



## Levenmouth Local Tourism Association Minutes

23<sup>rd</sup> March 2023, 10am

Old Manor, Lundin Links

### Attendees

Sue Oak	Linn Williamson	Michael Morris	Mary Reilly
Martin Gorrie	Mary Connor	Martin McDonald	Stella Chan
Kirsty Ryder	Jimmy Simpson	Craig Smith	Clr Alistair Suttie
Robert Graham	Robbie Blyth	Jim Houston	Pauline Sneddon

### Apologies

Michael Irwin	Duncan Mitchell	Robert Gibson	Brian Robertson-Fern
Jan Kerr	Ken Haig	Eugene Clark	

### Minutes

1. **Pre Meeting workshop - Ketso workshop with Jane Johnstone from Strathclyde University around the Fife Coastal Path. Results will be shared in due course**
2. **Sue welcomed everyone to the meeting and took a moment to mark the death of Vice Chair Brian Robertson. Brian will be a huge loss to Levenmouth and his passion and determination around projects will never be forgotten.**
3. **Minutes from previous meeting agreed**
4. **Update on Action points**
  - **Board Positions**
    - Position as treasurer and secretary to be filled to ensure the group is constitutionally correct as we need 2 signatories for the bank account. Martin McDonald has said he will step into one of the positions and will discuss with Sue
    - Position of Vice chair (was Brian Robertson) will be left vacant
  - **Railway Station Digital Screen**
    - Sue has been in discussions with Scotrail, Network Rail and Fife Council to ensure a digital screen is added to the station for visitor information. The

screen will be behind safety glass and face outwards to the platform with information on a reel which will be on a USB stick. Funding will possibly dictate who will then be responsible for maintenance etc

- Sue is concerned that Fife Council will take over the screen and control the messaging. Linn raised that working with Fife Council works in other areas to promote information for tourism and community so sees no reason why this wouldn't be the case here. One party also needs to be able to control the standard of the content on the screen as it needs to be of a consistent high quality and in line with branding guidelines for Levenmouth. Sue would be happy with FC ownership if content assurances were made for the LLTA.

#### ○ **Content Creation Project**

- Michael Morris has been in contact with [Wendy Glass](#) and she is pulling together a quotation for 14 new fresh descriptions for areas in Levenmouth. She will also include 10 blogs and itineraries for the area. Welcome to Fife use Wendy for content creation and she comes highly recommended. This will also ensure a similar feel to Welcome to Fife content. She charges £400 per day and feels that we should be able to get everything done within a couple of days though that was not including content for the 'in a few hours, in a few days, a few days more' and the 'what to do for free', 'what to do for fun' and 'what to do for culture' sections. We will get a final quote and get her working on it as soon as possible.
- Images are still to be looked at. Linn is working with [John Pow](#) on a Heartlands project and he is charging £30 per image. If the group have a professional photographer locally that may be interested in providing images please let the group know. Andrew Beveridge from Fife Council can provide images from his back catalogue if required however any new images may be an issue as he is very busy. The group also have to think about the style of photography they are looking for. High quality engaging photography is a must. Michael Morris has agreed to look into this further and liaise with Rebecca Moncrieff who agreed at the last LLTA to help with this project.

#### ○ **Branding and Visitor Profile**

- Still looking at changing the brand for the LLTA but no one seems to have any firm views so we'll look at some options once Matt starts and make a decision at that time.
- It was agreed that businesses and organisations would use the #LoveLevenmouth for signs and across social media content. This also fits in well with #LoveFife from Welcome to Fife hashtag. This needs further work into how we encourage all organisations to use it ensuring it becomes synonymous with Levenmouth tourism.

- **Feedback on high street project from Ken Haig.**
  - Although it would be a nice idea it was decided that this is not something the LTA could support as there are other area priorities
- **Feedback on Cairn project from Kenneth and Tom**
  - In principle the group see no reason for this project not to go ahead however a clear contract of ownership and maintenance needs to be agreed
  - The appropriate site for the installation also needs to be found. Martin had spoken of Silverburn and would be willing to look into it again as a possible site. Letham Glen was already proposed and Robbie spoke of the Prom being another potential site.
  - It was decided that we would wait until Matt has had the opportunity to develop the other trails the LLTA are proposing so that we could make sure the Cairn was in the best place and was complementing the other works proposed
  - The project can be added to the action plan to ensure it progresses at the right speed for the area
  - Sue to follow up with Kenneth and Tom

#### **5. LRF Fund**

- Application was submitted and feedback has been received. The LLTA have not been award funds as yet however there will be opportunity to develop some of the elements of the funding bid further
- Sue advised that the report produced as part of the small grants fund from Glamis Consultancy didn't really meet the requirements and actually create more confusion for the larger application as not enough detail was given
- Sue advised that with the Project Officer starting in June the hope is that he will be able to pull together project and iron out the details
- Fear from those at the meeting is that not enough is being done to have a good experience for people arriving by train to Levenmouth
- There is a lot of work being carried out in the background by Fife Council and other stakeholders
- Not everything needs to be delivered by 2024 it should be remembered that from a tourism perspective that there needs to be something new to bring people and not everything is needed as soon as the train starts
- One of the unique selling points of Levenmouth is the beach which is already here and this should be a key focus for the area

#### **6. Levelling Up Fund – Robbie Blyth (Fife coast & Countryside Trust)**

Robbie gave us an overview of what they hope to do with the Levelling up money. This needs to be spent by March 2025. This will include re-routing the Fife Coastal Path and updating the skateboard park as well as looking at lighting, signage etc.

#### **7. Levenmouth Visitor Survey Results – Craig Smith Fife Council**

- Presentation shared as part of the minutes

#### **8. Fife Tourism Partnership**

- Linn's Contract has been made permanent

- 57 Levenmouth businesses on FTP database to date
- It would be good to get more businesses along to meetings and engaging with the groups work. Ideas welcome on how to achieve this
- FTP Tourism Strat / visitor analysis
- VisitScotland and FTP MOA work
  - Times online feature available online and was in the travel magazine at the beginning of March
  - <https://view.ceros.com/news-uk/explore-fife-unmissable-highlights-visit-scotland/p/1>
  - Wanderlust article now online
  - <https://www.wanderlust.co.uk/discover/fife-scotland/content/fife-travel-guide/>
- Newsletter WTF / Comp
- Business encouraged to look at VS marketing Calander and tie themes in with them
- VisitScotland [Thistle Awards now open for nominations](#)
- VS Tourism Audit 2024
- **Travel Trade** – working with Tay Country on one to one support for businesses across Fife. Businesses in Levenmouth should start to think about interacting with Travel Trade as the Railway will bring new opportunities from the Cruise market and Travel Trade
- **WorldHost Training** continue with events planned – Dates in March, April and May
- **Tourism Talks Webinars** – Accessibility, Who are our visitors, Youth Development inspiring the next generation
- **Tourism Skills group** – Meeting coming up on the 25<sup>th</sup> April. Any business looking to get involved please let Hilary or Linn know. The group will look at what business needs and wants are around training and opportunities. Linn also attended a Food, hospitality and tourism takeover day with the InvestFife team, Food from Fife, and Fife college to promote the industry to S2 pupils.
- **Sustainable tourism group** – Rosalyn working with businesses
  - Courses available on FTP
  - Any business looking to be involved in the group please contact Rosalyn Watson – [Rosalyn.watson@fife.gov.uk](mailto:Rosalyn.watson@fife.gov.uk)
- **Accessible tourism group** – Met in January to pick up from project work in 2019. The group will be looking at Accessible tourism and accessible employment in the industry as well. Anyone looking to be involved in the group contact Linn
- **LTA funding for 2023/24** - Project Grant deadline for 2023/24 will change from December to 31<sup>st</sup> October. This is to ensure projects are applied for with time to complete by the end of the financial year. Linn advised that the September meeting of the group should be where the project is decided on to ensure the application can be made by the LTA in time. A full report on 2022/23 grant funding project will also be required at this time
- Crown estate funding - second round of funding available later in the year. Levenmouth will apply for this funding in September
- Event Listings – If you have any events coming up please add to [Welcome to Fife](#)
- QR Code – 11 Public toilets will have QR code signs added over the next few weeks. Any businesses looking for tent cards, postcards or leaflets please Linn know and she will get them to you for the season. Accommodation businesses reminded it is a good idea to add a link to Welcome to Fife on confirmation emails.
- Reminder to Sign up to newsletter for FTP if you haven't already
- Reminder Add or update your [business listing on WtF](#)

## 9. Short Term Let Licence

- Short Term Let properties encouraged to apply for licence sooner rather than later
- Fife Council have been praised for their development of the licence
- If anyone has any issues or queries regarding Short Term Let please visit the [Fife Council website](#)

## 10. [Welcome to Levenmouth Website](#)

- **Businesses reminded to ensure they have a business listing on the website and they are happy with the content**
- **Sue will share information on how to amend listings**

## 11. Treasurer Report

## 12. Any other Business

- **Martin from Kingdom books would like to do a literary festival in Levenmouth however needs assistance from volunteers to be able to create the event. Linn advised that potential strategic events funding maybe available for such an event. Sue has also offered to assist Martin with volunteers and developing projects.**

13. Next Meeting – Thursday 11<sup>th</sup> May 2023, 6pm Venue TBC. If anyone would like to offer a venue please contact Sue. The new project manager Matt will be coming along to the meeting to meet you all.

## Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Content Creation and Images	May 2023	MM
Feedback group decision on Cairn Project	Jul 2023	SO
Welcome to Levenmouth website listings. Share update business information	Mar 2023	SO
Station visitor information	May 2023	SO
#LoveLevenmouth Branding	Aug 2023	MP