



Forth Bridges Forum - Meeting 25

15 August 2017

Meeting Room 1.15, FRC contact and Education Centre, South Queensferry

MINUTE

Attendees

Hugh Gillies (HG) (Chair)	Transport Scotland
Lawrence Shackman (LS)	Transport Scotland
Scott Lees (SL)	Transport Scotland
Michael Dineen (MD)	Transport Scotland
Lola MisJune (LM)	Transport Scotland
Craig Bowman (CB)	Network Rail
Miles Oglethorpe (MO)	Historic Environment Scotland
Rebecca Jones	Historic Environment Scotland
Ken Gourlay (KG)	Fife Council
Manuela Calchini (MC)	Visit Scotland
Chris Waite (CW)	Amey
Gillian Laurie (GL)	Amey (Secretariat)

1. Welcome & Introductions

- 1.1. The Chair welcomed all attendees to Meeting 25 of the Forth Bridges Forum.

2. Apologies, Minutes of Previous Meeting and Actions

- 2.1. Apologies were received from: Campbell Docherty - BIG; David Dickson - Network Rail, Ben Edwards - Network Rail; Eddie Lebida - Network Rail; Ewan Kennedy - CEC; Mirka Vybiralova - CEC; Alan Shirley - Transport Scotland; Mark Dunlop - Transport Scotland; Mark Arndt - Amey; Ewan Angus - Amey; Sandra Montador-Stewart - Fife Council
- 2.2. The minutes of the previous meeting held on 27 June 2017 were agreed and subsequently published.
- 2.3. Action points were reviewed and updated as follows:
Action 21.2 – Open action
Action 22.4 – Ongoing
Action 22.6 – Ongoing
Action 23.2 – Closed
Action 23.3 – Ongoing Action 23.4 – Ongoing
Action 23.5 – Ongoing
Action 23.6 – Ongoing
Action 24.1 – Closed

Action 24.2 – Closed
Action 24.3 – Closed
Action 24.4 – On hold
Action 24.5 – Closed
Action 24.6 – Ongoing
Action 24.7 - Closed

3. Forth Bridges Forum – Update

- 3.1. Public meeting was held on 8th August 2017 with 64 in attendance. HG thanked SL for chairing the meeting and acknowledged the workload involved in organising the Queensferry Crossing Experience. There were comments from local members of public who felt that local communities should have more of an opportunity for crossing QC.
- 3.2. HG asked that the next public meeting is held in November (date to be confirmed) and re-engage the public over Road user guide.

Action – GL/HG plan next Public Forum meeting

- 3.3. Events Planner Update – Planner is being updated by GL and used by Forth Bridges Forum and subgroups. Recent announced dates have been added to this planner and circulated but there may be some information which may not have been passed to GL.

Action – All to consider events to be added to planner and email FBF.Enquiries@amey.co.uk

4. Queensferry Crossing – Update by LS

- 4.1. The Queensferry Crossing will open to all traffic on 30th August 2017. 50,000 people will walk across the new Bridge on 2nd and 3rd September 2017 as part of the Queensferry Crossing Experience. The official opening will be on 4th September and a schools / community day is currently being planned for 5th September.
- 4.2. 13 local schools will be brought to QC on morning of 5th September 2017 and planning is continuing for community groups to access the Bridge in the afternoon.
- 4.3. Media days and events will start from 28th August 2017.
- 4.4. Traffic Management and 40mph speed restriction will be in place until October 2017 following Queensferry Crossing opening. Motorway regs will then come into force and speed restriction removed. This will be heavily published for all road users to inform of the correct bridge to use during this period.
- 4.5. CW advised that cyclists are hoping to make the most of the Forth Road Bridge in future. Amey have installed counters which will count cyclist numbers and SL wishes to see a family cycling event and look at strategy working with active travel. Bike hire idea was suggested. LS added that the car park on North side has future use potential.

5. World Heritage Management Group – Update by MO

- 5.1. UNESCO's World Heritage Committee had met in Krakow in July and had accepted the Setting document and noted progress made on implementation of the Management Plan (especially the establishment of the Management Group). They acknowledged progress being made with 3D documentation. HG asked about usage of the 3D documentation and the group should understand how and why it is being used, as well as by whom.

Action – MO will get update on 3D progress and will create list of its usage

- 5.2. UNESCO noted that the Tourism and Interpretation plan was still in development and work not yet completed on monitoring system. Due to this they have requested a State of Conservation Report by Dec 2018. This will draw on and further develop the original nomination dossier, confirming that the Bridge is being well maintained and its outstanding universal value properly protected.
- 5.3. Plaque unveiling event will be held at the Contact and Education Centre on Friday 18th August 2017 with Transport Minister. Invites have been sent by MD.
- 5.4. MO continuing with plans to set up a Forth Bridge Records and Collection Group
- 5.5. HES will continue to work with TS on defining the role of a World Heritage Co-ordinator post. Its functions include ensuring the effective implementation, monitoring and revision of WHS Management Plans, producing formal reports required by UNESCO, promoting the Outstanding Universal Value and public benefit of WHS and providing a central point for advice.

6. Tourism Project – Update by MC

- 6.1. GL Hearn awaiting feedback from Fife Council. In SMS absence Ann Camus has asked MD to assist. Comments to go back to GL Hearn asap. AC is working on this as a priority and HG asked MD to ensure KG is kept updated.
- 6.2. HG has met with Adrian Duffy at Deep Sea World regarding visitor experience proposals. Awaiting report from Adrian Duffy who has been invited to next Tourism meeting on 14th September 2017
- 6.3. MD gave an update on Branding. MD met with Commercial Director at St Andrews Links Golf course who advised the following: extend trademark cover to Europe and USA, trademark the stand alone image and text. Anticipated costs for European protection £25,250 + VAT and USA protection approx £33,120 + VAT with refresher fee every 3 years. The preferred option for the Forum would be to source own suppliers which retailers use. This option secures quality control on all branded items. The legal team are expecting a call imminently regarding trademark and certainty over funds required. CW asked that the forum be clear on its objectives and learn lessons from recent negative news items on branding and trademarks. Local businesses have

been trading items with the Bridges over the years and we don't wish to be seen as 'heavy handed'. CW also suggested the wording 'three bridges over three centuries' are trademarked. RJ asked why not seek worldwide coverage but MD had been advised that outside Europe and USA it is more complicated and expensive. All agreed that this is an exciting prospect.

- 6.4. MD advised that Forth Bridges Tartan is being considered and would be a potential large revenue stream.
- 6.5. MO advised that we need the Tourism Strategy to satisfy UNESCO requirements.

**Actions – Process on branding to start today (HG/MD)
Consider wider world trademark protection (MD)
Funding consideration – Transport Scotland?**

Actions - HG asked that more work is done to understand Business Models – ALL

Post meeting note: The Legal team confirmed that applications for the agreed Trademarks were submitted for both Europe and USA before the launch of the branding on Fri 18th August 2017.

7. Communications Group – Update by CW

- 7.1. Engagement plan currently on hold.
- 7.2. New Bridges website www.theforthbridges.org will launch on Friday 18th August 2017 along with new twitter and Facebook pages. Existing URL will redirect to new website.
- 7.3. There will be a new quarterly website report presented to the Forum each quarter.

8. Network Rail – Update by CB

- 8.1. CB advised the progress on the business plan for the Forth Bridge Experience has not been as quick as he would have hoped and more time was being invested in adapting the business case to meet with the requirements of Transport Scotland, with whom a good meeting had taken place last week.
- 8.2. There are three stages to get funding to build so CB asked for authority to go ahead with planning process. The risks with a major planning application are the various groups involved, CEC, HES, UNESCO and could take up to a year to complete the application.
- 8.3. CB advised NR should get the go ahead for this within the next few weeks.
- 8.4. MO stressed the importance of Education being incorporated into the plans for the Visitor Centre?

9. AOB

- 9.1. MD advised that NR was approached by North Queensferry football team asking if it can use the Forth Bridges branding on football tops. The group's general consensus was that this was a good idea, NR pay sponsorship and it could only be seen as positive for the community. CB to provide the approval to the football team.
- 9.2. LS advised that work is ongoing on the Engagement with Communities document. This will be launched with the Road-Users' Guide.
- 9.3. CB advised there will be international and British press trips on the Forth Bridge. HG asked for details to forward to Danny Chalmers.

Action – CB pass press trip details to HG

- 10. **Date of next meeting** – Tuesday 28th November 2017 11am – Contact & Education Centre, South Queensferry.