



Dunfermline and West Fife Local Tourism Association

21st March 2023

Amorist Restaurant, Dunfermline

1 The Chair opened the meeting by welcoming everyone. Thanks for the hospitality and condolences were offered to the proprietor Nihat, who's family very badly impacted in the recent earthquake in Turkey.

1 Present – Donald Mackenzie, Sunil Varu, Karen Stewart, Beverley Bryant, Peter Wilson, Mark McLeod, Elaine Watt, Linn Williamson, Steven Campbell, Helen Corrieu, Frank Connolly, Billy George, Gill Hart, Jenny Thomson. Alister Burn who had recently been appointed to a role of business development at Dunfermline Athletic was welcomed to his first meeting.

2 Minutes of Meeting 10th January 2023 -The Minutes were approved on the proposal of Beverley Bryant, seconded by Frank Connolly.

3 Matters arising

- (a) Map – Linn spoke of some feedback, more still welcomed before reprinting.
- (b) Short Term Lets – Registration extended to 1st October, and Fife Council's processes had been found to be well received. It appears that there is still a lot of uncertainty as to how this will operate, which may be causing hesitation amongst property owners.

4 Blogger Campaign – The meeting was updated on progress with the organisation of the visits of three writers in April, one travel writer, and two bloggers. hash tags from zoe – linked to FTP visits too

5 Dunfermline Recovery Fund

- a) Donald reported on recent meeting hosted by Shirley Ann Somerville MSP which followed the award of City Status. There is to be a further meeting on 3rd April. There seems to be a lot of discussion to ensure that the goodwill growing from the City Status award is well coordinated.
- b) Website funding – The LTA funding application is being considered by councillors, with a series of meetings pending. Website Analytics are being shared.

6 Sector Updates – Please see below for Fife Tourism Partnership Update

7 Finance – Peter updated members that since the last meeting, the grant funding from FTP of £4000 had been received. The Payment to 83Agency for Ebook hosting had cleared. A further

cheque was now being issued for £30 in relation to Universal Computing for Dunfermline.com. The last bank statement (shows a balance of 16657.46)

Next Meeting – The next meeting was confirmed for 2pm on Tuesday 9th May (provisionally at East End Park)

Sector Updates – See item 6

DCLG – New Exhibition ‘Our Plastic Ocean’ launches on 25th March and runs until 11th June and the new café ‘Granary at DCLG’ opens shortly

Update from Fife Tourism Partnership

- Linn’s Contract has been made permanent
- 99 businesses on FTP database to date
- Linn has engaged with 16 businesses so far this year in the Dunfermline and West Fife
- It would be good to get more businesses along to meetings and engaging with the groups work. Ideas welcome on how to achieve this
- FTP Tourism Strat / visitor analysis
- VisitScotland and FTP MOA work
- Times online feature available online and was in the travel magazine at the beginning of March
- <https://view.ceros.com/news-uk/explore-fife-unmissable-highlights-visit-scotland/p/1>
- Wanderlust article now online
- <https://www.wanderlust.co.uk/discover/fife-scotland/content/fife-travel-guide/>
- Newsletter WTF / Comp
- Business encouraged to look at VS marketing Calander and tie themes in with them
- VisitScotland [Thistle Awards now open for nominations](#)
- VS Tourism Audit 2024
- **Travel Trade - Tay Country**
 - Hoping to arrange a meeting with Dunfermline businesses and VS to move the travel trade conversation forward for Dunfermline. Businesses looking to be involved in this activity please get in touch. There are opportunities for all businesses
- **WorldHost Training** continue with events planned – Dates in March, April and May
- **Tourism Talks Webinars** – Accessibility, Who are our visitors, Youth Development inspiring the next generation
- **Tourism Skills group** – Meeting coming up on the 21st March. Any business looking to get involved please let Hilary or Linn know. The group will look at what business needs and wants are around training and opportunities. Linn also attended a Food, hospitality and tourism takeover day with the InvestFife team, Food from Fife, and Fife college to promote the industry to S2 pupils.
- **Sustainable tourism group** – Rosalyn working with businesses
 - Courses available on FTP
 - Any business looking to be involved in the group please contact Rosalyn Watson – Rosalyn.watson@fife.gov.uk
- **Accessible tourism group** – Met in January to pick up from project work in 2019. The group will be looking at Accessible tourism and accessible employment in the industry as well. Anyone looking to be involved in the group contact Linn

- **LTA funding for 2023/24** - Project Grant deadline for 2023/24 will change from December to 31st October. This is to ensure projects are applied for with time to complete by the end of the financial year. Linn advised that the September meeting of the group should be where the project is decided on to ensure the application can be made by the LTA in time. A full report on 2022/23 grant funding project will also be required at this time
- Crown estate funding
- Event Listings
- QR Code
- Reminder to Sign up to newsletter for [FTP](#) if you haven't already
- Reminder Add or update your [business listing on WtF](#)

Influencer Activity

Karen from our team is working with Jenny Eaves, Monkey and Mouse who will visit Dunfermline with her family on the 6th April, who is a family influencer on Instagram with over 40.9K followers, this will be good complimentary activity to the activity planned through 83degrees. Thank you to Steven for gifting the Inn at Charlestown for a nights stay.

[Monkey and Mouse -](#)

[Jenny UK Family Blogger & Family Travel Adventure \(@jennyseaves\) • Instagram photos and videos](#)

We are also Hoping to arrange something with [Ashley & Stuart \(@ontheroadagaintravels\) • Instagram photos and videos](#) too. Thinking Craigduckie might work well for them. Any businesses who would like to be involved in any influencer activity please let Linn know happy to have a chat.

This was the feedback from the I.Centre regarding the MAP

VisitScotland I.Centre Feedback On Map

Our feedback is as follows:

- The bus station is a little hard to spot on the map, would a symbol of a bus help make it clearer possibly?
- What does the "T" symbol at the bus station on the map mean, it's doesn't seem to be in the key.
- Would it be possible to show the route of the Fife Pilgrims Way through the city?
- It would be good to see the Glasshouse in Pittencreiff Park as well marked on the map.
- Alongside the parking details already on the map, would it be worth adding in where electric car charging point are too?

- At the edges of the map, would it be nice to see routes pointing toward Edinburgh, Perth & Sterling.

Discussion from LTA group

- Arrow pointing in from areas not pointing out
- E- Charging points not needed but a link to FC details where they are located / add to websites
- Toilets check where they are
- Glass house you will see anyway / Pittencrieff House
- Extension out to DAFC / Crem
- Re-send out
- Add map to website