



Heartlands  
of Fife

**Heartlands of Fife – Annual General Meeting  
Monday 12<sup>th</sup> September – Ecology Centre, Kinghorn**

**Attendees**

Cllr Ian Cameron	Cllr Lynn Mowatt	Gordon Dixon	Lee Murray
Brian Gorton	Russell – Mercat Kirkcaldy	Callum Spence	George Proudfoot
Chris Dickson	Ian Archibauld	Wendy Barry	Ian Barnbrook
Errin Anderson	Linn Williamson		

**Apologies**

Danny Cepok	Emma Johnson	Sarah Thomson	Tahra – Nethergate
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**Meeting Minutes**

- Cllr Ian Cameron welcomed all to the meeting and gave a quick recap of events at the last meeting in June. Ian announced that after 5 years in the role he would be stepping down as the chair.
  - o Ian mentioned the importance of having business lead the group rather than councillors.
- **Appointment of Office Bearers**
  - o Chairperson – Callum Spence, Cluny Activities (taking over from Cllr Ian Cameron)
  - o Treasurer – Brian Gorton (continuing)
  - o Vice-Chair – Drew Shedden (continuing)
  - o Secretary – non-elected (Linn Williamson to continue assisting the group with administrative duties, anyone who is available to take on this role please advise the chair).
- **Treasures Report**
- Brian Gorton gave an update on the income and expenditure account. Explaining to those new to the group how the funds came about and how they were spent.
  - o Discussion around how other LTA's generate income. Linn advised that in the past some of the LTA Dunfermline and West Fife and St Andrews tried a membership fee however found it to be difficult to manage and maintain especially during the pandemic and so they have now scrapped membership fees and rely on council funding and other grant opportunities.

- A yearly admin fee of £1500 is paid to each LTA from Fife Tourism Partnership (FTP) and this has been received for 2022/23
  - £4000 is also available for one off projects for each LTA through the FTP. Each years funding should be for a new project with a full report to be submitted for the previous years funding before any new funds are released
  - Ian Cameron mentioned that in previous years funding was used for projects including, the award winning 'In the Footsteps of Kings' project.
    - ***Ian noted that launching an activation site in Kinghorn could be a good use of funds for the forthcoming year.***
  - It was questioned how funds are drawn from the account. Brian explained that all out-goings were made by cheque and had to be signed off by office-bearers (at the time Brian and Drew). It was asked whether this was the best way to withdraw funds and whether a digital banking account should be set up.
  - New signatories for the account need to be looked into with Cllr Cameron stepping down – BG will look into internet banking
- **Update from Fife Tourism Partnership – LW**
- Linn explained, to the newcomers, the purpose of the LTA's. It was noted that each area had different needs, and different offerings hence why there are 6 in Fife.
  - Linn mentioned a few upcoming events that Fife should be ready to take advantage of:
    - Adam Smith 300 – 300yrs of Adam Smith.
    - Ingolstadt visit – promoting the Welcome to Fife brand
- Linn gave details of funding grant opportunities:
- Net Zero – via Business Gateway and Alasdair Busby. Grants awarded for reducing carbon footprint and saving energy (The Laurel Bank was successful and used funding for new LED's). <https://bit.ly/3R94p1>
  - Callum Spence asked whether the Digital Boost grant was still available – explained that was particularly useful for a project at Cluny. Linn to report back.
- Linn noted that the FTP will be working closely with Travel Trade Tour Operators and Agents into the new year. It was noted that the number of German and Scandinavian visitors visiting Fife is on the rise.
- Concern raised that most visitor, coming via cruisers, would dock in Edinburgh and stay in Edinburgh. Thought to be had about getting foreign visitors out of Edinburgh and into Fife.
  - Ian Cameron noted the project between local hotels and Visit Fife Golf. Affordable golf trips (I.e. 2 nights in the Oswald, playing Dunnikier, Aberdour etc.). Highlight the value for golf in Heartlands rather than St Andrews and East Coast.
- Short Term Let Licence policy will be going to committee on Thursday 22<sup>nd</sup> September with papers released a week prior. Any feedback please direct to the Short Term Let Email on Fife Council website.
- FTP are working with the Herald to create a food trail around Fife. Instagram Reels have been created with QR codes linking from the printed map to the reels. Room with a View in Aberdour was one of the venues used and received over 18,000 views of their reel so far. Further activity along the same lines is being looked at
- Linn is looking to pull together an Outdoor Tourism Familiarisation visit for Fife businesses to find out more about what there is to do outdoors. This will be run around the Heartlands of

Fife with opportunities for Outdoor activity businesses to get involved. Further information to follow

- **Business Engagement Strategy - LW**

- It was mentioned that the 'Heartlands' LTA was not well known in the area. Linn's email was well received for the meeting, and it was pleasing to see a good attendance.
- Linn mentioned that the new 'B2B' Fife Tourism Partnership website was being rolled out to help promote the group between businesses. 25<sup>th</sup> October being the proposed launched date.
- Callum Spence mentioned that Linn had created a '[Heartland of Fife Local Tourism Association' Facebook group](#). This was designed for like-minded businesspeople with tourism companies in Fife. All at the meeting were encouraged to join to share ideas, news and other business.

- **Possible Business Engagement ideas:**

- Evening Social Events – could the group copy what the Fife Chamber do? I.e. Heartlands Fife Social - come and try/taste/experience? Open to? (Businesses, the public, bloggers/vloggers?), public speakers.

- **Visitor Information Guides**

- Information booklets and Z fold flyers have run out for handing out to businesses. These have been well received in the past by business and visitors. Linn advised that the i.centre in St Andrews is shouting out for information. Gordon Dixon expressed concerns about the sustainability of leaflets / booklets and discussion was had around how we can make any flyers more sustainable if we have to print them. Accommodation providers in the room advised the booklets and flyers had been useful. Any new print runs should have the welcome to Fife QR code on them and perhaps create a specific QR code for the Heartlands area.
- Linn mentioned the new Welcome to Fife website. All were encouraged to update and submit a listing for the new page which is seeing a high level of traffic.
- Callum Spence to give a count and update of stock to Cllr Ian Cameron of:
  - Heartlands Fife Flyers
  - Hoodies
  - T-shirts

- **Project Ideas for the LTA for 2022/23**

- Cllr Ian Cameron – Footsteps of Kings – Kinghorn Activation site. Linn advised that Gillian McCracken from the FTP team is currently looking at the project in wider detail
- Cllr Ian Cameron has also been speaking with Andrew Walker from Fife Council to create some a branding opportunity for Heartlands LTA along the promenade in Kirkcaldy. New posts need to be put in along the prom and banners with the LTA logo to go on them – Money for 2021/22 grant funding has been put aside for this project
- None other presented at this time.
- Linn to meeting Callum to put together strategy and timeline. For presentation at next meeting

- **Any Other Business**

- Gordon Dixon from Paddleboard Fife asked if we could find out how many businesses and people had signed up to the Love Fife Cards as he has had no businesses from this scheme however is aware of it working well in other areas. LW to find out more and report back

**Actions From Meeting**

<b>Action</b>	<b>Date to be Completed</b>	<b>Person to Action</b>
Love Fife Card – Find out how many people have bought cards and which other local businesses are involved	Next Meeting	LW
In the Footsteps project update	Next Meeting	LW / FTP Team
Pull together strategy for LTA	Next Meeting	CS/LW
Heartlands of Fife Stock update	Next Meeting	CS
Check if Digital Boost Funding is still available	ASAP and Report Back	LW
Net Zero Funding	ASAP and Report Back	LW
Z Fold leaflet sustainability design / look at design / arrange for re-print	TBC	LW / Group
Online banking for LTA account	Next Meeting	BG

**Next Meeting Date**

Doddle Poll to follow -End of November suggested with venue TBC

Any business who would be happy to host please contact Callum or Linn