



Old Bridge Enhancement Lighting Policy

Context

The Trust has installed enhancement lighting to the structure of the Old Bridge, to highlight the features of the listed structure, to provide an opportunity to publicise themes and projects which promote the Trust's values and activities and occasionally celebrate significant events.

Objectives

To set out the circumstances and manner in which the enhancement lighting will and will not be used and explain the criteria for decisions on which events will be supported.

Strategy

The Old Bridge is a historic listed structure and for the majority of the time the enhancement lighting will be set to an appropriate warm white light to complement the fixed functional lighting and highlight the features of the structure. To avoid trivialising the historic landmark, any other use of the enhancement lighting, other than in the Festive Season, will be limited to a maximum of three or four nights a month.

For public safety, it is important that the enhancement lighting is not distracting to drivers and cyclists. Frequent, short duration colour change will be avoided.

For the conservation of power, control of energy costs and reduction of adverse impact on the environment, the enhancement lighting will be switched off at midnight unless there is a special reason to keep it on later into the night.

The Annual Programme of Lighting Events will be approved by the Wardens and published on the Trust's website. The Programme is designed to ensure that lighting events are spread evenly through the year and the Trust can also align education planning and social media output to the same themes when appropriate. Requests for additional lighting events will only be considered if they meet the requirements of this policy and do not duplicate or overlap with another event already within the Programme. The final decision on whether to use the enhancement lighting for a particular event rests with the Wardens.

There are hundreds of local, national and international celebration and commemoration days each year and a very large number of worthy charitable causes, including many medical charities, and it is not practical to attempt to support them all. The Trust will not light up the bridge to mark events or campaigns which do not contribute to one of the Trust's objectives as stated in this policy. The lighting will not be used to promote other causes which do not align with the charity's values, are not charitable in purpose or which may draw the Trust into political or other controversial public debates.

The Court has approved the following themes as appropriate for the use of the enhancement lighting

- Engineering & Science, including Safety, Workforce and the Environment
- Rochester Bridge Anniversaries, Bridges & the River Medway
- Education
- Local and engineering heritage
- Agriculture
- Non-controversial major National Events e.g. HM The Queen's Birthday

The enhancement lighting will be used in the evening throughout December in colours to complement Medway Council's chosen festive lighting on either side of the river.

Tourism and business development are not legally charitable purposes in their own right and the Trust takes care not to use charity resources for these purposes. Events which take place specifically only during the day will also not be supported.

Measuring & Reporting Impact

The Wardens receive an annual report on the impact and response to the Programme of Lighting Events.