

QDCC Communications Report - Oct 2018

The **QDCC Facebook page** remains the popular contact media supporting our website with over 2,600 followers and a post reach in the last month of over 8,000 people.

The **Visit Queensferry Facebook page** grew significantly in popularity this month following a post we created last weekend promoting Queensferry which reached over 200 shares and in excess of 27,000 people so far. Although part of a long term strategy to promote Queensferry, we are liaising with QBA to establish any early anecdotal evidence of driving incremental business. The High St refurbishment next year presents a significant marketing opportunity for Queensferry through this and other channels.

Local Directory Live is currently rebranding their magazine and following a meeting I had with the owners, we have the offer of some pages to use as we see fit. Happy to hear any ideas and views from the community council; given the nature of the rebrand I am inclined to seek a more editorial type contribution on the positive development of Queensferry rather than the departmental 'what's happening' list we trialled last year. Content for the newly branded December issue will likely be required by the end of the first week in November. Thankfully we should have the majority of local Christmas events listed in the last LDL edition which is aimed to hit the doors early to mid November.

Social media

The main issue flooding the local Facebook channels has been complaints over CEC's handling of the new waste collection schedule transition. From the issues with incorrect, duplicated or missing notification letters (and the associated costs to rectify), to the failure to collect on the notified dates combined with some confusion over the extra uplift schedule. The response from a senior manager in CEC antagonised the situation by apparently apportioning blame on the public not adhering to the new schedule.

The Corus site development application raised complaints over further housing but the proposed road access has caused significant concern from some residents and a public meeting was called on 18th Oct in Rosebery Hall.

Cruise Ship Visits

A Cruise Strategic meeting is being chaired by Cruise Forth on Tues 23rd Oct. in the Rosyth Terminal which I will be attending. No further update from CEC on actions in preparation for the next cruise ship season.

Youth Engagement

The data from the Youth Talk Event held in September has been collated and Neil, David and I will meet with Scott Donkin and Isla Anderson, of CEC later this week to discuss the next steps. Quick and easily deliverable wins will be the first point of focus.

Other matters

Juliette Lee has announced her intention to step down as chair of GreenFerry effective 1st Dec 2018 due to her work commitments. Having worked with the GreenFerry committee over the last year I have to say that without Juliette's drive, the funding and completion of the Hawthorn Bank Walled Garden to its current level would have been unlikely to happen, certainly not in the time it has taken, if at all.

The garden delivers another asset to Queensferry and once the long awaited positioning of the Queensferry mosaic is completed it will very much be yet another landmark for the town.

An EGM has been called for the 30th October, anyone who has an interest in nominating them self or anyone else for the position of chair or joining the committee, please let me know. GreenFerry is a registered Scottish Charity and incorporates CleanFerry (headed up by David Hutcheson) and Community Planting (headed up by Neil McKinlay) as well as the Hawthorn Bank Walled Garden Project (headed up by Juliette Lee)..

G.McKinley, 21st Oct 2018