

**From:** REDACTED  
**sent:** 31 August 2017 10:01  
**To:** REDACTED  
**Subject:** RE: Flags and Stickers

Hiya

Got stickers today – they're quite small and say Queensferry crossing on them, is that right?

Definitely no flags yet – could you chase them up?

Cheers

REDACTED

REDACTED  
REDACTED

Buchanan House, 58 Port Dundas Road, Glasgow, G4 0HF I 0141 272 REDACTED

**From:** REDACTED  
**Sent:** 29 August 2017 15:18  
**To:** REDACTED  
**Cc:** REDACTED  
**Subject:** FW: Flags and Stickers

REDACTED / REDACTED

Please see below. Get the sweat shop on standby!

REDACTED

Forth Replacement Crossing Employer's Delivery Team  
Assistant Project Manager | Opening Celebrations

01383 REDACTED or REDACTED direct Line | Email: REDACTED

**From:** REDACTED  
**Sent:** 29 August 2017 14:15  
**To:** REDACTED  
**Cc:** REDACTED  
**Subject:** RE: Flags and Stickers

Hi REDACTED,

Saltires flags will be arriving with REDACTED tomorrow and stickers on Thurs.

Thanks,  
REDACTED



Please contact me in the first instance on my direct dial 0131 561 **REDACTED**

UNIQUE EVENTS LTD | Gladstone House, 6a Mill Lane Edinburgh, EH6 6TJ

T. 0131 561 3380 | F. 0131 555 0905

[www.unique-events.co.uk](http://www.unique-events.co.uk)

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Please consider the environment - do you really need to print this email?

**From: REDACTED**

**Sent:** 23 August 2017 18:40

**To: REDACTED**

**Cc: REDACTED; REDACTED**

**Subject:** Flags and Stickers

**REDACTED**

As discussed The flags and stickers are to be send to **REDACTED** at:

Transport Scotland  
Buchanan House  
58 Port Dundas Road  
Glasgow  
G4 0HF

If you let me know once you have spoken to supplier when deliver is expected I'll get the team primed in Glasgow.

Thanks

**REDACTED**



**REDACTED**

Forth Replacement Crossing Employer's Delivery Team

Assistant Project Manager | Opening Celebrations

01383 **REDACTED** or **REDACTED** diret Line | Email: **REDACTED**

Forth Replacement Crossing Project Office

King Malcolm Drive

Rosyth

KY11 2DY

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Assistant Project Manager | Opening Celebrations

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Forth Replacement Crossing Project Office

King Malcolm Drive

Rosyth

KY11 2DY

**From: REDACTED**  
**Sent:** 30 August 2017 09:31  
**To: REDACTED**  
**Cc: REDACTED**  
**Subject:** FW: URGENT - QFC

Hi all,

As an addition, we had an animation pulled together which is essentially a credit roll of the key parties as listed in the commemorative brochure, please let me know if this is useful/appropriate/needs amended and we can add to the trail of messages at the start and end of the show on the screens:

<https://www.dropbox.com/sh/6jt97wk89cs009u/AAA5T4Eikme4LCK5VjISZzjma?dl=0>

Many Thanks,

**REDACTED**



**Please contact me in the first instance on my direct dial 0131 561 REDACTED**

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**From: REDACTED**  
**Sent:** 29 August 2017 15:04  
**To: REDACTED**  
**Subject:** RE: URGENT - QFC

Hi **REDACTED**,

Thanks for these.

It is worth considering which ones need to be prioritised to be played with their audio as for the most part there will be live entertainment happening (pipe bands on the ground) meaning the audio content won't cut through.

From experience with other events I think the sensible total amount of content for this event is approx. 3min with the individual videos being around 30 seconds, however if there are more that you want to feature we can certainly accommodate that.

We will be running a set of images – attached powerpoint – this is where I would suggest we can drop information into to give your clips context/intro.

Thanks,

**REDACTED**



Please contact me in the first instance on my direct dial 0131 561 **REDACTED**

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Please consider the environment - do you really need to print this email?

**From: REDACTED**

**Sent:** 29 August 2017 13:36

**To: REDACTED**

**Subject:** FW: URGENT - QFC

**REDACTED / REDACTED**

I have had a look through the Vimeo and Transport Scotland account and suggested the following video clips as fillers between events is worth considering –

- M8 Opening (TS facebook)
- A9 Dualling Coming soon (TS facebook)
- Unesco plaque (TS facebook)
- Ferry spread the word (Dec 16 TS facebook)
- Rail Network – Freight
- Academy 9 – A9 Dualling – makes mention of this as a large scheme and also suggests
- T2 Trainspotting (available on Transport Scotland Facebook page)
- AWPR – which is captioned as biggest road construction in UK.
- Erskine Bridge light renewal – I think shows innovation/recycling
- Glasgow Queen Street Redevelopment

Potential others -

- Boosting Brodick Ferry Terminal – this is a good video showing another mode of transport. However, it says that it will be completed in August. I have checked with **REDACTED** who says its being delivered by a third party but they have been told its on target for completion. If you choose this one, let me know and I will go back and push further.
- M8 Raith Completion – preferred this to the overall M8 M73 M74 ones as they show the project still in a phase of major construction and the text/narrative doesn't make mention that its now completed.

I am thinking we will need some sort of introductory slide with words to explain that this is other TS work either delivered or being delivered. Or else a ticker tape across? Also, not sure how many minutes you are looking to fill **REDACTED**? **REDACTED**, our corp comms manager said she could look at producing this.

Also, **REDACTED** I wanted to focus on other areas than just roads but can't find much, if any on other transport modes especially aviation, canals and ferries. The cycling action plan is good with good messages, but too shaky. Any other suggestions?

**REDACTED**

---

**From:** **REDACTED**  
**Sent:** 28 August 2017 16:58  
**To:** **REDACTED**  
**Subject:** RE: URGENT - QFC

**REDACTED**, Your best bet would be to go to our YouTube or Vimeo site and have a look at the films on there. There are a couple of good ones about the new M8 , M9 and drone footage of historic bridges for the Year of Heritage History and Architecture. I have asked around and there is no generic Transport Scotland film showing the work we do. We are in the process of creating some slides for an event on the 28<sup>th</sup> September but that will not be ready by tomorrow, sorry.

<https://vimeo.com/transportscotland>

<https://www.youtube.com/user/transportscotland>

Regards, **REDACTED**

**REDACTED**  
T: 0141 272 **REDACTED**  
[transport.gov.scot](http://transport.gov.scot)

Transport Scotland, Buchanan House, 58 Port Dundas Road, Glasgow, G4 0HF



Transport Scotland, the national transport agency  
*Còmhdaill Alba, buidheann nàiseanta na còmhdaill*

---

**From: REDACTED**  
**Sent:** 28 August 2017 13:52  
**To: REDACTED**  
**Subject:** URGENT - QFC

**REDACTED / REDACTED**

There will be large screens erected for the Official Opening both for the VIP guests as well as Nth and Sth Queensferry to stream the events as they happen. There will be some gaps between the events and we have the opportunity to fill these gaps with some promotional material of our own.

Do we have video clips or slides/images which would allow us to promote some of the other work Transport Scotland delivers? Any short video clips that may have been used for conferences etc?

Grateful if you could let me know – we would be looking for this late afternoon tomorrow.

Thanks

**REDACTED**



**REDACTED**  
Mtrips Strategic Communications  
7th Floor  
T: 0141 272 **REDACTED**  
Blackberry: **REDACTED**

Transport Scotland  
Buchanan House  
58 Port Dundas Road  
Glasgow  
G4 0HF  
For agency and travel information visit our [website](#)

---

Transport Scotland, the national transport agency  
*Còmhdaill Alba, buidheann nàiseanta na còmhdaill*



**From:** REDACTED  
**Sent:** 27 August 2017 17:21  
**To:** REDACTED  
**Cc:** REDACTED  
**Subject:** Visit Scotland - videos

Hi REDACTED and REDACTED,

Event Scotland have highlighted a few short videos that will work well on the arena screens whilst the audience are arriving. Are you happy for us to include them?

- <https://www.youtube.com/watch?v=CAqA9AlvX2M&index=1&list=PLRKW1zVpm9DgRGgzl518npBthb2DgoKAr>
- <https://www.youtube.com/watch?v=CY48Kq0r24E&list=PLRKW1zVpm9DgRGgzl518npBthb2DgoKAr&index=22> (specific HHA2017 Edit/ Version)
- Also a specific one on the newly launched marketing toolkit  
[http://www.visitscotland.org/business\\_support/advice\\_materials/toolkits/queensferry-crossing/marketing-communication-tools.aspx](http://www.visitscotland.org/business_support/advice_materials/toolkits/queensferry-crossing/marketing-communication-tools.aspx)

Best,

REDACTED



Please contact me in the first instance on my direct dial 0131 561 REDACTED

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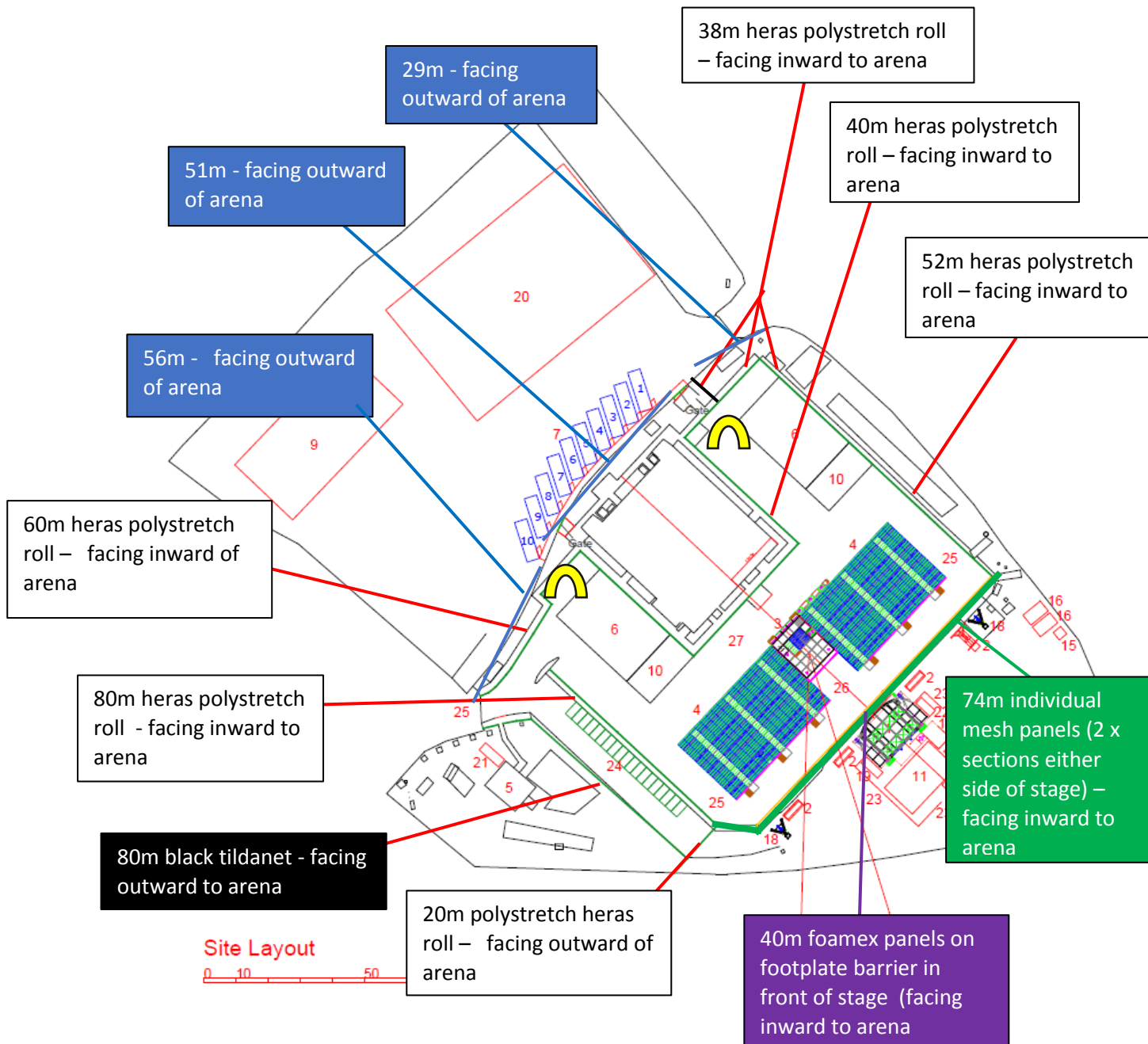
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## Branding plan

### POLYSTRETCH HERAS ROLL



#### Event heras

38m  
40m  
52m  
20m  
80m  
60m  
290m total

#### Blue fences


56m  
51m  
29m  
136m total

### INDIVIDUAL MESH PANELS



#### Side of Stage heras

74m

 Entrance archway

Images to be supplied separately.

3.5m  
of  
no background  
assets.  
15m.

11m



22m



Official Operating Quarters -

8.5m

11m



1m

**From: REDACTED**

**Sent:** 27 August 2017 15:36

**To: REDACTED**

**Cc: REDACTED**

**Subject:** QCOO - branding

Hi both,

Just to give you an overview of the proposed branding activity on the site.

The event look and feel will be utilised on the heras panels to define and dress the site, please see pdf attached of how it where it will be deployed.

In front of the stage we are proposing a very clean looking piece of branding – please see attached ('stagefront 1x22m') and let me know if approved or if you have another preference –I've also attached a quick sketch (!) to illustrate exactly where this would sit.

Elsewhere:

- On arrival guests will enter through a large scale archway (on both sides), final sketches being finalised and I will send through for your approval asap.
- Branded 'Concord' barrier will be utilised to define guest walking routes where necessary (concord barrier is essentially a nicer version of pedestrian barrier that can be cleanly branded).
- The grandstands will have 8 flags flying at the back.
- There will be large scale images of the bridge in the hospitality tents previously provided by CEC.

One thing I'm keen to clarify if whether you need key contractors/sponsors/Transport Scotland imagery or/and branding to be visible? Pop up banners? The screens will be a great asset here for conveying those messages (giant screens in the arena as well as in the hospitality tent) if needed.

Please do come back with any comment/feedback, the heras panels are in production as they have a longer print time but we do still have time to produce any smaller, additional pieces of branding if deemed necessary.

Many Thanks,

**REDACTED**

**REDACTED**



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