



Forth Bridges Forum - Meeting 09 – 26 November 2013 (14:30 – 16:30)

FRC Contact and Education Centre, South Queensferry

MINUTES

Attendees

Graham Porteous (TS)	TS, Head of Special Projects (Chair)
Raymond Convill (RC)	TS, Bill Team Leader
David Thomson (DT)	TS Policy Officer (Secretariat)
Lawrence Shackman (LS)	TS, Forth Replacement Crossing (FRC) Project Manager (from Item 4.1)
Alastair Fyfe (AF)	TS, World Heritage Steering Group Chair
Miles Oglethorpe (MO)	Historic Scotland (HS), Head of Industrial Heritage
Ian Heigh (IH)	Network Rail (NR), Project Manager
Craig Bowman (CB)	NR, Communications Manager (until item 3.3)
Chris Waite (FETA)	FETA, Communications Manager
Ewan Kennedy (EK)	CEC, Policy and Planning Manager
Bob McLellan (BM)	Fife Council
Tina Ogilvie (TO)	Visit Scotland
Tom Maxwell (TM)	Visit Scotland
Campbell Docherty (CD)	BIG Partnership
Iain Salisbury (IS)	CH2M HILL (Item 4.1 only)
Colin Smith (CS)	The Glamis Consultancy (Item 4.1 only)

1. Introductions and Apologies

- 1.1. The Chair, Graham Porteous deputising for Roy Brannen, welcomed attendees to Meeting 09 of the Forth Bridges Forum.
- 1.2. Apologies were received from: Roy Brannen (TS), David Simpson (NR), Barry Colford (FETA), Graeme Malcolm (West Lothian Council), Andrew Burke (Scottish Government), Gordon Morrison (VS), Kate Turnbull (VS) and Mark Dunlop (TS).
- 1.3. The Chair welcomed Tom Maxwell (VS) who deputised for Kate Turnbull.

2. Minutes of Previous Meeting and Action Points

- 2.1. The minutes of the previous meeting held on 22 August 2013 were agreed as read.
- 2.2. The actions from previous meetings were discussed. The status of these actions were noted as follows:

COMPLETED ACTION 6.11, 7.2, 8.2, 8.3, 8.5, 8.6

ON-GOING ACTIONS: 5.1, 6.3, 6.5, 6.12, 7.1, 8.1, 8.4,

From the Actions discussed, the following updates were provided:

- 2.3. Under Action 6.11 – TS Officials met with CEC and Fife councillors. West Lothian council have been unable to find a suitable time to arrange a meeting. Further meetings will be arranged if requested. This action is now closed.
- 2.4. Under Action 8.2 & 8.3 – A Communications Plan will now capture comments from the Forum. This action is now closed.
- 2.5. Under Action 8.5 – The last open days of 2013 concluded on 15 & 16 November 2013. More dates are planned to begin spring 2014. This action is now closed.
- 2.6. Under Action 8.6 – The Forth Bridge World Heritage Nomination Steering Group (FBWHNSG) will be maintained past the application stage in order to provide comfort to UNESCO that the community continue to be engaged. This action is now closed.

3. Forth Bridge World Heritage Nomination Steering Group (FBWHNSG)

3.1. Progress

- 3.1.1. An update on the Forth Bridge World Heritage application was provided. The following progress was noted:
 - Good progress has been made with drafting of the Nomination documents and these are now ready for 'official level' comment. Once updated the documents will be issued to Local Authorities, the Scottish Government and the UK Government for sign-off.
 - Minor changes or revisions may still be made to the current versions of the documents including reformatting by designers prior to being printed in January 2014.
 - UNESCO has provided positive feedback on the draft Nomination Document issued to them at end of September 2013. This feedback has been incorporated to the current version of the document. It did not include comments on the exclusion of a Buffer Zone which provides comfort that this will not affect the bid.
 - Involvement from the community has contributed to various key elements of the documents during drafting.
- 3.1.2. It was noted that copies of the draft documents were issued to all members of the FBWHNSG. It was confirmed that the FBWHNSG will have a further opportunity to comment on the next draft of the Management Plan scheduled for mid-2014. This will ensure that the document has been fully considered by and backed by stakeholder organisations. It was highlighted that the Management Plan is a living document which will develop over time.
- 3.1.3. The following next steps were discussed:
 - Documents will be sent to Scottish Ministers and The Department for Culture, Media & Sport (DCMS).

- Discussions have started on a low key submission event. If successful, a celebration will be held to mark the occasion. It was suggested this could tie into the Forth Bridge's 125th celebrations in 2015.

3.1.4. An update was provided on the Forth Bridge Photographic Competition. The following was noted:

- Keith Brown MSP, Minister for Transport and Veterans awarded first prizes at the FRC Contact and Education Centre on morning of 26 November 2013.
- AF noted thanks to NR for generously providing the prizes for the competition winners and runners-up. He further noted that these quality prizes contributed to the success of the competition. MO noted thanks to TS for supporting the task.
- A press release will be issued regarding the winning entries on 28 November 2013 and the website updated to show the winning, runners-up and other finalist images.

3.2. ***Future Governance***

3.2.1. It was noted that governance of the Forth Bridge World Heritage process has been considered. The following was noted:

- The FBWHNSG will be retained until 2015, to act as the Forum's delivery body in dealing with action points highlighted in the Management Plan.
- Drafting of a Partnership Management Agreement (PMA), between NR, HS and the Local Authorities, is nearing completion. The agreement will introduce regulatory control to the management of the Forth Bridge World Heritage Site, if the bid is successful.
- Transport Scotland to liaise with Visit Scotland over a draft proposal in respect of a tourism and visitor strategy and the prospect of a related sub-group.

ACTION

4. **Forth Bridges Marketing – Longer Term Strategy**

4.1. ***Forth Bridges Visitor Attraction:***

4.1.1. IS and CS presented progress of the feasibility study for a 'Forth Bridges Visitor Attraction'. The following points were noted:

- The study is a continuation of the Visitor Attraction workshops held in June 2012.
- Outcomes were found to be positive and activities on both the Forth and Forth Road Bridges were found to have similar levels of support.
- Market research carried out provided a 'snapshot' of market perceptions. Engagement with Queensferry High School on visitor attraction ideas also took place. To progress the task further, specific market research of each visitor attraction option would be required to obtain more detailed findings.
- When developing a Forth Bridges Visitor Attraction further consideration of other developments in the area will be required including funding, scale and sustainability.

4.1.2. It was noted that market research was carried out prior to the public announcement by NR of the 'Forth Bridge Experience'.

4.1.3. Providing an update on the 'Forth Bridge Experience', NR noted that plans are being progressed with community and stakeholder consultations to begin early 2014. An update on progress will be provided at the next Forum meeting.

4.1.4. The Forum agreed that TS should further progress the investigation into a cantilever model. **ACTION**

4.2. *Communications*

4.2.1. A draft Communications Plan was presented to the Forum to agree in principle. Members agreed that any further comments should be submitted in time for the Communications Group meeting on 29 November 2013. It was noted that:

- The next steps relating to Forum communications is to map stakeholders and prioritise planned activity.
- The Forum Communications Group will consider key messages and agree an action plan.

(Post meeting note: No further comment was received and the Plan is now considered approved by the Forum.)

4.3. *Forth Bridges Festival - Update*

4.3.1. The following progress on the Forth Bridges Festival was noted since the last meeting:

- The Festival programme was launched in September 2013.
- The Tower trips are now fully booked.
- Scale of fireworks finale to be determined in 2014.
- Sponsorship of the bridge is currently being discussed. An update can be provided at the next meeting.
- Other Visitor Attraction ideas are being considered.
- Part of the festival programme being publicised in December 2013, will see an 'artist in residence'. The project includes the creation of a series of art looking at the bridge from different aspects and will culminate in an exhibition at Hopetoun House.

5. *Forth Bridges Marketing: Current Activity*

5.1. *3D Modelling of Bridges: Update*

5.1.1. It was noted that the pilot survey is now complete and will produce images in due course.

5.2. *FRC Contact and Education Centre: Open Days*

5.2.1. LS provided an update on recent FRC open days (November 2013) held at the FRC Contact and Education Centre. The following was noted:

- Approx. 700 attendees over 2 days.
- The Exhibition boards will be refreshed over the next couple of months in readiness for the next phase of open days planned to begin in March 2014.
- Touch screen displays now enhance the visitor experience.

6. Forth Road Bridge Act Update

6.1. With regard to the provisions of the Act, it was noted that:

- The contract for the Operation and Maintenance of the Forth Road Bridge and the Queensferry Crossing received three bidders.
- The procurement programme is on track for award in 2014.

7. AOB

7.1. It was noted that Fife and West Lothian Councils did not have representation at the Communications Group. TS to contact BM and GM on possible solution.

ACTION

8. Date of Next Meeting

8.1. The next meeting is to be scheduled for week ending 21 February 2014. Details will be circulated post meeting.

9. Summary of Actions from meeting

9.1. **ACTION 9.1:** Draft visitor and tourism proposal to be submitted to Visit Scotland by Transport Scotland. **TS**

9.2. **ACTION 9.2:** It was agreed that TS would look at setting up a working group to look at tourism and visitor attractions. **TS**

9.3. **ACTION 9.3:** The Forum agreed that TS should further progress the investigation into a cantilever model. **TS**

9.4. **ACTION 9.4: Communications Group:** It was agreed that Fife and West Lothian Councils should be contacted regarding representation on the Communications group seeking a suitable solution. **TS**

9.5. **ON-GOING ACTIONS:** 5.1, 6.3, 6.5, 6.12, 7.1, 8.1 and 8.4.