle or walk the track and finally we ended up at Cluny Activities where we discovered more about what they have to offer visitors. Further fam visits for Fife businesses are planned for early 2023. Please look out for information in newsletters, and social media.
- Fife Tourism Partnership website has had a refresh with the new site going live on Friday 28th October. We hope that you will find the page far more user friendly with easy to access information, toolkits, training and LTA updates. Businesses are also encouraged to sign up to the Newsletter on the site. This will be a new style of newsletter to what has been sent in the past and you will receive news and updates once a month with news blasts with important updates.

- Business are reminded to add or update their business listings on Welcome to Fife. The new look website has been live for a few months now and received thousands of visitors every week. If you have any issues with your listings please do not hesitate to contact Linn.

- World Host Training – First session with Fife College took place on Friday 27th October with great feedback from participants. Online session on the 18th November has spaces available however the St Andrews course in January is now sold out. FTP are looking at adding additional courses in Feb and March. Businesses are offered 2 free places and can be booked [HERE](#). World Host is a customer service training course which elevates customer service in your business. Fife Tourism Partnership are working with Fife College to deliver the training.

- Net Zero funding available from Business gateway. Please contact your Business Gateway advisor for further information or if you don't currently have an advisor please contact Linn and she will put you in touch with Business Gateway.

- Green Tourism – Discount schemes are available for businesses in the Dunfermline area due to the World Heritage status of the bridges. Any businesses not already accredited and would like further information check out the information. Sustainable tourism will be a key

focus of FTP going forward and businesses are encouraged to make changes in their business. <https://www.green-tourism.com/visit-scotland-net-zero-tourism-recovery-fund>

<https://www.green-tourism.com/UNESCO-national-trail-scotland-membership-offer>

- Travel Trade event planned for the 16th November with a number of Dunfermline businesses signed up to attend. The event is designed to allow businesses to discover travel trade where VisitScotland and FTP can then help guide businesses through the process any business interested in this event please email linn.williamson@fife.gov.uk for further information.
- Businesses are encouraged to tag @welcometofife on Instagram, facebook, twitter and TikTok or use the hashtag #lovefife. We are then able to share content to our page and stories where appropriate.

VisitScotland Update

- FTP are working with VisitScotland on paid social media marketing campaigns. October had the theme of family visits to Fife. The activity has met and exceeded expectations. VisitScotland will provide a full update on this activity over the next couple of weeks.
- Novembers paid activity will focus on the retired market who VisitScotland believe will be able to continue to plan short breaks
- VisitScotland and Digital Boost have various webinars available over the coming months specifically for tourism businesses. Information on the courses will be available through the Fife Tourism Partnership website

Treasures report

- Brian Gorton noted that there was little over £20K in the bank.
- A £26 invoice had been received from the Ecology Centre for Septembers meeting. It was agreed that this should be paid.

Any other Business

- Cllr Alastair Cameron asked whether the Heartlands Fife logo could be added to the Welcome to Fife website. Linn mentioned she would ask whether it was possible.
- Drew Shedden mentioned the impact of the energy crisis. The Fife Ice Arena are considering closing because of the rising cost of energy. The arena is 1 of only 3 of its kind in the country.
- Cllr Alastair Cameron asked about the possibility of postcards with QR codes to direct people to the Welcome to Fife website. Linn has postcards and will make accessible.

Actions from Meeting

Actions	Date	Owner
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Package ideas and suggestions for Visit Fife Golf and Travel Trade	By next meeting	Group
Marketing ideas for Footsteps of Kings	By next meeting	Group
Collection of Heartlands Fife Hoodies and T-shirts	By next meeting	CS
1 st proof of new Z-Fold	By next meeting	CS/CD/LM/LW
Heartlands Fife Logo to Welcome to Fife page – feasibility	By next meeting	LW
Plan for distribution of hoodies and t-shirts.	By next meeting	CS
Funding application	31 st December	CS/DS/GB/LW

Date of next meeting

Monday 9th January 2-4pm Dean Park Hotel