



North Fife Local Tourism Association Minutes

Wednesday 11th January 2023

1B WestPort Cupar

Attendees

Moira Henderson	Chair.	The Rings/Ring Farm
Andrew Thomson.	Vice Chair	Backhouse of Rossie
Ian Greig.	Treasurer.	New hill Farm Cottages
Kirstin Uhlenbrock.		Starfish Travel
Sarah Rice.		The Scottish Deer Centre
Craig Cameron.		Teasses Estates
Simon Johnston.		Bowbridge Alpacas
Hilary Roberts .		Fife Council
Leanne Stephen		Stay in Cupar
Shiela Page.		Open Studios
Shena Porteous.		Blue Badge Scottish Tourist Guide.

Apologies from Audrey Peebles, Linn Williamson

Fife Tourism Partnership Update - Hilary Roberts

1. The Fife Tourism & Events Strategy will be refreshed this year to take into account changes in the industry in the past 3 years.
2. The more businesses get involved with us, the more we can support and promote them. Key ways of getting involved are ensuring business listings are up to date on the Welcome to Fife website, signing up for the Fife Tourism Partnership newsletter (can sign up via the FTP website) and following FTP and Visit North Fife on social media. Linn in the team is happy to meet with any business to discuss how we can help/work together.
3. We have commissioned a piece of research to look at who Fife's potential visitors are, what their profile looks like, and what they would like to do when they are here. This will help inform future marketing.
4. Joint event being planned with Cupar Now to bring a group of tourism businesses to the Cupar area to show them what the area has to offer visitors. A good networking event to encourage collaboration. Anyone interested in hosting an element of this should let Linn know.
5. We have been working with VisitScotland to help businesses become travel trade ready. We are looking to do something similar to offer cruise shore excursion companies.

6. A series of World Host customer service training sessions are being held – free for 2 people from every business. Check the FTP website for dates and venues. Feedback has been extremely positive.
7. A series of ‘Tourism Talks’ webinars will be launched in February covering topics such as accessibility, the importance of using local food, and skills development for young people. Details available soon on the FTP website.
8. Our QR code for visitor information continues to be rolled out – currently looking at installing it at public toilets. If anyone would like postcards, tent cards etc for their business please let Linn know.
9. A sustainability working group has recently been formed to deliver the actions in our sustainability action plan.
10. An accessibility working group will be set up soon.

Short Term Let - Hilary Roberts

1. Short Term Let Licensing was introduced in Fife at the start of October. To date (as at 09/01) we have received 90 applications. None have been approved yet.
2. Scottish Government has given a 6 month extension for applications – now end of September 2023. However, new operators must have a license before opening.
3. In Fife, the licensing sits with the Housing Dept and is dealt with in a similar way to HMO licensing. Fees are amongst the lowest in the country, and few onerous additional conditions have been included, which has been welcomed by industry.
4. A query was raised about the potential for premises in St Andrews to be refused a licence if it didn’t have its own front door. Hilary hadn’t heard of anything about that but will investigate.

[Visit North Fife Website](#) - Andrew Thomson

Andrew gave the background and an update of the new website. The motivation was to move the static “Tube map” to a more interactive tool.

Flint River have been commissioned to manage the website providing updates as and when requested by members. They have also been instructed to switch on Google Analytics so that we can monitor site visits and interactions.

There are some empty “Stations” and it is a work in progress to “Populate” them. Flint River will be instructed to manage the website on our behalf and will be asked to fill the gaps from businesses’ listings from <https://www.visitscotland.com//info/see-do/>

There was discussion about the website how we “Gate-Keep” the website. It was hoped that Linn could provide this function as she visits the members and they ask for updates.

It was also asked should we pay someone to do Linn’s roll. There may be funding to keep her roll but it would change and so much of what she has been doing is not sustainable.

Filming and good images are needed, Kirstin may be able to help but would need to be done very soon, before March. Some businesses may have their own video clips, we could ask them.

Could we offer a voucher to members to use with our “Preferred Video supplier”?

A Networking evening could be useful for new networking and to encourage members to engage and populate the website.

It was also asked how easy is the Tube map to use on a mobile phone? Flint River are to be consulted.

North Fife Marketing - Moira Henderson MBE

Funding has been approved for provision of “Z” maps, we recognise that for a variety of reasons there is still a place for some paper information. We will be responsible for the content and will we want a QR code to tie the Z map to our website <https://visitnorthfife.scot/> . A working copy has been supplied.

The work of Gavin Waddle in maintaining the Information point in Fluthers Car park toilets was recognised. All Members were encouraged to get in touch with Gavin and have their bi-fold leaflets displayed.

Cupar Tourism Familiarisation Visit

Planned visit of Cupar on the 7th of March starting at 10.30am, the aim is to learn more about this historic market town and “sample” some of its eateries!

Travel Trade and Cruise Trade, how do we encourage them to come to North Fife?

There was discussion around how we communicate with others in the group and a WhatsApp group was suggested.

AOB - Moira Henderson MBE

30th March – Venue and Time TBC

Action Points

Description of Action Point	Anticipated Date of Completion	Task Owner
Flint River to update listings	Next Meeting	AWPT
Tube Map on Mobile Device	Next Meeting	AWPT
Z Card – Working group to be formed to move project forward	Next Meeting	LW / MH
Content including, video and images required	Next Meeting update	KU / LW /MH