



Levenmouth Local Tourism Association Minutes

25th January 2023

Beach Coffee House

Attendees

Sue Oak	Linn Williamson	Cllr Eugene Clarke	Mary Reilly
Brian Robertson	Geoffrey Proudlock	Brian Robertson-Fern	Rebecca Moncrieff
Michael Morris	Craig Smith	Airin Gilmour	Ant Foulds
Michael Urwin	Cllr Alistair Suttie	Kenny Munro	JP Easton
Aisha Morris	Audrey Urwin	Robert Gibson	

Apologies

Phil Clark	Dave Patterson	Jan Kerr	Ken Haig
Lizzy Layton-Scott			

Minutes

- 1. Sue welcomed everyone and thanked Michael for hosting the meeting**
- 2. Apologies as above**
- 3. Minutes from previous meeting agreed / amended if necessary**
 - Minutes from meeting on the 20th October agreed
- 4. Update on Previous Meeting Action Points**
 - Website logo on mobile device still not showing – Sue to chase with web developers
 - Short Term Let webinar shared and event went ahead with 50 businesses attending
 - Businesses to check listings on Welcome to Levenmouth – A number of businesses in the room indicated they had done so and were happy with the listings
 - Any tourism activity to be added to the Tourism Action Plan, this is on going and as a project manager is appointed will take on more importance to allow the group to keep track of projects and timeframes.
 - Small funding consultation report received from consultants. Sue will use elements of the report to form the larger LRF funding bid. Consultation report available on request via Sue

- Large LRF funding bid is currently being worked on with a view to be re-submitted by the next round of applications. Sue is in contact with Phil Clark regarding the application

5. Treasurers Report

- Lizzy has stepped down as treasurer which leaves the group without this position being filled. To ensure the constitution is followed a new treasurer needs to be found ASAP as there needs to be a minimum of two signatories on the bank account
- Anyone willing to take on the position is asked to come forward and should anyone need assistance Sue is happy to assist as she has previous experience and willing to teach the skills necessary. Rebecca said she 'might' take on the position
- The bank account is now open, Chris Trotter has now repaid the monies he had in his account for the LTA into the account, along with the LTA admin fee of £1500 and Linn advised that the 2022/23 project funding grant of £4000 has now been paid into the account

6. LRF BID \ Project Manager

- Advertising has been done and one or two candidates that look promising. As FC are funding the post they have asked they be on the interview panel and interviews will be held in the middle of February hopefully. We are looking to get someone in post by end of March. The latest LRF bid has now gone in and we will hear something by April 4th.

7. Fife Tourism Partnership – Grant Funding project

- Funding agreed to create content for Levenmouth including, images, video and online blogs for the website
- Content will be available for businesses in the area to use across their socials, and websites
- A brief is to be pulled together for content creators to work with, Michael will assist in pulling this together
- A brief on the images we are looking for also needs to be created. We need to reach out to local photographers and encourage local people to add images
- Linn advised when creating images to think about what people are wearing in the pictures big coats or shorts may limit the useability of the images
- Cllr Clarke raised that we need to ensure that any content is copywrite free or that Levenmouth LTA own the copywrite.

8. LLTA Branding for future (this years 2023/24 grant funding)

- Funding is yet to be confirmed for 2023/24 from FTP however thinking ahead it would be good to look at branding of Levenmouth
 - Market research to be conducted / who are our visitors. The group raised that this information can be pulled from the tourism audit carried out in 2021/22 for the area
 - Making sure we engage local people in the branding will be important to create the local authentic experience

- We need to create a baseline of visitor numbers so can monitor results of work carried out by LLTA, FTP and wider partners
- Michael Morris raised that he has seen a huge increase in people visiting the prom during covid which has continued to stay
- Ant Foulds also advised the last year had been very busy for his BB
- Craig suggested speaking with Scotrail to find out about visitor information suggest for Leven
- Craig advised that if a survey was created for locals and visitors to completed he can share across Levenmouth Reconnected pages, post will also tag FTP to share across socials and website

9. Proposal for Tourist Information stand at stations

- At the last meeting regarding the stations, Sue asked Alistair Smart from Scotrail if we could have space for tourist information and was told to bring a proposal forward to Scotrail for consultation – It was suggested by Aisha that digital screens would be the way to go and this was agreed by all if we could have them inside the stations facing out. Sue to speak with Hilary from FTP
- Think about QR codes as well as some space for hard copies of maps and information etc (on action plan to look at some type of vending machine for paper copies with refund in shops)

10. Ken Haig – idea for high street

- Sue to provide copy of proposal
- Feedback on the night from businesses was it looks lovely however is it necessary and how will it affect businesses needing car access and people with accessibility issues using the high street.
- Other ideas were briefly discussed including Bruce Street in Dunfermline which has a canopy of lights, or streets in Glasgow with umbrellas. Both considered effective and far cheaper than the canopy
- Any further comments to be fed back to Sue

11. Kenneth and Tom Present the Melville cairn Proposal

- Sue to share information on the proposal and get more feedback
- Group liked the idea but wasn't sure of the best location for the work perhaps Letham Glen might work
- Accessibility issues of wording on the sculpture raised
- Geoffrey raised he wasn't sure on how popular or well known the link to Moby Dick was
- Other Whale projects have been considered in the past costing a lot of money and there are other proposals suggested for a wider art trail for Leven and so this art work would really need to fit in with the wider ideas

12. Fife Tourism Partnership

- [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
- 102 Increase over all for FTP 21% increase in the last 12 months
- 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 took place on the 17th Jan with some good ideas discussed. Further information and updates on this group to follow
- Channel 5 Show The Holiday Home Show – Levenmouth / East Neuk should be airing in Feb. Further information and details to follow
- Businesses asked to update listings on [Welcome to Fife](#) if they haven't already, and sign up to [FTP newsletter](#) and [Levenmouth LTA group on facebook](#)

13. Updates from members

- Michael Irwin - Levenmouth Heritage Railway – looking to develop the tourism offering, including a larger shop areas and develop a Hydrogen Train which won't run however will be unique for the group to have and for enthusiast to visit
- Cllr Clark – Invited everyone to come along to a public meeting for East Fife Football club about making the club more community based
- Robert Gibson – advised that he and Robbie Blyth from FCCT have been able to progress their application for an active travel network along the coastal path to the next stage of funding with Sustrans. Amey will now look at designs to then feedback to allow funding to be sought
- Rebecca – There will be a market held at Pratis Barn on the 30th April, with food stalls, wellness classes, and makers market
 - 'The Collective at the Barns' is for you, your family & home. Join us on Sunday 30th April as we support and celebrate local creatives and businesses with a variety of stalls, food + drinks, a FREE programme of talks & workshops
- Silverburn – Contracts for Contractors are now out for tender with work anticipated to start on the 22nd May and will take around 36 months to complete (April 2026 for opening). A marketing Assistant will be starting shortly and will work on the

marketing plan created by bright light marketing. Brian will also ensure they link in with FTP and VisitScotland. Campervan pitches are closed during the build due to safety. They are currently looking for additional funding for further camper additions.

- Mary – Asked if there was an update on Methil Heritage Centre. No update received by OnFife. Geoffrey will speak with OnFife as he is on the board to get an update. OnFife are asked to provide an update and come along to meetings (quick update: Sue has a meeting with Chris McLean from OnFife on 8th Feb and will get some more idea at that time about what it is specifically that is needed to re-open the centre)
- Craig raised that £19million had been received as part of the Levelling Up Fund, £14.4 million of which is around active travel routes between Glenrothes and Leven
- Michael Morris asked if there was funding available around events. Linn will share Holly Clark details from Fife Council. It was also raised that it would be good if there was a comprehensive list of equipment available to share for example, staging, cones, barriers, tents so that groups can access use. Julie Dickson (Kirkcaldy Community Manager) raised creating an events framework at a recent Kirkcaldy meeting. Linn will pick take this idea forward to Holly to discuss further
- **Future Dates**
 - Next Meeting 23rd March – 10am Old Manor Hotel. There will also be a discussion regarding the Fife Coastal Path and so this meeting may take slightly longer.
 - Suggested future dates 17th May, 6th September

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
New Treasurer to be appointed and signatory added to bank account	March '23	Sue / Group
Tourist information at stations. Discuss with FTP and Scotrail	March '23	Sue, Hilary, Linn, Scotrail
Content creation brief for written content, images and video to be created. Project to be started and progressed	March '23	Sue, FTP, Michael
Branding, visitor profile	March '23	Group, FTP, Craig Smith
Feedback on high street idea from Ken Haig	Feb '23	Group
Feedback on art project – Kenneth and Tom	Feb '23	Group
Events funding information	Feb '23	Linn, Michael