

(via email)

Your ref:

Our ref:
FBF/TS/220618

Date:
21 June 2018

Dear Sirs,

RE: Forth Bridges Tourism Final Draft Strategy

The Forth Bridges Forum is a Scottish Government led management forum, established to make sure that those with a direct interest in the bridges (including local communities, businesses and the travelling public) stay at the heart of their operation and maintenance of the three iconic bridges over the Firth of Forth.

The Forum has worked effectively since 2011 and has the benefit of allowing the Queensferry Crossing, Forth Road Bridge and Forth Bridge to be promoted under a single banner. The Forum comprises of various organisations including the City of Edinburgh Council, Fife Council, West Lothian Council, Forth Bridges Unit Operating Company, Historic Environment Scotland, Network Rail, Transport Scotland and Visit Scotland.

Its aims are:

1. To establish and oversee a strategic approach to the operation and maintenance of the Forth bridges;
2. To maintain effective engagement with local communities on issues that may affect, impact or be of interest to them;
3. To promote the location of the bridges spanning the Firth of Forth as a unique tourist destination;
4. Support the management of the World Heritage Site, following the successful nomination of the Forth Bridge in July 2015;
5. To develop and support schemes and measures to encourage an increase in cross-Forth active travel and sustainable public transport.

One of the key achievements so far was the partnership working that led to the Forth Bridge being inscribed as a World Heritage Site by the United Nations body UNESCO in July 2015. Since then the Forum has built on that success by progressing a number of work-streams in an effort to further deliver the Forum's aims. The most significant of these has been the development of the Forth Bridges Area Tourism Strategy.

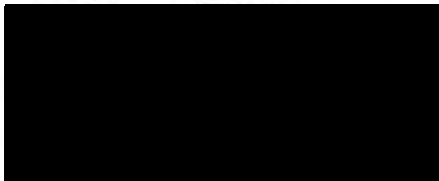
As you know tourism is one of Scotland's most important industries, helping to create wealth, jobs and build on our nation's strong international reputation. This strategy provides a

framework to build on the existing tourism offering in Queensferry and further develop the location as a unique destination.

The strategy is an ambitious piece of work. Its development was a collaborative Forum effort, which involved input from each Forum partner and engagement with stakeholders and local interests. As Chair of the Forth Bridges Forum I believe the strategy is a ground breaking piece of work, which has the potential to release great benefits to local communities, business and the wider economy. However, before publishing the strategy I require each Forum partner to formally endorse the strategy and confirm their ongoing commitment to help deliver the actions therein.

I therefore attach a copy of the final draft strategy for your consideration and would appreciate if you could provide feedback by 06/07/2018. If you require further information please contact your colleague who has attended Forum meetings and has been copied in on this email, or if you wish to discuss wider issues please do not hesitate to contact me.

Sincerely,



Hugh Gillies
Chair of The Forth Bridges Forum
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