

## Levenmouth Local Tourism Association

### Minutes of Meeting – Plus additional update note from 23/08/22

Thursday 21<sup>st</sup> July 2022

#### Attendees

Mary Reilly	Ant Foulds	Geoffrey Proudlock
Brian Robertson	Michael Morris	Dave Paterson
Michael Strachan (Simplicity Marketing)	Kirsty	David Alexander
Sue Oak	Michael Irwin	Linn Williamson

#### Apologies

Ryan	Ken	Karen & Charles
Lizzy	Rebecca	Ellanor Todd
Eugene	Phil Clark	Margaret Voss

#### Minutes

Thank you to Ant Foulds for hosting meeting and his hospitality.

- Bank account has now been applied for however there was a slight issue with Lizzy's address this has now be rectified. Bank account should be good to go within 2 weeks
- Levenmouth Reconnected Fund (LRF) has been applied for and feedback from the panel has been given. The application requires further work and Caroline Warburton from Visit Scotland will be working with Sue and Linn to make necessary adjustments to the application. Caroline has stood down from the award panel as she can't assist with the application and be on the panel.
- Part of the application is to create a 'Rail Ready' campaign. Geoffrey raised concerns over what that actually means for businesses and which businesses will be included.
- 'Heritage Spots' as part of the LRF application were discussed and how the group see this working.
- Discussion was had over the understanding of other projects who have applied for funding to ensure the project is working with other projects to ensure continuity in messaging.
- Mary raised funding for the opening of Methil Heritage Centre. Dave Paterson indicated that money had been applied for to create a viability proposal and that as an LLTA we may not need to apply for LRF funding as part of the project as it is being covered in other applications.

- Sense of civic pride was discussed and how engaging with local people and other council departments, and projects will be important to try and change the local perception. Anti-Social behaviour seems to be an issue and needs to be addressed in the town.
- Michael Strachan from Simplicity Marketing presented the work he has done on the new Levenmouth website. A web domain needs to be purchased for the site to go live Welcometolevenmouth.co.uk is the preferred option. It was also discussed purchasing the .com option as well as visitleven / visitlevenmouth to prevent additional websites with a similar purpose. Linn raised this had been an issue in other LTA areas and would be an easy way to try and mitigate the issue.
- Stage 1 of the website is to add business listings, currently Michael has taken listings from the Welcome to Fife website and Linn agreed that she would mention the site and encourage businesses to add a listing on there.
- Itineraries will be created for visitors of things to see and done in a couple of hours, half a day and a full day in the area. Michael will work on these however any ideas for content is welcome.
- The website will be available to download as an app onto mobile device through a QR code. Michael showed the group how this would work. Feedback from the group was good. Only comment from the group would be to remove the reviews option as it was felt this was another area that businesses would have to monitor and it isn't really needed.
- Stage 2 of the website would be to build in the 'Heritage Spots' QR code links and this will be looked into once funding through LRF fund has been secured.
- Website should be ready for launch 30<sup>th</sup> August 2022
- Michael Morris highlighted Prom Fest on the 13<sup>th</sup> and 14<sup>th</sup> August and offered any businesses and organisations marketing space for a donation. Planning for the event is going well.
- Ant – Business is going well with lots of walking tourists visiting the BB, not as many golf visitors as he expected but a good number of European guests visiting the area.
- Brian – Silverburn project is going well. The Flax Mill will be open for the first time as part of Doors Open Days 3rd, 4th, 17th and 18th September. Tickets will be available via eventbrite
- Next meeting date I'm proposing is the 8<sup>th</sup> September at 3pm and it will either be at the Beach Coffee House on the Promenade or at Base on North Street, if one of those guys can still host. If there are no major objections to this date, I'll send an invite out in the next few days.

## Update to Minutes from Sue Oak since meeting on the 21<sup>st</sup> July 2022

23/08/22

- Bank account still now open. It's been ridiculous. I must have spent about 6 hours of my life now trying to get this sorted. I have now been promised it will be open by 5pm this evening. (This isn't the first time they've promised that). It's all been noted, we have a complaints number and there is compensation for the LLTA in the bag (only £50 but I'll take whatever we can get!). The account is now open and we can get the FTP money transferred in to the account along with excess due from Chris Trotter when he was Chair. An update will be done by Lizzie at each meeting so you can clearly see any spend of the LLTA.
- Colin from Glamis, whom some of you may have spoken to when he did the Levenmouth Tourism Audit, is doing some further work in the area and has asked to speak to you to get your thoughts. He needs to know whether you think things like the bins are emptied enough, whether the motorhomes take over the carparks etc. Have we got it right for tourism here and if we had more come into the area, what would need looking at in terms of infrastructure. He puts it better himself:

*The Glamis Consultancy have been commissioned by Fife Council to create a Strategic Tourism Infrastructure Development Plan for Fife, funded by VisitScotland. We are looking at tourism 'hotspots' and potential 'overtourism' problem areas to assess whether public infrastructure is adequate, and formulate a plan for potential improvements and innovation to safeguard local communities, enhance the visitor experience and advance the NetZero ambition, anticipating necessary responses to the Climate Emergency. We are conducting consultations with key stakeholders to understand plans and concerns for tourism and visitor infrastructure in Fife. We'd be pleased to meet with LLTA members to hear their views on any 'overtourism' issues in Levenmouth.* So, I'll pop him on the agenda for the next meeting for our next LLTA so you can all chat to him at once about it. Any funding we can attract to the area from these things, are a bonus.

- The LLTA LRF application was warmly received by the fund but they require some more detail. The level that they're going to require is too much work for either Linn or I to do so what we have done, is apply to the Small Application Grant for their £5k so we can use that to pay for consultants to do the work for the LLTA. This will include a detailed breakdown of each of our projects that we'd like to do, including the banner signage, tourist passport, heritage/selfie spots, rail ready campaign and website/app/poss AR. We will ask that the report include researched financials and future sustainability and also the applications if needed of Creative and Heritage Scotland. I'll go into more detail at the next meeting but if anyone has any questions in the meantime, just give me a shout.
- The website is just about ready and the domains have been purchased. The only thing we really need is to make some of the places sound a little more exciting! If any of you would be willing to take this on as a piece of work, I'd really appreciate it. The link to the site is: <https://wordpress-761600-2577786.cloudwaysapps.com/> though I think is the older version (waiting to hear from Michael tomo with the updates)
  - So you can see where the copy needs a bit of work! Bonnybank is a small village in the Levenmouth area of Fife, approximately 2 miles north of Leven and situated on the main road between Kennoway and Cupar. What we really need is something exciting to say why folk would want to go visit Bonnybank. Someone must know something exciting about it. I'm happy to put a post on Levenmouth Community page as that always gets a good response to requests like this but will need one of you to sift through the responses to see what we can use. Or to

research the areas yourself. If anyone is happy to do this to help out, I'd appreciate it. I know we're all busy but it's to help us all too so we need to muck in where we can. Please contact me directly if you can help.

- There is a Levenmouth Tourism Action Plan being pulled together that everyone in the area can feed into so everyone knows what everyone else is doing! I just found out about a potential proposal for watersports in Methil. All these types of proposals would be fed into this plan so we all work together and for each other. It would be made available to the public too so they can see what exciting things are happening in the area. Caroline from Visit Scotland and Hilary from FTP are just giving it some final tweaks. As soon as I have the final version as it stands, I'll get it out to you all so you can take a look and let me know your thoughts and who else you think should be involved.