



Dunfermline and West Fife Local Tourism Association

1st November 2022

Garvock House Hotel

1 The Chair opened the meeting by welcoming everyone and noting the apologies. (See attachment). Thanks were offered to Pamela Fernandez for hosting the event. The Chair invited those present to introduce their own business and current activities/ priorities/ objectives. A wide variety of activity was shared.

2 **Note of the last meeting** 23rd August 2022 - These were approved by the Meeting.

3 Matters arising - - [Short Term Let Licence](#) – Applications are now being taken via Fife Council website. There are a few things still to iron out but it is a learning process for everyone. Short Term Let Webinar will be held on the 23rd November, (contact Linn for details)

4 **Building On City Status**, Sunil Varu reported on extensive publicity by Visit Scotland and Fife Tourism Partnership following the announcement of City Status. Comparative studies are ongoing with Perth, Stirling, Inverness. Dunfermline is now part of the Scottish Cities Alliance. Scottish Cities Week 24-26th January 2023, will focus on an Invited Investor Audience. Now to determine what Dunfermline is about, maximising economic, social, and environmental wellbeing. Working towards what are the City Status Dividends.

There was significant interest in the presentation and a desire expressed to be kept informed/involved.

5 **Dunfermline.com** -Peter advised that the website was the subject of regular updating. Claire Jones at the Alhambra was assisting by adding content to the What's On Diary. Members were reminded of the opportunity to advertise their events there. A meeting is being held on 15th November to review what had been achieved in the year since the LTA took over the site and to consider the way forward. In the interim a meeting would be convened with Billy George VisitDunfermline.com, to see where the synergies and opportunities may lie. In response to a question on funding for the site. Peter advised that funds provided by the Fife Tourism Partnership had been used in the current year. An invoice had been received to continue the hosting of the Ebook for Dunfermline and West Fife.

6 **Dunfermline Map** - Linn circulated a map of Dunfermline town centre with historical content, which had been the subject of consultation and amendment. The question of links via QR codes. business advertising, and the use of the reverse side were all discussed. Linn intends to print a small

run, with pads of 50 costing around £4, so that the map can be tested with the businesses and users.

7 Sector Updates

See below – reports submitted on behalf of

- a) Fife Tourism Partnership
- b) Visit Scotland
- c) Historic Environment Scotland

8 Finance – Peter reminded the meeting that current agreed signatories are Chair, Vice Chair, Elaine Watt and Beverley Bryant, although there have been some challenges to progress the paperwork. As at 4th October the balance at 4th October (last statement) stands at £13545.46. Invoices outstanding are for renewal of hosting of the Ebook on Dunfermline.com (£585), and the Chair’s attendance at Scotland’s Cruise Conference (£30).

Next Meeting – PLEASE DIARY

10th January 2023 at 2pm – Pitbauchlie Hotel - To include the AGM

21st March at 5pm at the Amorist Restaurant, and

9th May – Venue and time to be confirmed..

Sector Updates – See Item 7 above

1. Fife Tourism Partnership Update – Linn Williamson

- a. The LTA are reminded that they have until the 31st December to apply for a £4k grant via the Fife Tourism Partnership. This can be used for one off projects for the LTA, or can be used for match funding applications. Funding can not be used for anything that has been carried out with the same funding previously. Money received via the grant must be spent by 31st March 2023. FTP also need to receive a report on how the funding grant for 2021/22 was spent and what the results of the project were before an application for 2022/23 can be accepted.
- b. Fife Tourism Partnership ran an Outdoor Tourism Fam trip for tourism business in Fife on Tuesday 25th October. Around 10 businesses attended with great conversations taking place. Businesses were given the opportunity to hear from Outdoor activity businesses in Fife and learn about what they can offer visitors. Lochore Meadows gave the group a trip around the loch in their golf buggies which was well received. We then went to Fife Cycle park where businesses could either cycle or walk the track and finally we ended up at Cluny Activities where we discovered more about what they have to offer visitors. Further fam visits for Fife businesses are planned for early 2023. Please look out for information in newsletters, and social media.
- c. [Fife Tourism Partnership website](#) has had a refresh with the new site going live on Friday 28th October. We hope that you will find the page far more user friendly with easy to access information, toolkits, training and LTA updates. Businesses are also encouraged to sign up to the Newsletter on the site. This will be a new style of newsletter to what has been sent in the past and you will receive news and updates once a month with news blasts with important updates.

- d. Business are reminded to add or update their business listings on [Welcome to Fife](#). The new look website has been live for a few months now and received thousands of visitors every week. If you have any issues with your listings please do not hesitate to contact Linn.
- e. World Host Training – First session with Fife College took place on Friday 27th October with great feedback from participants. Online session on the 18th November has spaces available however the St Andrews course in January is now sold out. FTP are looking at adding additional courses in Feb and March. Businesses are offered 2 free places and can be booked [HERE](#). World Host is a customer service training course which elevates customer service in your business. Fife Tourism Partnership are working with Fife College to deliver the training.
- f. [Net Zero funding](#) available from Business gateway. Please contact your Business Gateway advisor for further information or if you don't currently have an advisor please contact Linn and she will put you in touch with Business Gateway.
- g. Green Tourism – Discount schemes are available for businesses in the Dunfermline area due to the World Heritage status of the bridges. Any businesses not already accredited and would like further information check out the information. Sustainable tourism will be a key focus of FTP going forward and businesses are encouraged to make changes in their business.
 - i. <https://www.green-tourism.com/visit-scotland-net-zero-tourism-recovery-fund>
 - ii. <https://www.green-tourism.com/UNESCO-national-trail-scotland-membership-offer>
- h. Travel Trade event planned for the 16th November with a number of Dunfermline businesses signed up to attend. The event is designed to allow businesses to discover travel trade where VisitScotland and FTP can then help guide businesses through the process any business interested in this event please email linn.williamson@fife.gov.uk for further information.
- i. At the last meeting we discussed creating some digital content around Dunfermline and West Fife for businesses to use. FTP are looking at creating this content and we will of course let businesses know further details ASAP.
- j. Businesses are encouraged to tag @welcometofife on Instagram, facebook, twitter and TikTok or use the hashtag #lovefife. We are then able to share content to our page and stories where appropriate.

VisitScotland Update

- k. FTP are working with VisitScotland on paid social media marketing campaigns. October had the theme of family visits to Fife with Dunfermline and Limekilns images being used in the promotion. The activity has met and exceeded expectations. VisitScotland will provide a full update on this activity over the next couple of weeks.
- l. Novembers paid activity will focus on the retired market who VisitScotland believe will be able to continue to plan short breaks
- m. VisitScotland and Digital Boost have various webinars available over the coming months specifically for tourism businesses. Information on the courses will be available through the [Fife Tourism Partnership website](#)

- n. Dunfermline City page has been created on VisitScotland. If anyone has any comments please feel free to feed back to us.
 - i. <https://www.visitscotland.com/destinations-maps/dunfermline/>
- o. Businesses and photographers are encourage to add Dunfermline and West Fife content to VisitScotland [Digital Image Library](#)
- p. Congratulations to Garvock House Hotel on reaching the finals of the Thistle awards on the 27th October. Although they didn't bring home the prize on this occasion, reaching the finals is a huge achievement and well deserved.

Historic Environment Scotland

- We've done our first collaborative Instagram post with Welcome to Fife a couple of weeks ago, promoting Inchcolm Abbey, happy to do the same with the visitdunfermline page if of interest
- Learning Team are meeting with Dunfermline Heritage Partnership re: scope for contributing to new Heritage, Health & Wellbeing project with local partners, adapting HES's Community Castles sessions.
- Completion of Steven Graham's residency at the Abbey and production of 3 glass roundels and a piece co-produced with Boys Brigade members. To be shown in the nave Dec 2022.
- Royal visit, huge success for all in the city. The team loved meeting all the community groups within the nave and the Abbey Church. A huge part of the work we do at the Abbey is being part of the community and this gave us a great opportunity to meet people who wouldn't normally engage with us, but hopefully will now.
- we re-opened the walled gardens at Aberdour Castle in October
- Inchcolm Abbey is now closed for the winter