

VISIT EAST NEUK MEETING

Local Tourism Association

7th September 2022, 7pm

Waves Cafe - Scottish Fisheries Museum

Attending: Martin Dibley (Chair & Treasurer), Gail Sorley (Secretary), Bill Kennoway, Graham Johnston, Grizelda Cowan, Alex Gardner, Daryl Wilson, Margaret Hillicar, Steve Brazendale, Linn Williamson, Alex Nairn, Sandy McNaughton, Jaye Hutchinson, Rachel Loughlan, Alex Nairn, Karen Donaldson

Apologies: Sophie Latinis, Emma Morgan, Judith Dunlop,

Minutes

1. Following items on the pre-distributed agenda, Martin first welcomed everybody to this meeting. Thanks and best wishes to Sophie at the Cocoa Tree Café and Pittenweem Fish and Chip Bar after the devastating fire.

2. Visit East Neuk LTA Update

Chair referred to the VEN LTA committee meeting (Sept. 2022) which detailed all the activities which had taken place over the past four months or so. Among things detailed:

- Successful open meeting had been held in July at the Scottish Fisheries museum with around 25 new people coming along for the evening to discover opportunities available through the Fife Tourism Partnership, and LTA. FCCT also presented on action plans for motorhome parking in key areas around the East Neuk with overnight parking charges now being introduced.
- 3000 visitor booklet guides had been distributed -- updating/reprinting to be discussed for 2023;
- East Neuk 50 consultation participated in by VEN; cycle route between Kirkcaldy and Dundee railway stations via East Neuk has good potential as it only needs signage and publicity.
- Social Media--regular posts made on Visit East Neuk Now Facebook page, generally three times per day -- very positive responses from visitors to site and visitor numbers are consistent and increasing
- Balbuthie planning application for farm visitor centre -- letter of support sent in
- Interpretation Boards -- Anstruther Community Council contacted VEN LTA about renewing interpretation boards around Anstruther as they are now damaged, and in need of repair / updating. After further discussion this maybe a East Neuk wide project the LTA can work with community councils on. This will ensure consistency in messaging
- Martin participated in a consultation with Glamis Consultancy on behalf of Fife Council about tourist "hot spots" in the area; consultant met with Martin on Sept. 1 along with Crail Community Partnership to see what Crail is doing to manage and increase their tourism. Another project discussed in the consultation involves the Crail airfield being used for caravan site

- Martin participated in an info meeting by Fife Coast & Countryside Trust on Fife Outdoor Tourism infrastructure plan; meeting led by Sarah Jane Latta from FCCT, Martin shared the meeting slides if anyone interested. If you require a copy please get in touch.
- James Glen submitted resignation from committee due to business commitments
- All East Neuk/Landward community councils concerning the work of the LTA work, and Martin visited Elie CC

3. Interpretation Boards

Further discussions around interpretation board project. Margaret Hellicar approached the LTA to discuss options for replacing interpretation boards across Anstruther. This conversation then led to the option of a wider project across the East Neuk. This will allow consistency in messaging across the area.

Bill Kennoway from Pittenweem Priory project also got in touch with the LTA to discuss interpretation board signage for their project as it may fit in with the wider East Neuk interpretation board project.

Graham Johnston has previous experience of adding interpretation boards and offered advice on planning permission, funding for the boards, best way to get them created/erected, and suggestion was made that ALL boards should follow a similar theme/presentation for consistency.

It was discussed that with an abundance of local artists in the East Neuk, someone local could be found to create an illustrated map for the boards. This map could then be used as printed village maps which can be handed out to visitors. Discussions around local businesses advertising on the flipside, to help fund printing etc. QR codes could also be added to the maps / boards. Funding of £4000 is available from the Fife Tourism Partnership for projects like this and it was agreed that it would be a good idea to use this year's funding to create interpretation boards and maps for the area.

Graham also mentioned about creating a history walk, and possibly getting the Fife Pilgrim Way to highlight a route from Elie, St. Monans and Kilrenny. This could be something that is looked at in partnership with FCCT.

4. Short Term Let Licensing

Short-term-let licensing was deeply discussed with attendees very unhappy/disturbed by lack of information, being in limbo, and effects any licensing will have--will it kill off accommodation providers thereby affecting tourism and general businesses who all depend on visitors? This comes into "play" in October with licensing to be done by April 2023. Linn advised that the committee paper will be going to committee on the 22nd September and then will be presented to the Fife Tourism Partnership Board in the afternoon of the same day. Daryl, Sandy and Grizelda all mentioned they had been advised the papers would be released for information on the 15th September a week prior to committee meeting. Linn advises all businesses interested in the short term let licence to follow [Fife Tourism Partnership Facebook page](#) and the [East Neuk LTA facebook group](#) as this is where any information publicly available will be shared by the tourism team. Linn will also feedback to the group developing the licence within the council about the lack of information available. *Please note due to the death of Queen Elizabeth II posts are currently limited until after the 19th September.*

Sandy mentioned the ASSC roadshow event in St Andrews which members and non members of the association are welcome to attend. Friday 23rd September 2022

<https://www.fifetourismpartnership.org/events/regulations-roadshow-st-andrews/>

5. Fife Tourism Partnership Update

The Open Golf in St. Andrews went well with over 1000 daily visiting the Fife Tourism Partnership / Visit Scotland stand every day. Guests from around the world were invited to play crazy golf and the team on stand discussed golfing holidays with visitors for the future.

FTP are currently working with the Herald to produce a Fife Food map. Instagram reels for 10 food businesses across Fife have been produced and the map which will be printed in the Herald's weekend supplement and across their socials will have QR code links to each business. Both The Dory and East Pier Smokehouse were included in the map, with the reels attracting over 20,000 views for some of the businesses. These will continue to be shared across Welcome to Fife socials and with the potential of creating more of this style of content on the Welcome to Fife website being looked into.

The Fife Tourism Partnership website similar to the Welcome to Fife Website will be having re-fresh and will be relaunched end of Oct.2022

A World Host trainer has now been identified in partnership with Fife College. Three courses are planned over the next few months with places being offered to businesses as soon as possible. Two courses will be in person with one course online.

Welcome to Fife social media pages continue to grow with Instagram now hitting 35,500 likes and Facebook 47,000 likes. Tik Tok has also just been launched for Welcome to Fife and anyone on tiktok is encouraged to like the page. All businesses using social media are encouraged to tag @welcometofife and use the hashtag #lovefife when posting. This allows us to share information across our stories. There may also be opportunities available for businesses with various influencers over the next few months. Anyone looking to be involved please get in touch with Linn.

Visit Scotland Thistle Award nomination announced – congratulations to The Ship Inn, The Dory, Morton of Pitmilny, Lindores and Garvock House Hotel for their nominations. Good luck for the final.

Net Zero Funding grant currently available through business gateway. For information, please follow the link below and contact Linn to be put in touch with a business advisor if you don't already have one. <https://bit.ly/3R94p1F>

FTP are working with VisitScotland and businesses to develop travel trade opportunities for Fife. A training session will be run in November with details to follow. All tourism businesses are encouraged to get involved and if you need any further details or advice please do not hesitate to get in touch with Linn.

6. Jaye and Rachel – Family Events in East Neuk

Jaye and Rachel spoke about creating family friendly events around the East Neuk and are looking to identify spaces for putting on such events.

Funding is being sought for research and development for the viability of creating events and a dedicated space for activities for the community to use. What do our residents and visitors with young families want / need in the area. Jaye and Rachel have visited Abbot House in Dunfermline to discuss how they have gone about creating their project. Although different to what the East Neuk needs it gave an idea to what maybe required. The project would require £4000-£5000 for research and development with various funds already applied for. Should anyone have any further advice on funding or would like to discuss the project further please contact rachael.loughlan@gmail.com or aeblecidershops@gmail.com.

7. Accounts

Martin distributed a P&L statement for year ended March 31, 2022; this showed that a Fife Council grant of £1500 had been received, Administrative/Advertising/Social Media (East Neuk Now)/other admin expenses totalling £15,561.07, leaving an Operating Profit/Profit after Taxation loss of £14,061.06. It was noted on the P&L that additional incomes normally paid by a Scotland Town Partnership grant and a Visit Scotland grant had been received in 2021 but had not yet been paid up to March 31, 2022.

8. Next Meeting

Next meeting will be the AGM.

The AGM will give the LTA the opportunity to refresh the committee. As in previous years all committee members will stand down and those who wish can stand for re-election or election can do so in writing to the secretary by the 24th October 2022.