



## Kirkcaldy Set to Stage its Own Comedy Festival

KTCM is delighted to announce that Kirkcaldy is investigating the possibility of staging Scotland's third comedy festival behind Edinburgh and Glasgow.

KTCM Director, Sally Dyer, identified the concept during a fact finding mission to Hull and York on Business Improvement Districts where a similar Festival had recently been staged with considerable success.

KTCM responded immediately and sourced the funding from Fife Council to undertake a feasibility study with Level M, the UK's leading events management company in the comedy industry.

Following an extensive assessment by Level M, where numerous venues were assessed and the concept and the opportunities discussed with the owners and managers, a detailed report and costing structure was presented and approved by the KTCM Board.

Town Centre Manager, Sunil Varu, said "Staging a Comedy Festival in Kirkcaldy may seem an ambitious project but Kirkcaldy has a long and proud tradition of staging some of the finest comedians at the Adam Smith Theatre and has had smaller scale comedy clubs at key venues in the town."

He continued, "This is another initiative to help shift people's general perceptions of Kirkcaldy and begin to talk positively about the town given the general "buzz" which the Festival will bring to Kirkcaldy."

KTCM are currently engaging with a number of companies and potential sponsors to bring the Kirkcaldy Comedy Festival to fruition possibly as a mini "taster" at the end of September 2008 with a full scale festival in late March 2009.

## KTCM Board Strengthened

In order to broaden the partnership working of the KTCM work, new Board members from the local businesses and organisations have been appointed :

Andrew Roberts - Marks & Spencer  
Craig Stewart - Desire By Debenhams  
Hazel Mapleson - Alliance Boots  
Chief Inspector Gary Crawford - Fife Constabulary

Fife council's representation on the Board has been increased with Councillor Judy Hamilton.

If you feel you can add your experience and expertise with a positive mindset that real change can be achieved within Kirkcaldy town centre, please contact us on 01592 640040 or email [enquiries@kirkcaldytowncentre.co.uk](mailto:enquiries@kirkcaldytowncentre.co.uk)

## East End Facelift Nears Completion

The £1.5m public realm works at the east end of Kirkcaldy High Street are near completion after almost 9 months and have been met with resounding praise.

In general terms the work has been carried out professionally by the Contractors although not without its challenges. However it is hoped that the superb finish that is being achieved will revitalise the East End of the town.

KTCM was keen to see a re-opening Street Party to celebrate the finished work had been discussing the concept with the East End Traders' Association to give added profile to the area and to the businesses located there.

The EETA has decided against this proposal and has asked that KTCM consider a proposal that would see more signage, the possibility of an extension of the Continental Market and the request to have the Xmas lights switch on from there.

These proposals are being considered by the KTCM however we would welcome feedback on what you would like to see.

## Business Improvement Districts (BIDs)

KTCM is hosting a meeting on 30th April to allow invited local businesses to have a greater understanding of what a BID is and the benefits businesses and the town centre. Presentations from Alastair Mitchell (Falkirk TCM) and Ian Broadfoot (Edinburgh CCM) will give an overview of what a BID in their locality hopes to achieve and the meeting will explore the possibility of a BID for Kirkcaldy Town centre.

# Quality Training for Retail and Tourism Businesses

As part of KTCM's "Business Efficiency and Development (BED) theme, two training sessions were recently offered to retail and tourism businesses.



## Retail Seminar at Adam Smith College

Over 30 people attended what is generally acknowledged as a very good event targeting the training issues of the retail sector on 3rd March 2008, offering learning lessons on strategic as well as operational retail issues.

The Seminar was headlined by Heriot Watt University's Professor Christopher Moore, Chair of the George Davies Centre of Retail Excellence whose presentation on "The Mindset of Successful Retailing" was fascinating.

Local entrepreneurs, Dom Panetta (Migele Experience) and Dennis Alexander (Chickenshop.co.uk) gave a high level expose of their businesses and clearly demonstrated why they have the mindset of successful retailing given they have been in business in Kirkcaldy Town Centre for so long.

The event also focussed on the operational issues of the need of "Business Reviews (John Cowan, Real Retail Solutions) and the critically important issue of high quality shop window displays for higher turnover (Isobel Hodgson, Visobelle Displays).

We were delighted that the event was jointly sponsored by Fife Council's Development Services and Adam Smith College. The latter's Christine Sinclair highlighted the many opportunities available for retailers from Adam Smith College as well as the possibility of a Fife Retail Academy being established in the not too distant future.

## Kirkcaldy's Tourism Forum Initiative

As part of Kirkcaldy TFI and in a bid to project a better and more positive image of Kirkcaldy, KTCM has placed an advert within VisitScotland's "Essential Guide to Fife 2008", a key publication for tourists visiting the area.

Promoting Kirkcaldy as "Fife's Family Friendly Destination" the advert highlights the fact that Kirkcaldy offers something for the whole family, from outdoor pursuits (golf, clay pigeon shooting, coastal paths, beautiful parks) to indoor activities which can thrill (go karting, playing the world's great golf courses on an interactive screen), to the cultural delights of the Museum & Art Gallery and Adam Smith Theatre.

Sunil Varu said "I think we perhaps do not give ourselves the credit of having so much on our own doorstep which many other towns simply cannot offer. The various tourism partners will continue to work together for more collaborative projects for mutually beneficial means. The more tourists and visitors we can attract into the area and achieve a higher cross-selling of each tourism partner's facility, the higher the tourism spend in the area.



## Effective Selling Skills Made Simple

18 people from local retail and tourism businesses attended a highly entertaining and interesting "Masterclass" on effective selling in the Beveridge Park Hotel on 31st March 2008.

Many lessons were taken away by the attendees from this interactive workshop and the feedback was very encouraging.

This workshop once again demonstrated KTCM's ability to partner with key external organisations to bring another quality event to Kirkcaldy for the benefit of local businesses.

Carolyn Baird, Project Manager of "Springboard Scotland" was fulsome in her praise of KTCM's involvement :

"I was pleased to see so many delegates from various businesses as well as the level of interaction and discussion generated during the afternoon. Previously we have targeted Fife's tourism businesses only but what particularly struck me was how the whole event brought the tourism and retail sectors together and the synergies which undoubtedly exist between the two. The numbers and feedback suggests there is further scope for working with Kirkcaldy Town Centre Management in the future which I will be delighted to do".

## Physical Projects A Welcoming Town Centre

KTCM has been developing these projects for a long time and will hopefully implement them this summer

### 1. Public Information Pillars (PIPs)

Many towns and cities have these PIPs as a cost effective way of promoting their centres and businesses, as well as giving the public an excellent orientation of what to do and where to go. A Planning application will shortly be submitted and we would hope to instal the PIPs during the summer.



An example of a PIP

### 2. Directional Fingerposts

A funding package has been put together to replace the existing old and drab "fingerposts" which to be blunt are embarrassing. The project would already have been delivered but we are waiting for the conclusions of a wider Signage Strategy covering Kirkcaldy, Dunfermline and St. Andrews. Obviously, we wish our "fingerposts" to comply with the wider strategy recommendations and would hope to have these installed during the summer.



## MASTERPLAN UPDATE

### Cinema

Proposals have been put forward by a developer for an eight screen cinema and a 15 lane bowling alley with a hotel and flats overlooking the waterfront. The design is ambitious and innovative and allows for the reopening of Charlotte Street and a direct link from the High Street to the Waterfront. New restaurant space will occupy the ground floor on the waterfront making the most of the views across the Forth and with outside space for seating.

Currently the developer is speaking with hotel operators to identify a suitable occupier for this quality of development. Several residential developers have expressed interest in the scheme which will provide a percentage of affordable homes in accordance with Council policy. A formal planning application is to be submitted in late Spring following the pre-application discussions currently taking place and images of the proposed development will be released at that time.

### Mercat

Talks between Fife Council and the owners of the Mercat Centre are exploring the options for the extension of the retail centre which would include a large store to "anchor" any future development and bring more shoppers into Kirkcaldy. Any new development will be integrated with the proposals for the swimming pool.

Fife Council is working with European partners on a transnational project which at a local level will deliver a better link for pedestrians and cyclists from the station to the High Street and provide public space for future events in the town centre. Design work has started on the proposed improvements to the roundabout outside the Adam Smith Theatre which will mean a safer and more attractive crossing for pedestrians and provide easier access to the theatre and the museum/gallery/library.

Another European Project is being discussed with two European partners to part fund the refurbishment of the sea wall and the Esplanade. Although at an early stage the proposals would provide for an innovative design incorporating a narrowed roadway with public space and providing improved coastal protection whilst retaining easy access to the waterfront and the beach.

Improvements are also proposed to the Burn at Invertiel and its immediate environment providing a link for pedestrians and cyclists between the coastal footpath and the woods to the west of Beveridge Park.

## Kirkcaldy - Safer Town Centre

### → KTCM establish Crime Reduction Partnership

KTCM has been instrumental in moves to establish a crime reduction partnership for Kirkcaldy. Having researched the effectiveness of such partnerships in the major cities which were funded by the Government's "Safer Cities Initiative", we believed this best practice to be an effective measure for Kirkcaldy's crime reduction needs and to offer a safer and non-threatening environment. Accordingly, we brought this to Fife Constabulary and Fife Council as key partners.

The partnership will be managed by a steering group which consists of Kirkcaldy Town Centre Management, Fife Constabulary, Fife Council, Retail Radio Link, Kirkcaldy Pub Watch Association and the Taxi Marshals Group.

TCM, Sunil Varu, said "Crime in the town centre is an ongoing challenge for all businesses and we hope that this new initiative will provide a major step forward in tackling this problem."

He continued, "The Radio Link scheme has already assisted many businesses and its employees to reduce the level of crime in their premises however we recognise that more needs to be done."

Funds raised by KTCM through our Radio Link system, Fife Council and Fife Community Safety Partnership have been matched by Fife Constabulary in providing a dedicated Crime Officer for one year to identify the key issues and help the partnership take the necessary steps to reduce crime in the town centre. A crime database will be set up in partnership with the Scottish Business Crime Centre that will allow better data sharing between businesses, including photos of known criminals with the ultimate result of exclusions and banning orders for criminals.

More details in the next Newsletter. If you would like more details in the meantime, call Sunil Varu on 01592 64 00 40

### → Radio Link Users Break the 50 Mark

The KTCM Radio Link scheme is celebrating its 50th and 51st users which is nearly double the membership of the previous scheme.

After receiving complaints of poor performance and customer services issues, KTCM replaced the previous radio link system in November 2006 and brought in Shopsafe one of the UK's leading suppliers.

Membership of the new scheme rose to 35 retailers plus Fife Constabulary who were delighted with the quality of the product and the fact that they were able to communicate with each other instantaneously as an "early warning system" about criminals in the town centre.

In Autumn 2007, many pubs and clubs saw the same benefits for themselves for the "night time economy" and joined the scheme. We are pleased to announce the current membership levels to 48 members and 51 users.

#### So what are the benefits?

- Instant news about potential criminals/troublemakers transmitted to all members by members and the police
- Extra vigilance by members helping the police to apprehend criminals
- Staff safety - this is a great help to employers on their duty of care against threatening behaviour or attack
- Lower stock loss, lower theft from premises and the knowledge that a fellow member is close by should help be needed

Would you like to trial this successful anti crime scheme and see the benefits for yourself? If so, call Sunil Varu now on 01592 64 00 40. The costs are minimal for the potential benefits to your business and staff:

No of employees	Equivalent Cost per Week
0 - 5	Only £7
6 - 20	Only £8
21 +	Only £9

## New Kids On The Block

It is heartening to see several new independent retail businesses open recently:

- The Brown Velvet  
- High Street, West End
- Rouge Boutiques - Hunter Street
- The Flaming Kilt  
- High Street, East End
- Only Kiddin - High Street, East End
- Rosebuds - High Street, East End
- Chickenshop.co.uk - Relocation to the former "Pine Folks" unit, High Street, East End
- Mostly Wine - Mitchell Street

## Anne Frank Festival wins national recognition

The 'Anne Frank + You Festival,' which was held in Kirkcaldy Town Centre in January 2007, won a prestigious local government award from COSLA in the "Community Planning & Local Democracy" category

The Festival, using the theme of "The Dignity of Diversity", was a major collaboration between Fife Council's Creative Links team and 19 other key partners including KTCM and was used by the Scottish Government to mark Scotland's response to the International Holocaust Memorial Day.

Sunil commented, "This was a first class example of Kirkcaldy being able to host an event of significant international magnitude by drawing on the experience of the public & private sectors."

## KTCM commission CACI Report

KTCM has commissioned leading Consultant, CACI, to undertake some primary research for a Market Summary Report. The Report will offer us a good level of understanding of the key issues surrounding Kirkcaldy's position within the east central Scotland market and backed up by some quality evidence to plan for a better economic future. More details in the next Newsletter.