



Heartlands
of Fife

Heartlands of Fife Local Tourism Association Meeting Minutes

Monday 9th January 2023

Dean Park Hotel.

Attendee's

Cllr Alastair Cameron	Linn Williamson	Brian Gorton	Callum Spence
Ian Archibald	Cllr Lynn Mowatt	Sheila Hubble	George Proudfoot
Gordon Dixon	Anne Smith	Dawn Cruickshank	Lesley Smart
Lloyd Blyth	Ian (e-Foil)		

Apologies

Drew Shedden	Erin Anderson	Beth Bell	Cllr Lesley Blackhouse
Cllr Linda Erskine	Wendy Barrie	Sarah Thomson	Ian Laing

Meeting Minutes

1. Welcome and Introductions
 - Callum Spence welcomed all to the meeting and wished everyone a Happy New Year.
2. **Action Points from Previous Meeting in November:**
 - ***Package ideas and suggestions from Visit Fife Golf and Travel Trade workshop.***

Callum mentioned that Liam Barn of Visit Fife Golf had presented at the last meeting in November. The hope being to inform Heartlands members as to what was happening. It was mentioned that between Visit Fife Golf, and on the back of the Travel Trade workshop on 16th November, there are opportunities to get involved in Travel Trade. Heartlands members need to work together in order to pull together ideas and promote possible packages for visitors coming into the Fife area.

- ***Marketing Ideas for Footsteps of Kings***

Callum explained that he wasn't overly familiar with the app but mentioned that it will become part of the Heartlands marketing budget for 2023. Ann Smith mentioned she had issues using the app, Lloyd Blyth mentioned he had scanned the activation point at the Weymss and enjoyed the concept.

The association are still being charged for the maintenance and upkeep of the app. Ensuring it works and functioning has been actioned for the next meeting. The wider marketing of the The Footsteps of Kings will be included in the updated Z-folds.

- ***Collection of Heartlands Hoodies and T-shirts & plan for distribution.***

Callum collected a box from Home of Hopcroft. There is another box somewhere within On Fife. To investigate before next meeting. In terms of distribution, 4 have been sold but the association are yet to be paid for them. It was mentioned that perhaps distributing them as prizes or donations may work as a means of simply promoting the brand.

- ***1st proof of new Z-fold***

Sub group has been set up and a meeting is to take place at Lochore Meadows on January 27th. Callum Spence, Linn Williamson, Ian Laing, Ian Archibald and Gordon Dixon are all scheduled to attend. It was agreed the idea of the Z fold was a good one however the existing template is out of date and work is required. Feedback from sub group to be given at the next meeting.

- ***Funding Application***

The Heartlands LTA funding application was submitted and received late December. It was agreed that this would be used toward the design and print of the updated Z-fold.

3. Fife Tourism Partnership Update:

- [Scoto Meeting on the 7th Feb](#) – Aimed at community tourism groups
- FTP are working on press content with VisitScotland, Times and Wanderlust
 - Times high end travel
 - Wanderlust food and drink related
- 56 Businesses now engaged with over the Levenmouth
- 118 Increase over all for FTP 21% increase in the last 12 months, target by the end of March is 25%
- 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 35,621 followers and a 39% engagement rate.
- Travel Trade Update workshop held in November with around 16 businesses engaged. Businesses are already seeing results from the workshop and we will be working with other tourism providers going forward to create more tourism products for travel trade
- Awaiting Rural Infrastructure report to then look at work to be carried out
- Networking Event – Looking to have a Fife wide event planned for late March
- [Cupar Fam Visit](#) - 7th March and is open to businesses throughout Fife
- [World Host training places available to book online](#)
- Tourism Talks Webinars
 - [Food and Drink Provenance](#)
 - [Accessibility Practical Advice](#)
 - [Who are our Visitors](#)
 - [Youth Development inspiring the next generation](#)
- Sustainability Group – will be meeting on the 26th Jan information available on FTP website

- Accessibility Group – Initial meeting will take place on the 17th Jan. Further information and updates on this group to follow
- Businesses asked to join [Heartlands of Fife Facebook group](#) page to share information easily
- Businesses asked to update listings on [Welcome to Fife](#) if they haven't already, and sign up to [FTP newsletter](#)

4. Adam Smith Festival – Update from George Proudfoot:

George updated the group with the preparations for the Adam Smith Tri-centenary event. The theatre is due to complete renovations by the 5th June when Robert Peston is expected to deliver a presentation.

George explained that a number of events are planned with the Adam Smith Foundation even creating a specific website for the event.

Anne Smith raised concerns that she was unaware of the event and asked where the marketing content for this was. George explained this will be available soon. It was noted that the group should brainstorm as to how to make the event useful for them. Dawn Cruickshank mentioned ceilidh nights at the Dean Park had been a success and in-keeping with the theme.

5. Financial Report:

Brain Gorton reported the finances. The only recent outgoing payment was to the Ecology centre for September's AGM. Callum mentioned about the possibility of publishing the finances along with the minutes. Gordon Dixon suggested this was perhaps a topic to discuss at the next chairs meeting.

6. Round Table Updates:

All guests got the opportunity to give a short update with what's going on at their respective businesses and interest groups.

7. AOB:

Anne Smith of Burntisland Community Council raised concerns over the lack of parking and poor signage in and around Burntisland. Callum mentioned that this was perhaps an issue to raise with Fife Council. The LTA would be unlikely to offer much support for this.

Anne also mentioned there were a number of local Burntisland businesses not on the new Welcome to Fife page. It was noted that business can take up as many free listings as they'd like however it's up to the businesses to reach out and take this up.

Dates for next meeting:

Monday 6th March, 2-4pm at Cluny Activities

Monday 15th May 2023 - Venue and Time TBC

Monday 4th September 2023 - Venue and Time TBC

