
From: Thompson, Jeremy [mailto:jeremy.thompson@forestry.gsi.gov.uk]
Sent: 14 February 2008 16:31
To: david.russell@[REDACTED] Mike Batley
Cc: allan.fail@scottishwater.co.uk; Brinkins John; Brown Todd; Cairns Brian; Gillian Barrie; Jeremy Thompson; niall; robert.hunter@stirling.gov.uk
Subject: RE: Carron valley Threshold sign design

Thanks for the correspondence.

I confirm that the threshold sign and current artwork depicts the various activities and interests in a generic style. The FCS logo will appear on the header board and Clanranald will have a ladder board below the main board when then their attraction is up and running.

Apart from CVDG I do not have any other members who wish to attend a meeting with Alan Chalmers the FCS designer, which leads me to believe that all of the other partners are happy to go with the current design.

Please could CVDG come back to me with a few dates for a meeting you may recall suitable dates for Alan are 19th to the 29th weekdays only.

Jeremy

From: david.russell@[REDACTED] [mailto:david.russell@[REDACTED]]
Sent: 07 February 2008 16:28
To: Mike Batley
Cc: allan.fail@scottishwater.co.uk; Brinkins John; Brown Todd; Cairns Brian; david.russell@[REDACTED] Gillian Barrie; Jeremy Thompson; niall; robert.hunter@stirling.gov.uk
Subject: RE: Carron valley Threshold sign design

Mike,

Not sure I'd label my points as concerns, more a question and some opinions. I agree with your points below - after all the visitors are the ones who we are putting signs up for, so its vital to consider things from the user perspective. For the record CVDG are also very keen to get the Carron Valley brand up and running as its has been ongoing for over 2 years now.

Firstly, I don't think its unreasonable to ask that if CR want to feed into the discussions on threshold signage (and indeed other matters) then they should rejoin the partnership. The main point I was trying to make though is that nobody knows (with the possible exception of Jeremy) to what extent CR want to be associated with the threshold signage, or if they want to have something totally standalone (and are allowed this under their lease arrangements). Discussions have taken place so I'd like to see the issue discussed and bottomed

07/10/2008

out before the meeting, otherwise we'll not have a complete brief for Allan and we wont be able to make a decision on the day. As I said this has been ongoing for some time and we are all busy people I'd rather not waste the opportunity to get this put to bed.

Regards,

David Russell

"Mike Batley" <Mike.Batley@csft.org.uk>

To "Jeremy Thompson" <jeremy.thompson@forestry.gsi.gov.uk>,
david.russell@

cc "Gillian Barrie" <Gillian.Barrie@csft.org.uk>, "niall" <niall@
"Brinkins John" <BrinkinsJ@northlan.gov.uk>, "Brown Todd"
<browntodd@northlan.gov.uk>, "Cairns Brian" <CairnsB@northlan.gov.uk>,
allan.fail@scottishwater.co.uk, robert.hunter@stirling.gov.uk

07/02/08 14:00

Subject RE: Carron valley Threshold sign design

Jeremy

David is welcome to express his concerns on this matter, but I think the issue of signage needs to be considered not in a "who's in or out of the partnership" context, but a user context.

People travelling to Carron Valley to visit the Clanranald site are likely to be less familiar with its location than regular walkers and cyclists, and so it would seem sensible to have a suitable profile for their signage that is readily understood as you approach the forest. Mind you, I do think there would be sense in having additional signage inside the site as I previously suggested; say a site layout board if one location in the car park could be found.

Nevertheless, CSFT are also very much in favour of a Carron Valley brand signage - after all this can then be used on leaflets, other materials etc, but we are have no objection to the "ladder" (a more descriptive term than I managed) concept Robert also referred to. The other advantage of the ladder approach is that since there is concern from David over when Clanranald's site may be available to the public, then Clanranald's specific board can be added when this is appropriate. Fundamentally though, I do not think the two things are mutually exclusive and they can work together satisfactorily. And since there is in effect no competition between user groups, having additional Clanranald signage causes us no problem.

We hope therefore that the meeting can focus on what form of gateway signage is needed so as to meet user needs as the first priority. This should, I hope, lead to a satisfactory outcome from the meeting.

Mike

Mike Batley
Sustainable Development Officer
Central Scotland Forest Trust
Tel. 01501 824794
Fax. 01501 823919

07/10/2008

>>> <david.russell@[REDACTED] 07/02/2008 12:56 >>>

Jeremy,

I think it would be useful if we could get clarity on a couple of fundamental issues before the meeting, in order that a decision can be reached on the day.

Can you please clear up what influence Clanranald currently has on the interpretation design? CVDG was led to believe that they were back in the partnership, however when questioned at the end of the last meeting Allan stated that he was only there in an 'observational capacity.' Under these circumstances it is customary to say so at the outset and remain silent. If CR wish to influence and feed into the branding exercise then they need to rejoin the partnership and reach consensus through mutual agreement. In the meantime I have restricted circulation of this e mail and my views to those of us who are in the partnership.

As I see it there are two key issues – Clanranald's future involvement within the partnership and, based on this, how their branding is going to fit with the partnership "Carron Valley" branding.

If Clanranald choose not to rejoin the partnership then that is their prerogative. Unlike the mtb trails (which haven't been permitted a brand - they sit within the generic "Carron Valley" tag line) Clanranald have a distinct brand. It was our understanding that Clanranald signage was not allowed to sit at the gate - that was to have sat further within the site. If they are now to be allowed to display their own distinctive and separate branding at the gate - lucky them!! However, if they are not part of the partnership I'd suggest that their branding sits completely separate from the main threshold sign, or at least does not form part of the main logo. They can put up their signs when they have satisfied their landlord there is something to signpost.

If, however, Clanranald wish to rejoin the partnership then something within the threshold sign should tie in appropriately with their branding. There are two issues here. Firstly, it was clear from Allan M's comments that the castle idea and the spears before it were not compatible with their brand imagery (he did not share this with us so we can only guess) so unless we find out what that is and Allan Chalmers can somehow string it all together in a coherent package we'll have moved away from the original concept of having a subset of individual designs which integrate to form a distinctive logo. Regardless of what we all thought of the designs themselves it was a cohesive approach that worked.

Also, at the last meeting Allan asserted there is "already a facility for the public to use". I know the point was made about the project being work in progress but in terms of what's on the ground right now this is surely stretching the imagination? We do not have anything which remotely resembles any kind of castle / recognisable heritage so until such times as we do I really cannot see how Clanranald facility can be included within the main logo or indeed within the board at the moment - is this not completely misleading? If there is a desire on CR part to have space on the board within the main logo this can be allocated and retrofitted to the boards once there is something in place on the ground.

Finally, i'd like to keep the branding meeting seperate from the meeting on the 19th, as i think introducing this matter will detract from the main objective of what will be a long and demanding meeting already.

Thanks

David Russell
CVDG

"Thompson, Jeremy"
<jeremy.thompson@forestry.gsi.gov.uk>

06/02/08 16:24

To david.russell@[REDACTED] "Thompson, Jeremy"
<jeremy.thompson@forestry.gsi.gov.uk>
cc allan.fail@scottishwater.co.uk,
Allan.Moyes@eastdunbarton.gov.uk, "Brinkins John"
<BrinkinsJ@northlan.gov.uk>, "Brown Todd"
<browntodd@northlan.gov.uk>, "Cairns Brian"
<CairnsB@northlan.gov.uk>, charlie@clanranald.org,
"Gillain Barrie" <gillian.barrie@csft.co.uk>,
Mike.Batley@csft.co.uk, niall <niallt@[REDACTED]>
"O'Kane Denis" <OKaneD@northlan.gov.uk>,
robert.hunter@stirling.gov.uk

07/10/2008

Subject RE: C\arron valley Threshold sign design

David,

My understanding is that Clanranald will have a seperate board with their logo. They have agreed that the symbols on the threshold sign are thematic.

I hope that Clanranald do decide to come back into the partnership but that is for them to decide.

Unfortuatley we can only make the signs meeting during the weekday.

Jeremy

From: david.russell@[REDACTED] [mailto:david.russell@[REDACTED]]
Sent: 06 February 2008 11:24
To: Thompson, Jeremy
Cc: allan.fail@scottishwater.co.uk; Allan.Moyes@eastdunbarton.gov.uk; Brinkins John; Brown Todd; Cairns Brian; charlie@clanranald.org; Gillain Barrie; Mike.Batley@csft.co.uk; niall; O'Kane Denis; robert.hunter@stirling.gov.uk
Subject: Re: C\arron valley Threshold sign design
Importance: High

Jeremy,

Can you confirm what discussions have taken place (if any) between ClanRanald and the Forestry Commission regarding the branding and signage? From the last meeting I recall that ClanRanald had some agreement with Rena to have a seperate identity. Also, have ClanRanald have formally asked to rejoin the partnership?

As for dates, weekdays aren't convenient but if the design is to be agreed on the day by those who turn up i'll make myself available for whatever date suits others.

Thanks

David Russell

On Site Support

Tel: [REDACTED] / [REDACTED]

"Thompson, Jeremy"
 <jeremy.thompson@forestry.gsi.gov.uk>

06/02/08 09:59

To "Brinkins John" <BrinkinsJ@northlan.gov.uk>, robert.hunter@stirling.gov.uk, david.russell@[REDACTED] "O'Kane Denis" <OKaneD@northlan.gov.uk>, Mike.Batley@csft.co.uk, "Brown Todd" <browntodd@northlan.gov.uk>, "Gillain Barrie" <gillian.barrie@csft.co.uk>, allan.fail@scottishwater.co.uk,

07/10/2008

Allan.Moyes@eastdunbarton.gov.uk,
charlie@clanranald.org, niall <niallt@██████████
"Cairns Brian" <CairnsB@northlan.gov.uk>

cc

Subject C\arron valley Threshold sign design

Following the last CV meeting it was decided that we should take another look at the design of the Carron Valley sign.

Alan Chalmers from FCS design and interpretation has agreed to set time aside to meet with the partnership to review progress so far, with a view to confirming the final design by the end of the meeting.

Alan is available from the 19th to the 29th weekdays only.

Please could you let me know who would be interested in attending and which dates are suitable. I suggest we find a central venue is the NL meeting room at Cumbernauld available.

Jeremy

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