

Robert N. Forsythe

**Expert in ephemera of transport and travel,
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Speaker Qualification

Robert Forsythe is a freelance transport heritage consultant specialising in transport publicity, he is not a design or transport professional. However he has written and spoken extensively about the subject including to the Institute of Railway Research at York.

Check out <http://www.york.ac.uk/inst/irs/irshome/papers/ephemera.htm> and <http://www.forsythe.demon.co.uk/bibliography.htm> .

He accesses an exceptional historic collection of some 250,000 items of transport and travel printed publicity established on a European scale
<http://www.forsythe.demon.co.uk/transport.htm>.

For this presentation he has the co-operation of the transport planners from Argyll and Bute Council and Gateshead Metrocentre which will ensure original materials are available. These individuals are personally known to him over a number of years.

Messages from the Western European Fringe: an island, a city, a shopping mall

Abstract

Britain has a mixed track record in transport integration and information provision. Good examples do exist and this workshop will highlight three locations.

Mull is a Hebridean island with few transport services but offering an exceptional printed all mode timetable which will be closely scrutinised. Tourists are the driver there.

Strathclyde has a Passenger Transport Executive focussed on the city of Glasgow. It offers good information provision although the actual infrastructure evolves moderately. The Underground remains only as the original 19th century route. And only now is a railway being built the short distance to the airport.

At Gateshead, the Metrocentre shopping mall through its Sustainable Transport Manager has achieved a remarkable result in producing all mode printed material offering the full wealth of possible travel options.

Reflect that in Britain transport is mostly a matter of competing private provision now and these three achievements in offering connected information are considerable. Hard copy examples of the material discussed will be available from Mull and the Metrocentre for all participants.