

Fife Tourism Partnership Executive Board Meeting

Minute of Meeting held at

**Kingswood Hotel, Burntisland 2pm – 4pm
Thursday 31st October 2019**

Attendance:

Moira Henderson	Chair & Cupar & North LTA
Sandra Montador-Stewart	Fife Council
Roger Brown	Chair of LTA Chairs
Caroline Warburton	VisitScotland
Heather Stuart	Fife Cultural Trust
John Kirkaldy	Cairnsmill Caravan Park
Joa Bell	Kingswood Hotel
Cllr Ian Cameron	Heartlands of Fife LTA
Findlay Withers	Scottish Deer Centre
Ed Heather-Hayes	Fife Coast & Countryside Trust
Donald MacKenzie	Clan MacKenzie Routes
John Murray	Fife Council
Ailsa Dempsey	VisitScotland

Apologies:

Ann Camus	Fife Council
Will Docker	Balgove
Bryan McCabe-Bell	Fife College
Chris Foote	Chair of Events Group
Ian Greig	Newhill Farm Cottages
Jeremy Harris	Fife Coast & Countryside Trust

1. MINUTES AND MATTERS ARISING

(a) Welcome & Board Departure

The Board welcomed Donald MacKenzie of Clan MacKenzie Routes to the Board.

Linn Williamson has now left the board and stepped down from the LTA and is pursuing a new career in Edinburgh

(b) Minutes of the Last meeting

Minutes agreed as a true record. Proposed by Roger Brown and seconded by John Kirkaldy

2. STRATEGY DISCUSSION

(a) Visitor Information review – John Murray

Fife Council appointed BTS and Sue Crossman (Tourism Consultant) to undertake a comprehensive audit and review of visitor information in Fife, examining current provision and future needs to ensure technologies - new and old - are being used effectively.

The way visitors consume information has changed. Four key areas were looked at:

- Does print still have a place?
- Are websites still relevant?
- What's the thinking around social media?
- Digital information provision

The report concluded that:

- Print still has a place - but quantities are reducing
- Welcome to Fife performs well in SEO terms often ranking 1st but could be more interactive for users – consistency of messages could be better too
- Digital Signage - Early adoption issues with kiosks but advances in technology mean that they can now provide an effective form of visitor information. Currently pulling through Welcome to Fife website app. Suggested to have locked down tablet kiosks with app in areas of high footfall and iKnow partners.

Recommendations include:

- Utilising WelcometoFife.com as the central point for information provision so that it can feed across to digital delivery platforms
- Share the Welcome to Fife social media planner on the Fife Tourism Partnership website so that businesses can get involved
- Ask LTA chairs to feed in their plans too – to create a Fife wide joined up social media plan.

A summary of the report will be available on www.fifetourismpartnership.org

Presentation available at:

https://fifetourismpartnership.org/site/assets/files/6262/ftp_board_visitor_review.pdf

(b) VisitScotland MOA Activities – Ailsa Dempsey

- Fife featured in 88 dedicated posts on consumer social channels reaching over 16 million users. A regional focus on Fife in August reached over 4 million.
- Only in Scotland – this is a new creative proposition which can showcase each region of Scotland in its own way “You can only experience Scotland by coming here”. The toolkit is available at <https://onlyinscotland.visitscotland.com/>
- As part of the campaign launch, VisitScotland partnered with Fife Council to create a video with Falkland Palace for “Tour Guide Tales”.
<https://youtu.be/XFxMhiUw6f0>
- VisitScotland is working with Fife Council to carry out marketing activity to promote new products such as Fife Pilgrim Way, In the Footsteps of Kings, Golf etc.
- The presentation is available at:
https://fifetourismpartnership.org/site/assets/files/6262/fife_tourism_partnership_presentation.pdf
- Heather advised that the Open University celebrates 50 years next year and an exhibition “Jennie Lee: From Lochgelly to The Lords” will be at Lochgelly until March 2020. Caroline invited all to provide any information to herself and Ailsa. LTA Chairs also meet with VisitScotland and OnFife at the LTA Chairs meeting every eight weeks.

3. PERFORMANCE

(a) Fife 191 - John Murray

This item was deferred to the next meeting.

4. UPDATES

(a) **Sector Update – Hotels** - Joa Bell

Joa stated that the Beveridge Park Hotel had recently closed. However, nearby, Balbirnie House Hotel celebrated a global award when it recently picked up 'Best Destination Wedding Hotel'.

Employment of chefs is still an issue. Moira mentioned she was invited to a meeting with Fife Council and Fife College in regard to tourism workforce issues and will report back.

Moira felt hotels in general were lagging behind in terms of accessibility.

Joa reported that the Kingswood Hotel has had a good year.

(b) **Update from the LTAs** – Roger Brown

Roger stated that at the last chairs meeting, a Fife Council planning representative had attended to show how the Planning Portal worked and how associations such as the LTAs can engage with tourism related projects.

Action – John to put procedure on Fife Tourism Partnership website resources section.

Heartlands of Fife

- New locations to be added to the "In The Footsteps of Kings" app this Autumn – two locations in Burntisland, McDuff Castle in East Wemyss and DCLG in Dunfermline.
- Looking at ways in which branding can be used, for example in the Heartlands brochure.
- Golf package – making progress. There are several golf clubs and hotels on board and the group is working with DP&L Travel to take forward

St Andrews

- Beach Wheelchairs are still going strong and now working with other areas, including outwith Fife, to increase provision
- Access guides – working with businesses to get them to complete
- Dunhill Links Championship – another successful event this year
- Last LTA meeting was well attended, next one is on 23 November
- Year of Coast and Water Group established
- Toilet refurb/changing places – progress delayed due to Building Services having other priorities.

East Neuk

- Networking evening at Cambo took place on 23 October. Great venue and although numbers were lower, there was a good vibe amongst businesses
- Decision has been taken not to pursue VS Growth Fund at this time

- Social media – current contract with Gavin Sime ends October 31 (today), has been a worthwhile exercise but LTA left wondering where to turn now. The LTA appear heavily in the action plan, but concern is lack of resources.

Action – to be discussed at LTA chairs meeting

- Scottish Government consultation on Air bnb took place in East Neuk which was one of the “hotspots” where research was carried out

Dunfermline & West

- LTA Evening to be held at 1703 Dunfermline on 21st November to help educate businesses of the benefits of being involved with the LTA
- Town centre map to be extended to include all small villages in West Fife
- Daily Dunfermline Tours still continuing
- Dunfermline Delivers continuing to operate until end of financial year

Cupar & North Fife

- LTA Evening also on 21st November at Elmwood Golf Course
- Secretary Sarah leaving the association so looking for new members.

Levenmouth

- Branding exercise workshop took place recently

5. ANY OTHER BUSINESS

Sandra advised that the position of Forth Bridges Area Tourism Strategy Manager is currently being advertised on myjobscotland.com

6. DATE OF NEXT MEETING:

13th February 2020 – John to liaise with Kirkcaldy Ambitions to ensure no clash.