



In 2015 Fife Coast and Countryside Trust (FCCT) commissioned a Fife Coast Usage and Impact Study, this study measured the usage and economic impact of the Fife Coastal Path.

The findings confirmed that the Fife Coastal Path plays a significant part in attracting visitors to Fife with an estimated 3.36 million visits to the Fife Coast, with around 36,000 end to end walkers on the Fife Coastal Path, generating between £24 and £29 million for the Fife Economy annually.

In order to make the experience of the Fife Coastal Path even more enjoyable, Fife Coast and Countryside Trust want to address some of the issues raised in the survey. Such as the lack of toilet facilities, information points, public transport information and places to eat.

FCCT believe that these issues can be addressed through establishing a network of “Welcome Ports” along the length of the Fife Coastal Path.

By creating “Welcome Ports” Fife Coast and Countryside Trust believes not only would this enhance the walker’s experience of the Fife Coastal Path but that local businesses can also benefit from the potential which this significant number of walkers of the Fife Coastal Path bring.

## What is a Welcome Port?

A welcome port is a facility which offers information and facilities to the many users of the Fife Coastal Path.

Any facility wishing to register as a welcome port must be easily accessed from the Coastal Path with existing access in place allowing people to walk to and from the Coastal Path easily.

## What Facilities should a Welcome Port offer?

Your business should be easily accessed from the Fife Coastal Path, clearly display a welcome port logo and should also be able to offer two or more of the following facilities:

- Be able and willing to advise users of the Fife Coastal Path on relevant local information and interesting things for visitors to do locally.
- Clearly display facility opening times and all other relevant information.
- Clean and managed toilet facilities or within close proximity of public toilets.
- Ability to allow path users along with dog walkers’ free accessible fresh water to fill water bottles etc.

## Why become a Welcome Port?

Fife Coast and Countryside Trust will provide Welcome Ports an information booklet, logo stickers and a selection of leaflets. We will also provide links for the facility and their contact details on [www.fifecoastalpath.co.uk](http://www.fifecoastalpath.co.uk). We will also ensure that Welcome Ports are promoted through the Fife Coastal Path social media sites.

Finally, don't forget that users of the Fife Coastal Path contribute between £24 million and £29 million to the Fife economy. Each year there are 3.5 million visits to the Fife Coastal Path, so by becoming a Welcome Port, you have the opportunity to raise awareness of your business and increase the number of visitors to your business as well as increasing your income.

## Why not join the Big Green Footprint Scheme?

The Big Green Footprint Scheme is a way of offering visitors the opportunity to give a little something back to the places they love and providing a mechanism for collecting small contributions, which will support the work of the Trust. The scheme is a flexible, multifaceted and works in different ways across a wide range of businesses.

Here are some ways your business can gain our 'Big Green Footprint' Annual Accreditation.

- Hotels, Tour Companies – Ask your guests to add a small cash amount when booking accommodation or a trip with your organisation.
- Cafes and Restaurants – Name an item on your menu the 'Coastal Path Slice' add a small fee to the item to support the work of the Trust in your area.

Visit our website [http://fifecoastandcountryside.co.uk/Support-Us/Big-Green-Footprint-Scheme\\_9.html](http://fifecoastandcountryside.co.uk/Support-Us/Big-Green-Footprint-Scheme_9.html) to download a leaflet.

To chat to us about how your organisation can become involved and support the work of the Trust, please call us on 01592 656080.

Email: [support.us@fifecountryside.co.uk](mailto:support.us@fifecountryside.co.uk)

## What next?

We are interested in hearing from anyone who feels they could provide Welcome Port facilities. Please complete and return the attached form. We will then arrange for one of the Trust's staff to call in with your Welcome Port information pack.

Help us to make the Fife Coastal Path experience one to remember!

For more information contact Fife Coast and Countryside Trust at the Harbourmaster's House, Hot Pot Wynd, Dysart, KY1 2TQ.

Tel: 01592 656080

Email: [support.us@fifecountryside.co.uk](mailto:support.us@fifecountryside.co.uk)

## New Welcome Port Business

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel No: \_\_\_\_\_

Email: \_\_\_\_\_

Website address (if applicable): \_\_\_\_\_

It would be helpful if you could please provide us with one or two short paragraphs of information on your business. We will add this information to the Fife Coastal Path website [www.fifecoastalpath.co.uk](http://www.fifecoastalpath.co.uk)

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If you would like to find out more about the Big Green Footprint Scheme please tick here

As a Welcome Port you will also receive a copy of our quarterly newsletter. To be added to our mailing list to receive your newsletter by email please tick here

**Please return this form to:** Fife Coast & Countryside Trust, Harbourmaster's House, Hot Pot Wynd, Dysart, KY1 2TQ or to [support.us@fifecountryside.co.uk](mailto:support.us@fifecountryside.co.uk)