



## Levenmouth Local Tourism Association Minutes Template

20<sup>th</sup> October 2022

Base Restaurant, Leven

### Attendees

Sue Oak	Linn Williamson	Cllr Eugene Clarke	Mary Reilly
Ewan Brown	Brian Robertson	Geoffrey Proudlock	Robert Gibson
Carol Clarkson	Robert Gibson	Mike	Jan Kerr
Alistair	Hydie Orr	Matt Alan	Brian Robertson-Sern
Domonic	Neen Kelly – East Neuk 50		

### Apologies

Chris McLean (OnFife)	Rebecca	Phil Clark	Lizzy

### Minutes

1. Sue welcomed everyone with a round table introduction
2. East Neuk 50 Presentation
  - a. Neen Kelly Consultant from East Neuk 50 project presented to the group around the project idea and goals. (Slides available on request for further information)
  - b. The group raised a few points
    - i. The route of 50 miles can be done in one day by keen cyclists
    - ii. With 85% of the route being on the main roads it is very dangerous and the roads around the area are busy and fast
    - iii. There are other routes being looked at by other groups in the area which do not use the main roads and further engagement is needed with these routes to avoid duplication
    - iv. Network rail will need to provide extra spaces for bikes on trains and storage at stations
    - v. Bike hire isn't currently something available in the area and it would be anticipated that visitors coming to use the route may wish to hire bikes
    - vi. Signage would be required

- vii. Marketing to the family market isn't an option with 85% of the route being on the main roads
- viii. Marketing wise businesses have free listings on Welcome to Fife, FCCT and Fife Golf website and so wouldn't pay for a listing on a specific route website
- ix. Economic Impact report would have to be carried out especially as the route doesn't necessarily go through the towns / villages along the route

**3. Minutes from previous meeting on 21<sup>st</sup> July agreed**

**4. Update on Previous Meeting Action Points**

**a. Bank Account**

- i. Account is now open and internet banking is being set up to easily manage the account

**5. Agenda Item – Levenmouth Reconnected Fund (LRF) – Sue Oak**

- a. The large funding application was submitted however was returned for revisions to be made. The point was made by Cllr Clarke that the LTA were not the only group to have their application sent back and that there had been an over subscription of applications. Groups are now being asked to submit revised applications
- b. A small grant of £5000 was then applied for by the LTA for consultancy work to take place to ensure the large grant application was successful on the re-application. The report has been returned but it is not 100% what Sue asked for so she will be speaking with consultants to ensure the report has the right information available. The report will look at the Rail Ready campaign, Tourist Passport, Heritage Spots and Art installations. A number of businesses and local people have been part of the consultation
- c. A Tourism Action plan has been created for the area to ensure all groups who have a tourism aspect to their project are feeding into the overall plan to move forward.
- d. [Welcome to Levenmouth website](#) is now live businesses are asked to check their listings and create a login. Please speak to Sue regarding business listings
- e. Business are asked to have a look at the logo on the website and feedback to Sue their thoughts
  - i. Issue raised that the logo on the website doesn't show on mobile device. Sue to feedback to web designer

**6. Financial Report**

- a. Bank account now open and all outstanding money from Christopher Trotter has been transferred into the account (£920)
- b. Fife Tourism Partnership have paid the yearly admin fee of £1500
- c. £125 received from the bank after Sue complained about poor service
- d. Total of £2545 in the bank account at present
- e. Website costs from 2021/22 were paid straight to Simplicity Marketing from Fife Council while the bank account was being sorted out

**7. Fife Tourism Partnership Update – Linn Williamson**

- a. [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 23<sup>rd</sup> November, businesses can book [HERE](#)
- b. Fife Tourism Partnership are running an outdoor activity familiarisation (Fam) visit on the 25<sup>th</sup> October with various venues and businesses across the Heartlands of Fife. Further fam visits are planned for next year and businesses are encouraged to come along to discover more about what is available to visitors throughout Fife

- c. World Host Training is now bookable. Businesses are offered 2 free places and can be booked [HERE](#). Further dates will be available in 2023 for anyone unable to attend the first 3 training sessions. 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. Geoffrey advised that Fife College are now looking to train an additional trainer as they have multiple sectors looking for the training. All college students in tourism and hospitality will also go through the training as part of their course
- d. [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.
- e. 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](#)
- f. 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.
- g. [Fife Tourism Partnership](#) website is also having a re-fresh and will be live from 28<sup>th</sup> October. The website is for business to find out more about news, events, training, and resources available. This is not the consumer facing website
- h. TV filming for a new show on C5 has taken place in the area and will be aired in Jan / Feb
- i. BID St Andrews presented their Scottie Dog Trail to Sue on the 18<sup>th</sup> October. The Wild in Art Trail is a fantastic opportunity for businesses to sponsor a Scottie Dog around the East of Fife. Money raised from the project will go to Maggies. Any businesses looking to sponsor a Scottie Dog please email Jane Kennedy [jane@bidstandrews.co.uk](mailto:jane@bidstandrews.co.uk)

#### **8. Silverburn Park – Brian Robertson**

- a. VisitScotland grading has taken place and the campsite has been awarded three starts with the cottage window café receiving a taste our best award
- b. Flax Mill construction starts April 2023 and has an anticipated end date of Easter 2026
- c. Events have been well received over the summer with further events planned
- d. Doors Open day was a great success and sold out very quickly, 90 places were booked in advance however on the day on 63 people showed up due to the weather. This is something to keep in mind for future events. The tour however is now available to view online
- e. Beach Wheelchair project – wheelchair has been received

#### **9. Heritage Railway**

- a. Currently looking for £30,000 funding to completed their track plan
- b. Visitor numbers have been good over the summer

#### **10. Homelands Trust – Jan Kerr**

- a. Five new lodges have been delayed due to various factors however once complete will increase the number of lodges available to 9
- b. Looking to create their own beach wheelchair access however waiting for an appropriate building to house to wheelchairs
- c. An accessible changing places toilet will also be added

### **11. Old Manor Hotel – Heidi Orr**

- a. Hotel now owned by the Wallace family who own Pettycur Bay
- b. Hotel is going through a programme of refurbishment over the next 12 months with a new boiler being installed in November. Additional investment in the back of house has been carried out with front of house refurbishment planned for 2023

### **12. OnFife Update – Chris McLean – Unable to attend the meeting update given by email**

- a. We have built meaningful partnerships in Levenmouth through the Climate Beacon (COP26) and Dandelion projects working closely with The Leven Programme to deliver national creative community engagement projects. The Dandelion project is part of Scotland's contribution to Festival UK 2022 delivering a programme of activities developed in partnership with cultural organisations across Scotland. The project included creating an 'unexpected garden' in Leven where people came together in the community to grow and share food, stories, music supported by a Creative Producer, a Musician in Residence and support for local people and schools to participate. The project culminated in a Harvest Festival over the weekend of 8-9 September 2022.
- b. With Creative Scotland funding, OnFife are looking at ways in which community outreach and engagement can be undertaken in Levenmouth to better understand the needs of diverse communities, stakeholders, local businesses and how these can be met through cultural activities and facilities. Building on our work with the Dandelion project and our venues in Levenmouth (Methil Heritage Centre, Buckhaven Library & Museum) we aim to work with potential and existing users of these venues as well as community managers and wider external stakeholders to evaluate the current environment and together create a framework which builds trust, clarity, and a shared sense of ownership with clearly defined roles, which will ultimately lead to the development of services which are more of, by and for communities.
- c. We have appointed CORRA to work with us and with groups collaboratively to understand what services and facilities would be most relevant to them, frame the issues, develop and test solutions. To do this, we hope to:
  - i. Work with users, non-users and wider external stakeholders to evaluate the current environment
  - ii. Work together to generate a legacy framework for how OnFife engages with the community moving forward
  - iii. Build trust, clarity, and a shared sense of ownership with clearly defined roles
  - iv. Explore all options for enhancing OnFife's cultural and heritage presence in Levenmouth
- d. Methil Heritage Centre remains closed to the public at this time but will feature in this engagement work; Buckhaven Library & Museum are open to the public.

### **13. Next meeting date**

- a. Linn suggested adding 3 future meetings dates so that the LTA has focused dates to work to throughout the next year. Additional meetings maybe added as and when required.
- b. Suggested dates
  - i. Wednesday 18<sup>th</sup> January
  - ii. Wednesday 29<sup>th</sup> March

- iii. Wednesday 28<sup>th</sup> June
- iv. Wednesday 20<sup>th</sup> September

**Action Points**

<b>Description of Action Point</b>	<b>Anticipated Date of Completion</b>	<b>Task Owner</b>
<b>Website Logo not showing on mobile device</b>	<b>Dec 22</b>	<b>SO</b>
<b>Short Term Let webinar details to be shared</b>	<b>Oct 22</b>	<b>LW</b>
<b>Any tourism activity through groups / organisations in the area to be added to action plan</b>	<b>Dec 22</b>	<b>All</b>
<b>Businesses to check listings on Welcome to Levenmouth website</b>	<b>Dec 22</b>	<b>All</b>
<b>Small funding consultation report to be published</b>	<b>Oct 22</b>	<b>SO and Consultants</b>
<b>LRF large funding grant application to be re-submitted</b>	<b>Nov 22</b>	<b>SO</b>