Welcome and Attendance.

1 Present
Alistair Bruce               Chair
Ann Camus                 Fife Tourism Partnership
Frank Connolly            Dynamic Dunfermline
Lisa Edwards               Dunfermline Delivers
Sharron McIntosh         Fife Cultural Trust
Karen Davidson,            Kingsgate Shopping Centre
Peter Wilson               LTA Projects
Linn Williamson           Grill 48
Sarah Kettles              Fife Pilgrim Project
Joe McGuiness,             Area Services manager, Dunfermline
James Lawson               NQ Heritage Trust
Manuela Calchini,          Visit Scotland
Sherrie McQueen            Wetherspoons

2 Minutes of Meeting of 16th June
The Minutes were approved.

3 Matters Arising
(i) Heritage Tourism Application to Scottish Enterprise Tourism Development Fund
Prior to the meeting copies of the Consultant’s Report, and the Heritage Tourism Application
had been circulated by Frank Connolly. Joe McGuiness, in noting that these are both Fife
Council documents, explained that the consultancy had been appointed in light of the
closure of Abbot House and went through a formal procurement process prior to appointing
the preferred Consultants. There was a recognised need by those involved with the local
Community Plan to find a new approach to promoting Heritage Tourism in Dunfermline. The opportunity of the Scottish Enterprise (SE) Fund had not been foreseen, but it had been applied for as a significant opportunity. Feedback had since been received from SE that the application was on a waiting list. Notwithstanding that disappointment, work from the report continues along key themes. Frank Connelly expressed his opinion that the £15K spent on the Tourism study had been a waste of money and that a better report could have been done at no cost by using the expertise of the existing members of the LTA around the table. He also said that neither he nor his colleagues ‘Discover Dunfermline’ and ‘Clan Mackenzie Routes’ had been given the opportunity to speak to the consultants during the process, and that the further £4K spent on the TDDF application was also a waste of resources. Joe McGuinness said that the work was still ongoing and at the suggestion of the Chair, and invitation was made to LTA members to contribute to the definition of the key themes. Action PW – to facilitate the views from the LTA.

4 Fife Food Network

Martha Bryce explained the purpose of the network, open to all involved in the local food and drinks industry (and hospitality industry) and plans for future events. So far activities had involved PR support for members, support for members visiting trade shows, a programme of networking events, FAM visits for chefs and waiting staff to local suppliers. She explained that Food from Fife was one of strongest local food networks in Scotland and it would welcome more members from this area of Fife. Members welcomed her initiative and encouraged the planning of an event in the LTA area, so that new businesses may become involved.

5 Forth Bridges Strategy and Business Groups

Linn updated the meeting regarding various initiatives and events. Queensferry Ambition are leading on a Heritage Lottery bid for signage monies, and are looking at issues surrounding events for the Opening of the Queensferry Crossing in 2017. The Forth Bridges Forum has agreed to fund the Tourism Strategy and their website is to become more visitor focussed. The Forth Bridges Tourism Network is looking to set up a cooperative, open to business within the ‘viewable area’ of the Bridge(s).

6 Cruise Project – Peter had circulated an update prior to the meeting (attached to this Minute).

7 Outlander Project – Linn summarised the recent activities of the Project (Ann Camus has taken over as Chair). There is growing demand for local tours and to be involved with the project which now extends to Fife, West Lothian and Falkirk, with involvement and support by Visit Scotland. While the recently held SCOTCON event at the Corn Exchange in Edinburgh, had been disappointing, it had introduced even more people to the work our Project is doing, and specifically the Outlander Filming Fife Facebook page. A local event at Culross had been well attended.

8 Pilgrimage – Sarah Kettles summarised activity with the Project (attached to this Minute).

9 Sector Updates –

Retail – June/July/August footfall retail figures reported as ok, although slightly down on last year. Future challenge will be matching last year’s Christmas figures (when the Bridge was
Events marketing is positive. Car Parking costs still cause concern. Sunday parking charging by Fife Council (once determined) may also be factor for the town centre.

Hotels – There has been an impact on costs with the introduction of the Living Wage. July bookings were disappointing, but August better and September good. The consequence of Carrier and Bridge completion on future hotel bookings was discussed.

10 Fife Tourism Partnership Update – Discussion focussed on the continuing work to promote World Host training to businesses. In Dunfermline it is hoped to reach 20 businesses. Cruise Welcome Volunteers had recently started training.

11 Update from Dunfermline Delivers – Lisa had circulated a note with the agenda (now attached to this Minute). The Festival of Dunfermline had just taken place, and enjoyed good weather. The value of having Dunfermline FC playing in a higher league was also recognised as bringing more people into the town. It was reported at the meeting that the Dunfermline BID had won a Keep Scotland Beautiful Gold Award for the town centre displays. Well done.

12 Visit Scotland Update –
Manuela Calchini spoke to ongoing marketing for Fife. The 2015/2016 Marketing Report will be placed on the Fife Tourism Partnership Website. Frank Connolly commended the Visitor Information staff for their excellent work.

13 Finance Report – Peter reported that there was £773.59 in the account. The increase in funds had been due to membership payments, of which two remained outstanding. The funds would be used as the LTA contribution to the re-publication of the Visitor Guide.

14 AOCB – Although unable to be present, Roger Pickering circulated details of a bid to Event Scotland for a World War 2 commemoration in 2017. See below for details.

15 Date of Next Meeting(s) – Thursday 1st December at 1400 – Keavil House Hotel
Thursday 9th February at 1400 – AGM – Venue TBC

Submitted reports

Item 6 - Cruise Project Report

By the end of October the Cruise Project Volunteers will have welcomed 33 ships at Rosyth, and transported over 1400 passengers and crew up to Dunfermline this year, as part of the Council funded courtesy bus arrangement.

In addition, many passengers who may be unable to use the bus, due to over capacity, will use taxis to travel to and from Dunfermline.

For the third year running, we have seen cruise ships adding to the bus capacity. In June, the Fred Olsen Balmoral (1350 passengers), booked 6 coaches to operate a shuttle to and from Dunfermline, with the Abbey reporting a significant increase in visitors (400+ over two days).

The CruiseForth Welcome Volunteers have undertaken Welcome Host training, with further training planned to involve Welcome Volunteers at other ports.
The Cruise Project, currently chaired by Cllr Law, is now supported by Forth Ports Ltd, Marketing Edinburgh, Leith Chamber of Commerce, Fife Chamber of Commerce, Queensferry Ambition (BID), Linlithgow BID, Scotrail, and Falkirk Council, in addition to Fife Tourism Partnership and Fife Council.

The Project recently completed a Visit Scotland Growth Fund initiative which took marketing of visitor opportunities for cruise ships visiting the River Forth to an international level. One strand involved three travel writers from the USA, Germany, and the Isle of Man visiting east Central Scotland to experience a wide range of attractions, not normally marketed to cruise passengers. The writers have now concluded their work, and magazines and blogs have now been published.

Work is ongoing to conclude a further funding initiative with Scottish Enterprise, which will see continuing work with local visitor businesses (including the new Library and Galleries) to raise their visibility with the cruise market, which in 2017 will see 39 ships arrive at Rosyth.

**Item 8 - Fife Pilgrim Way – Update for LTA**

Development phase is ongoing. A number of commissioned plans have now been finalised. This includes the interpretation plan which proposes a number of activities and the recommended infrastructure to accompany the physical path works to link up the route.

A heritage interpretation group was created in order to contribute to, discuss and agree the approach. Representatives included Forth Pilgrim, National Trust of Scotland (Culross Property Manager) and North Queensferry Heritage Trust. The proposals will include the creation of a website (which will allow walkers to plan journeys including a downloadable web based app and interactive map plus relevant information on where to eat, accommodation and things to do), a pilgrim way illustrated map, leaflets, and ‘gateway’ mobile interpretation resources. The plan is to ensure that proposals are complementary to what is already on the ground and not to add to street clutter. Bronze footsteps set into the pavement will mark key locations on the route. In Dunfermline and Culross this is likely to be outside the Abbey’s (subject to relevant consents). A pilgrim passport has also been proposed which will require engagement with businesses as this proposes to offer walkers discounts on the route. Separate workshops will be held to agree the detail. Further meetings are to be held in due course with representatives from the key gateway locations en route.

A business plan has been finalised and has assessed opportunities to fund maintenance and ongoing improvements. Various approached have been recommended based on research of other long distance routes, pilgrim ways and best practice. This includes a business supporter’s membership programme, a sponsorship programme and volunteer programme. A visitor giving programme is also being considered.

A brand logo has also been finalised and branding guidelines are now in place. The logo has been based on a pilgrim badge found at St Andrews and also ties in with FCCT’s corporate guidelines. The logo will be used on waymarkers, and signs etc.
The deadline for the HLF application is the 24th of November. The HLF committee decision will be received by the end of March 2017. It is anticipated that the 2 year delivery phase will begin in spring 2017.

Sarah Kettles, Project Development Officer FPW September 2016

Item 11 Report from Lisa Edwards – Dunfermline Delivers,

Unfortunately I am unable to make it today as I am in Aberdeen at the Keep Scotland Beautiful Awards to see how we BID and Dunfermline got on....... Fingers crossed and I will let you all know.

We will be submitting our Purple Flag renewal in Early October and the judging visit will take place early December. There will be some personal safety training being offered in early October for anyone who may feel unsafe in the winter month. I will have more details that will follow to the group.

Chris has The Festival of Dunfermline 10-11th September and we are sure it will have been a success. Linn/Karen and Fife Tourism partnership will be attending, so hopefully they will be able to fill you in.

We then have the Halloween event Sat 29th October 11am – 2pm with the Bigger Zombie walk /Prize draw /Music and Trick or treat.

The fireworks are Sat 5th November 6pm – 7.30pm and then our last event is the Xmas lights switch on, Chris has planned a Xmas market at the Fire Station Creative during opening hours along with Community stage at the Glen gates 1pm – till parade and then the parade will run from 4.15pm. This year we are looking to get as many community groups/kids groups involved as possible, if you know of any community groups/kids groups who you would like to feature in the parade please email info@dunfermline-delivers.co.uk.

Item 14 2017 event plan – Dunfermline Secret WW2 Defences.

Funding proposal now with Event Scotland:

We run a yearly visitor weekend festival centred on the High Street: 
A multi-venue exhibition (based on my research & artwork from our WW2 comic) in the foyer of the new Galleries, the City Chambers & other partner venues.

1) Dress up other defended buildings / Re-enactors on the streets.

2) Build High Street outdoor theatre in COOP gap site (part of the Redoubt)

   i) Scene One: The Polish Redoubt.
   Use scaffolding to recreate the frontage of the old Coop. 2 Polish /English speaking actors in army uniform, officers, an engineer & a sapper discuss making these plans a reality & their hopes & fears. "Don't let the locals hear - this is a very big secret!"
Project onto the building or reveal full frontage images of the street fighting the Poles had already been in, from Poland to Norway & France [especially Lwowa]

ii) **Scene Two: Home Guard Trench** recreated from our archaeology finds & maps. Zigzag trench & barbed wire, silent pickets etc. 2 actors (Fife accents) Home Guard uniforms, a WW1 veteran & a 17 year old. Night time, they take turns sleeping as they both have work tomorrow!

Old boy to self: "I can't believe I'm back in a trench again! 1914/18 was enough hell for one lifetime! & here I am again. Yet not in Flanders Field but a Dunfermline field!" He falls asleep, has a nightmare of WW1 trench fighting & his being injured - wakes in a sweat!

{Swap lookout duty} Young boy to self: "I can't believe I get to be in a trench with a gun & grenades! The chance of a lifetime! Yet not in muddy Flanders Field but in my own Dunfermline, of all the luck! And I still get my mithers cooking!" He falls asleep, dreams of fighting to defend his town & being slightly injured - thus winning the heart of the girl down the sweet he has a big crush on.

3) **Encourage Retro food, drink, music & costume offers by local business.**

4) **Produce a quality guidebook** to the event / exhibition for sale - content is a mix of our comic book, exhibition background info, maps & old photos.

5) County Archaeologist Douglas Spears has seen my research showing outer defensive positions & the 100 fortified buildings plans – he was amazed!

6) We engage the current Polish Army & Scottish Army in 2018 [?]

7) We have significant local enthusiasm & support. Linda Temple, Fife Council strategic events & Graham Webster the festivals officer are both very supportive.

- Fife Council is supporting our WW2 comic book FCT, DD & CDT in the loop.

Roger Pickering    Forth Pilgrim Ltd