

## **QA Report – April 2014**

### **Queensferry High School**

Final interview & CV session with JET students have been completed. .

Careers Event - Plans are now well under way for the “Queensferry Working” Careers event due to take place on the 5<sup>th</sup> of June.

We are now working with the Sea Cadets offering the CV & Interview workshops over the last four weeks. This is mainly as a “thank you” for the voluntary work they contribute to the local community.

### **Forth Bridges Tourism Group**

A Pre-season briefing for businesses, volunteers and stakeholders was held on the 2<sup>nd</sup> April in the Rosebery Hall. Approximately 45 people were in attendance. I gave a presentation on what our plans were for this season. Peter Wilson gave a presentation on the FBTG and one of the volunteers spoke from their perspective. Main issues raised by the businesses were the parking arrangements at the Hawes Pier, the lack of tourists along the High Street and the traffic management of the buses. One of the shuttle bus operators offered to drop returning passengers off on the Loan to encourage walking back through the town. This is to be taken forward with CEC.

FBTG are funding a trial of a free shuttle bus service to Hopetoun House, through the High Street with the return journey encouraging a drop off at the Inchcolm Inn. On the bus visitors will receive some local knowledge and places of interest from the volunteers. The route was trialed at the first liner visit last week to allow a timetable to be drawn up.

MSC Magnifica – the arrival of the first Cruise Liner took place last week. Volunteers were at the Pier from 8.30am – 3.30pm. Visitors maps were distributed and as one volunteer put it “they disappeared like snow off a dyke”! We had hoped to arrange a “Familiarisation trip” for the on board information desk and key crew but unfortunately this was not a priority for them on the day. We will continue to try and arrange this to ensure they are aware of the local offer when the ship is in Queensferry. Interestingly volunteers say they sent hundreds of visitors and crew in the direction of the High Street but the business feedback is that footfall was poor. From the office it looked relatively busy and I personally turned away in the region of 40 people looking for entry to the museum.

### **Queensferry Museum**

Due to an incident in the museum it closed at very short notice last week and will remain closed until at least mid-May to accommodate a full structural survey to be carried out on the ceilings in the upper part of the building, and then for collection items to be moved/protected, any remedial work to be done and the re-plastering finished. This is a poor situation for the start of our visitor season and I would urge our local councillors and support from the QDCC to champion proper investment into securing a “fit for purpose” museum.

### **Tourist Information Kiosk**

The kiosk has now been repaired, cleaned and stocked with local information and most importantly a kettle for the volunteers! We are awaiting final graphics to “brand” the kiosk but it is already proving to be an asset on Cruise Liner days. Once the volunteers have settled into the season we will see how it can be manned at weekends etc.

### **Forth Bridges Festival – Expo Event, Glasgow.**

I attended the Visit Scotland Expo on day two of the event. Many people stopping by the stand had heard of the event. It was a very beneficial networking event but how effective at promoting the Festival is hard to evaluate. All the Visit Scotland, Homecoming Team,

Edinburgh Council, Fife Council and Marketing Edinburgh contacts were impressed to see us there so from that point of view alone it was good that the grant funders were seeing us actively promoting the event. We also were promoting Queensferry as an everyday destination not just during the Festival.

### **Community Market.**

Little to report here other than a bore hole test for the anchor points has been carried out and we are awaiting the outcome of the report. It is still hoped that the May market will go ahead.

### **Forth Bridges Forum**

The FBF called a meeting of local tourism stakeholders to discuss forming a Forth Bridges Forum Tourism Project Group. The meeting had been called by the FBF and chaired by Visit Scotland. QA is unsure of the benefits of this group. Keith also attended this meeting so can update further.