



Heartlands  
of Fife



### Heartland of Fife Local Tourism Association Minutes

Monday 28<sup>th</sup> August 2023

Fife Airport

#### Attendees

|                 |                   |                 |                       |
|-----------------|-------------------|-----------------|-----------------------|
| Linn Williamson | Drew Sneddon      | Callum Spence   | Danny Cepok           |
| Kate and Jim,   | Jade Paterson     | Alex            | George Proudfoot      |
| Lesley Balfour  | Kirsty Strachan   | Sheila Hubble,  | Cllr Alistair Cameron |
| Brian Gorton    | Samantha slight   | Cllr Lynn Mowat | Helen Stevenson       |
| Nicola Stewart  | Sharron Mccormick |                 |                       |

#### Apologies

|                   |              |                       |  |
|-------------------|--------------|-----------------------|--|
| Emma Buffalo Farm | Gordon Dixon | Ian Archibauld        |  |
| Jim Galloway      | Wendy Barrie | Cllr Lesley Backhouse |  |

#### Minutes

- 1. Callum welcomed everyone to the meeting with round table introductions. Jim and Kate provided the group with a tour of the airport facilities. Thank you to Kate and Jim for hosting.**
- 2. Minutes from previous meeting agreed**
- 3. Z Fold Update – Callum and Linn**
  - Around 5000 cards have been distributed around businesses over the last few weeks and have been going down well. Boxes have been delivered to Kirkcaldy Galleries, Dean Park, The Roasting Project, Kingswood Hotel, Burntisland Sands Hotel, Aberdour Hotel, Aberdour Castle, Laurel Bank Hotel, Markinch Church and Cluny activities a stock of cards can be collected from these locations or drop Callum or Linn and email and a box can be collected or dropped off
  - Linn to deliver to Danny at Love our lang toun
  - Fife Council received a letter of complaint from the SPCA regarding promotion of the Greyhound Track. Drew and Callum went to see the owners to discuss concerns. The track in Thornton is the last remaining track in Scotland and has been in business

since 1936. There is now only 1 race a week on a Saturday and Drew and Callum had no concerns over the facilities. Behind the scenes there is government pressure to have the sport banned and if successful they will then look to ban in England. The group discussed that the track is unique to the Heartlands area however understand concerns. The group will review the situation before any further print runs. Callum as Chair will respond to the complaint as the Z cards are an LTA and not Fife Council project.

#### **4. Kirkcaldy Waterfront Banner Project**

- Linn, Cllr Alistair Cameron, Brian and Andrew Walker (Fife Council) had a meeting to discuss a project plan for the instillation of the banners. Images and location for the banners was agreed along with a timeline for instillation. Andrew Walker was to organise the install, this has not happened. Cllr Alistair Cameron spoke with Andrew and he has advised there may be an issue with underground services however this is being looked into. The LTA will have the banners printed and ready to go when Andrew confirms instillation date.
- Cllr Ian Cameron (ex chair of the group) was also invited to the above meeting to give some insight into the funding of the project however hasn't been able to provide any details regarding funding applications etc. Therefore the LTA will allocate required money for printing of banners and will look to create further projects for the area moving forward.

#### **5. Adam Smith Tercentenary Year 2023 – Kirkcaldy**

- 13 individual events in 8 locations
- 7 primary local organisations and University of Glasgow
- and a large number of secondary organisations – almost all local
- Events – mixture of pay and (mainly) free
- Visitors/Participants – local, Fife-wide, Scottish, British, International

#### Other events outwith main festival week

- two visiting academic events Michael Marmot & Larry Summers
- three musical events – 18<sup>th</sup> century Scottish fiddle, orchestral, organ
- three Adam Smith exhibition spaces - Galleries, Heritage Centre, Old Kirk
- Adam Smith guided heritage walks – pre-organised and walk-up
- and others still being planned
- Mostly internet and social media driven marketing, publicity and ticketing
- Achieved with fairly limited funding

#### Areas for future improvements

- Much more comprehensive marketing strategy
- Better Financial Control systems
- Data collection on events & future utilisation – visitor/participant info & feedback
- Better co-ordination amongst lead and secondary organisations
- Better utilisation and involvement with local businesses – retail, accommodation, hospitality
- Analysis of economic impact
- Analysis of environmental impact

- Comprehensive Review and reporting – informing legacy, future planning & development
- Welcome to Fife produced a business toolkit along side Love our Lang Toun which went down well with businesses, with Adam Smith Birthday Cake, afternoon tea's cocktails etc all being on offer over the week. Welcome to Fife are now using the template to roll out across other key events across Fife and businesses really got on board with the activity.

## **6. Project Funding Ideas for 2023/24**

- LTA project funding application due by the 31<sup>st</sup> October there will be no extension to this date. A report on the 2022/23 funding also needs to be received on application.
- Linn reminded the group that it is
- Small working group to be pulled together to discuss potential ideas to move forward with. Linn also highlighted that we don't know if the same funding will be available in 2024/25 however it might be an idea to have a couple of projects one to work on now and one to work on if future funding is available.
- Other previous projects that have worked well for other areas include influencer activity in Dunfermline working with 83 agency. Websites have also been created however it should be remembered that websites needs constant updating and new content so someone would need to take ownership of this and there is a yearly cost.
- The group felt that a specific Heartlands of Fife video might be an idea following on from the Adam Smith video that was created earlier in the year and the Kirkcaldy video created by Love Our Lang Toun. The video could be an expansion of the Z card and follow on from that content. Social media reels could also be created for sharing with businesses. There are concerns over where this content will sit to allow business to share content etc.
- Other ideas raised included getting the Brand Heartlands of Fife out there more as local people are not aware of what or where it is. Alex offered to assist with promotion through K107 social media etc
- Visitor Information points required across the area. Linn advised that Welcome to Fife have been working with Dunfermline Carnegie Library and Galleries on creating an information point for Dunfermline. They have worked together over the past few months to ensure everything is working well and are developing it as they go. The plan would be to roll this out to other OnFife venues including Kirkcaldy Galleries and potentially other businesses who wanted to take something like that on. Linn to work with Helen to develop point for Kirkcaldy, other potential locations could be shopping centre's, Burntisland and Lochore meadows.
- A subgroup of Nicola, Sharron, Alex and Callum will be pulled together over the next couple of weeks to chat about ideas to take forward and make the application before the deadline

## **7. Fife Tourism Partnership Update – Linn**

- Please see appendix for full update

- New tourism strategy will be going to committee on the 6<sup>th</sup> September for approval. Once approved LTA strategies will follow
- Short Term Let we now have just under 800 applications in. Businesses have until the 1<sup>st</sup> October to apply. If they haven't done so by then they will have to stop trading until they are granted their licence which can take up to 9 months. There will not be any extension from the government and so Fife businesses are advised to apply sooner rather than later. The team are working hard to get through applications and have provided information to assist on the following website. [Short-term Lets Licence | Fife Council](#)
- Linn thanks Cluny Activities for a very successful Instagram takeover. Callum asked for analytics to be shared. Should any businesses like to do an Instagram takeover on Welcome to Fife please do not hesitate to contact Linn or Rosalyn to discuss.
- Drew asked that Welcome to Fife provide the LTA with regular updates on In the Footsteps analytics. Linn did ask for these prior to the meeting however didn't receive the information in time.
- Linn carried out a Menti Meter with the group to gather what businesses would like to see from Welcome to Fife, and their LTA. Information will be collated over the next few months.

#### 8. Treasurer Report – Brian Gorton

- £22,651.00 in the account at the moment. Payment for printing is due to Fife Council of £2486, and payment to 2 photographers for area images is also due, awaiting invoices. There is also money allocated for the banner project. The account is looking healthy and the group decided it would be a good idea to perhaps use the grant funding for 2023/24 plus current funds to make deliver a couple of really meaningful and useful projects.

#### 9. Round table updates \ AOB

- **Ian Archibald** not present but provided an update via email - The only thing I would be reporting on is that our Summer exhibition is now over for the season during which time it attracted over 800 visitors. The exhibition and the Burgh Chambers will also be open for doors Open day on Sunday 10<sup>th</sup> September.
- **Lesley Balfour Burntisland Golf Club House** – Membership increasing well
- **Alex K107** – Highlighted that it is Scotland Loves Local Week and we should be promoting this across businesses and through Welcome to Fife. Linn advised that internally the economic and town centre team are looking at the campaign and how it can be developed moving forward. Cllr Camron raised that he had been in Newcastle when they hosted restaurant week, all restaurants took part and offered deals from £10-£20. This brought in locals and visitors and might be something to think about for the future. Alex said he had seen a scheme with Town Centre Tenners a bit like fiver fest but slightly more affordable for businesses etc. Alex offered businesses the opportunity to share content with K107 on social media and where they can they will share details. They are a community radio station so happy to help local businesses.
- **Drew Cluny Activities** – Looking to develop the business to include indoor crazy golf
- **Jade Roasting Project**- Growing business nicely across Scotland

- **Cllr Lynn Mowat** - Riverside park to become destination park working with council and community to develop project
- **Sharron Fife Leisure Trust** - Michael Woods Centre, Adam Peaty (Olympic Swimmer) came for a successful event. Michael Woods is also part of the Glenrothes 75th Birthday celebrations. Kirkcaldy Centre, outside cladding is being worked on, they are also working with Raw Pressed which is going well within the venue. Sharron is looking to get the brand Fife Leisure out more and as part of they they have sponsored the Kirkcaldy Running Festival. They are also looking to attend networking events and other community events.
- **Kate Fife Airport**- Business has picked up. Bought 2 new aircrafts. Cafe trade picked up with local people. They have also added 7 mobile home parking places after speaking with Ian from Lochore Meadows. This has been very successful over the summer.
- **Kirsty Fife Council** - National Gaelic tourism strategy Fife is the only local authority represented in the strategy. Any business looking for ways on how contemporary ways of using the language, Kirsty is happy to advise how to use in business. Kirsty is also working with the community in Leslie and there may be an archaeological dig in Leslie (Greenside).
- Nicola - People Planet Pastry, event as part of Fife Business Week will take place at Cluny Activities with support from Welcome to Fife. Looking at how businesses can be more sustainable in their business through messaging and activity. Details will be released along with Fife Business Week.
- **Helen Stevenson Kirkcaldy Galleries** – The Jack Vettriano exhibition brought over 18,000 people to visit the area and they are aware that this then translated into stays in BB's, hotels and eating in local establishments. They have learned lessons from the exhibition and are looking to expand on its success with new exhibitions and events. Beatlemania, Halloween and Susan Gill will be the next events coming up.
- **Samantha The Dean Part Hotel** - Hotel busy with accommodation and events. Development project is on hold at the moment as there is an issue with the Gas line however will resume again soon
- **George Adam Smith Global Foundation** - 2 planning applications in for Garden Space, accessible, for use as a community space.
- **Sheila Wemyss School of Needle Work** - Invited artist to Pittenweem arts festival.. 4000 visitors in a week. Have been really busy due to the success of the festival and have taken on a new member of staff.
- **Brian Links Guest House** - Good year so far, having to spend money on the STL application
- **Danny Love Our Lang Toun**- Working with businesses and the community on various projects. Consultation for the Future is now project to develop a 21st Century town centre closes in a few weeks please feel free to complete the [consultation](#). The main comments coming from consultation at the moment are family friendly town, events, markets, make it a seaside town

## 10. Future Meeting dates

- 13th November 2023 AGM – Wemyss School of Needlework 2-4pm
- 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

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

- Local area number of businesses listed in Database – 148 – (Increase in businesses on database due to merging of information)
- 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 6<sup>th</sup> 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 and North Fife 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

- Outwith Festival 6<sup>th</sup>-11<sup>th</sup> September. Created a business toolkit to alert businesses in the area to how they may want to engage \ take advantage of the event
- 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 1<sup>st</sup> 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. 21<sup>st</sup> September 2pm, Click [HERE](#) for further information
- 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 late February 2024 tickets will be released over the next few months with further details to follow