



Forth Bridges Forum - Meeting 27

27 February 2018

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

MINUTE

Attendees

Scott Lees (SL)	Transport Scotland
Michael Dineen (MD)	Transport Scotland
Miles Oglethorpe (MO)	Historic Environment Scotland
Rebecca Jones (RJ)	Historic Environment Scotland
Ken Gourlay (KG)	Fife Council
Sandra Montador-Stewart	Fife Council
Ewan Angus (EA)	Amey
Mark Arndt (MA)	Amey
Gillian Laurie (GL)	Amey (Secretariat)

1. Welcome & Introductions

- 1.1. SL welcomed all attendees to Meeting 27 of the Forth Bridges Forum.

2. Apologies, Minutes of Previous Meeting and Actions

- 2.1. Apologies were received from: Hugh Gillies (HG) - Transport Scotland; Toby Millard – Transport Scotland; Craig Bowman – Network Rail; David Dickson - Network Rail, Ben Edwards - Network Rail; Eddie Lebida - Network Rail; Campbell Docherty – BIG, Ewan Kennedy - CEC; Mirka Vybiralova - CEC; Alan Shirley - Transport Scotland; Lawrence Shackman – Transport Scotland; Mark Dunlop - Transport Scotland; G Malcolm – West Lothian Council; Chris Waite - Amey
- 2.2. One amendment was made to the minutes of the previous meeting held on 28 November 2017 and were 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 23.3 – Ongoing
Action 23.4 – Ongoing
Action 23.5 – Ongoing
Actions 23.6, 24.6, 25.3, 25.4 – Ongoing
Action 24.4 – On hold
Action 25.2 – Ongoing

Action 26.2 – Closed
Action 26.3 - Ongoing

3. Tourism Project Group Update – Update provided by MD

- 3.1. Third draft of the Tourism Strategy brochure has been sent to Forum members and Tourism group members by Elspeth Wills with returned comments by 2nd March 2018 to Ann Camus. Once this is finalised it will be passed to Chris Waite to forward to Avian.
- 3.2. MO added that heritage comments had been passed on and that this will form part of the Management Plan.
- 3.3. SL asked what is required in terms of approval before this is published. KG will seek to clear through Fife Convenor.
- 3.4. SMS added that it would be useful to reflect GL Hearn's name on the document i.e. 'based on original work by GL Hearn'.
- 3.5. Project Manager for Tourism Strategy was discussed, a key role for developing, overseeing and developing strategy. Who would fill this role, who would appoint the individual and how would it be funded?

Action: HG write to each council for council approval of Tourism Strategy

- 3.6. Deep Sea World, A Duffy keen to progress with plans. 2 options are being considered. HG has asked A Duffy for business case.
- 3.7. Signage Strategy, MD shared background papers to the strategy, this was put together in 2015 to be taken forward by BID, as BID has not gone through this was not able to be taken forward. SMS added this was a good piece of work and the document should be refreshed. This should be added to the Tourism Strategy as a priority.
- 3.8. Branding – MD gave an update. Avian have offered two options to launch the merchandising. Option A – Avian oversee all aspects of the operation including website design & operation, merchandise design and production, storage of merchandise in a warehouse, order fulfilment and payment processing.
- 3.9. Option B – Reduced serviced with fewer products which will be stored locally and Amey overseeing order fulfilment. No website design and no overall control by Avian. This option is approximately half the cost of Option A
- 3.10. Trademark – 5 trademarks have been applied for. Application progressing well in Europe. 163 pages of feedback received from USA application, trademark lawyers legal team are currently reviewing.

4. World Heritage Management Group Update

- 4.1. UNESCO plaque unveiling events are being organised. South Queensferry event will be on 4th March 2018 at Boathouse steps, invites have been sent.

- 4.2. Skeletal Interpretation plan has been compiled which will include signage strategy. World Heritage Coordinator would take this forward. RJ will send job description to Hugh Gilles and added that HES will put funding towards role. Aim to have role established by end of April 2018.
- 4.3. Forth Bridges Collections Group has been formed. Scoping exercise is underway. This will form part of the interpretation plan.
- 4.4. MO has audited the action plan from the management plan, very pleased with the progress which has been made.
- 4.5. World Heritage event will be on 11^h April 2018 at Kelvingrove, Glasgow.
- 4.6. Tron building in Edinburgh visitor plans to open July 2018, potential for Forth Bridges merchandise to be sold in pop up shop. RJ will forward further info to MD on pop up shop.
- 4.7. MO asked to consider how UNESCO are informed of any major developments before it reaches public domain. Although the visitor hub planning at CEC car park does not directly affect the structure of forth Road Bridge, MO will inform UNESCO that this is in the wider plans.
- 4.8. 3D Forth Bridges Education project progressing well, driven by Jenni Mackay, IT teaching specialist from Dundee Council. To be delivered Summer/Autumn 2018.

5. Forth Bridges Forum Update

- 5.1. Public meeting took place on 31st January 2018 and was well attended. Next meeting to be agreed.
- 5.2. NQCC believed they should attend Forum meetings. The group agreed that as they attend Tourism Project Group meetings and World Heritage Management Group meetings it would not be appropriate for attendance at Forum meetings also. NQCC members can also attend public meetings where Chair of the Forum attends.

6. Queensferry Crossing – Update by SL

- 6.1. Lawrence Shackman has moved to a new role but remains with ad hoc work on Queensferry Crossing. Snagging works continue on QC.
- 6.2. There will be an education campaign on the enforcement of transport corridor.

7. Communications Group

- 7.1. The Comms group role should be revitalised and this will be discussed at next Communications Group meeting. Key will be how the Tourism strategy is communicated to the wider public.
- 7.2. The website Quarterly report will be circulated to group members.

8. Network Rail – Provided by CB via email

- 8.1. Forth Bridge Experience – Network Rail are continuing to work with Transport Scotland in the development of a business case. Strategic business case now approaching completion with next phase development of the outline Business Case pending.
- 8.2. Network Rail continue to seek approval for procurement of Arup's services to take forward the planning application for South Queensferry Bridge Walk. Pre planning engagement with key stakeholders anticipated from April 2018.

9. AOB

- 9.1. MO asked if the Forth Bridges branding can be added to the animation of 3 bridges when First Minister visits Shanghai, no objections were raised.
- 10. Date of next meeting – Tuesday 22nd May 2018 at 2pm – Contact & Education Centre, South Queensferry.**