



North Fife LTA Agenda

Wednesday 20th September 2023

The Larick Centre

Meeting Agenda

1. **Chairs Welcome and Introduction**
2. **Apologies**
3. **Minutes from previous meeting agreed / amended if necessary**
4. **Update on Previous Meeting Action Points (see below)**
5. **Agenda Item – Z Card Update**
6. **Agenda Item – Website update**
7. **LTA Grant funding project for 2023/24 (Application deadline 31st October)**
8. **Fife Tourism Partnership Update**
 - **Please see attached written report for full update**
 - **STL update**
9. **Financial Report**
10. **Round table updates**
11. **Any other business**
12. **Dates for next 3 meetings to be set**
 - **22nd November 2023 - AGM**

Description of Action Point	Anticipated Date of Completion	Task Owner
Z Card – Icon points and content	June 23	All
North Fife Website speak to Euan	July 23	LW
Permitted camping toolkit		LW \ HR \ MH



Welcome to Fife Update for LTA Meetings

Linn Williamson – linn.williamson@fife.gov.uk

- Local area number of businesses listed in Database - 119
- Reports of a busy summer season, mainly foreign guests with reduction in domestic tourism. Similar findings to ASVA findings. If however you feel this doesn't reflect your business please let us know.
- New Tourism Strategy for Fife will be going to committee in September and if no major changes requested will then be rolled out. Further details to follow.
- Moving forward LTA strategies will tie in with the overall tourism strategy for Fife. Further details to follow in due course
- As part of the strategy Welcome to Fife and Fife Tourism Partnership will be going through a bit of a re-brand. Fife Tourism Partnership will merge into Welcome to Fife, this is to avoid confusion from businesses. More details to follow on full re-brand
- Fife Tourism Sustainability policy will go to cabinet in September for approval to sign the Glasgow declaration. The sustainability group will then work on this strategy moving forward
- Working with Agency 83 (Zoe Irwin) to create marketing campaigns for Fife, this may include OTA's, PR and social media coverage.
- Still continuing to work with VisitScotland on any PR activity available
- We are starting to business map the Fife Coastal path so that we can start engaging with specific businesses along the route. This has already been carried out for the Fife Pilgrim Way and we will work with FCCT and businesses to develop the route.
- UCI event 6th August was a great success please click [HERE](#) for further details
- Opportunity for Fife tourism attractions to become an EV charging point for FREE available through [Scottish Power Networks](#)
- New Z cards for Heartlands are now available if you would like some for your business please let me know and I can arrange to have some dropped off. They are going down very well with business and visitors
- Dunfermline Maps have been very well received
- Outwith Festival 6th-11th September. Created a business toolkit to alert businesses in the area to how they may want to engage \ take advantage of the event
- Travel Trade – new contract with Tay country and separate consultant for Fife to work with businesses on a one-two-one basis to develop product
- Levenmouth Railway – activities continue with anticipated opening date of late spring
- Short Term Let – Application process is busy with deadline for existing hosts 1st October. Information, help and guidance can be found on the dedicated [website page](#)

Upcoming Events to Note

- Agritourism Event – Bowhouse, Kat Gilmour Fife Lead for Agritourism will host her first event. Agritourism businesses are welcome to come along. 21st September 2pm, Click [HERE](#) for further information
- Fife Business Week – 6th-10th November various events, including importance of being online bookable, employability opportunities webinar, Levenmouth business networking, People Planet Pastry event
- Tourism Conference in planning stages for late February 2024 tickets will be released over the next few months with further details to follow