

## Introduction

In 1998, following reorganisation and a name change to Scott Wilson, Scott Wilson Scotland, Scott Wilson Railways etc and the introduction of the new Scott Wilson logo and identity, numerous marketing items, from flags to golf tees, were commissioned and distributed to the various companies, groups and marketing departments throughout the worldwide Scott Wilson Group.

Prior to 1998, such marketing material and identity was generally limited to letter headings, the standard Association of Consulting Engineers [ACE] Project Signboard and the occasional sticker for application to notebooks, files and the like.

Included here are photographs of marketing memorabilia held by Jim McCafferty, Bob McGowan and Ronnie Hunter. As will be seen, they appear to have had different interests, tastes or levels of access to this material.

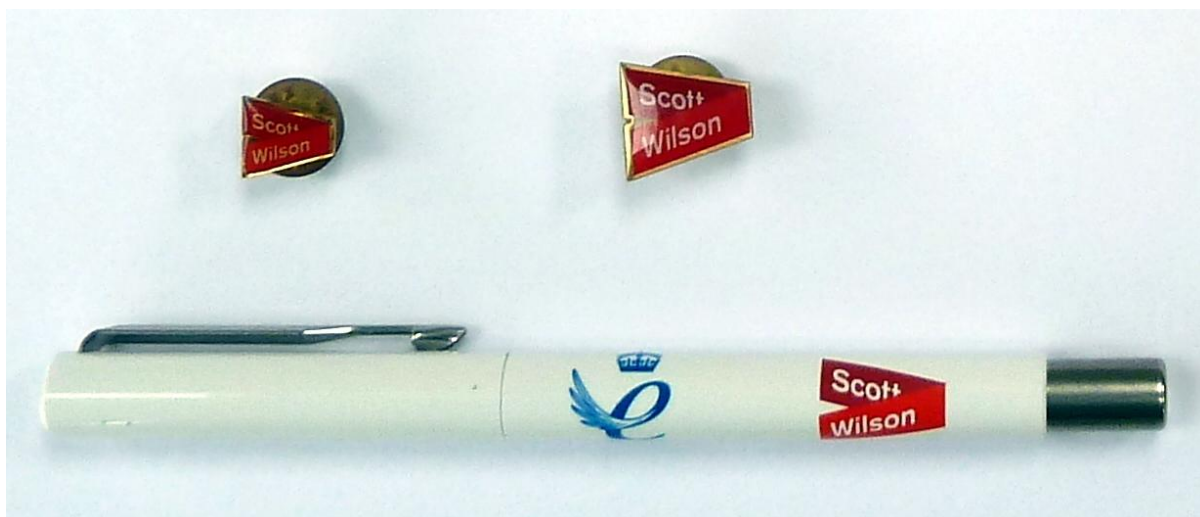
Some 'non standard' memorabilia has been included for interest.

See also: 2. Bob McGowan Collection; 3. Ronnie Hunter Collection; 4. SW Project Signboard.

### 1. The Jim McCafferty Collection.



1.1 Wooden pencil box; Letter knife; Scott Wilson Railways pen; Lapel badges; The Queen's Awards for Enterprise: International Trade 2010 pen; Drinks coaster.



1.2 The Lapel badges in close-up and another view of The Queen's Award for Enterprise 2010 pen.



1.3 Having been told by Company Secretary, Eleanor Crozier, that the staff were beginning to speculate that he might not be a real Partner after Hugh Blackwood followed Bob McGowan's lead [SWK 1R] and purchased his own personalised number plate [H1 SWK], Jim, much against his better judgement, eventually gave in and acquired J100 SWK, on the grounds that his looked almost like a normal number plate. However, years later, J 100 SWK, like the other two, is still in use.





1.4 The Scott Wilson Flag flying from the beech tree in Jim McCafferty's rear garden in Bearsden. Jim, who sat in the international group that procured the new logo and identity manual from the chosen consultants, had noted their advice that the logo colours could be reversed in certain circumstances for a more dramatic effect; flags were cited as a typical example. The Marketing Department, it seems, could never quite convince themselves that a red flag and white logo should be produced.



1.5 The Scott Wilson Flag in close-up.





1.6 A few years after his return from Hong Kong in 1981, Jim McCafferty asked Vic Siddle, Company Secretary in SWHK, if he could source and forward a Scott Wilson Dragon Boat Flag. The resulting flag is shown above flying from Jim's beech tree where it is much admired and is a good conversation opener.

In 2016, Jim asked Douglas Miller of Scott Wilson/URS/AECOM Hong Kong to help provide a translation of the Chinese characters. Much to his surprise, they did not translate as Scott Wilson Hong Kong Dragon Boat Team but "Pride and Honour of the Family". Douglas commented that Scott Wilson in Hong Kong had always felt like a 'family' but that feeling had evaporated following the acquisitions by URS and AECOM. Jim too felt that there was a Scott Wilson 'family' in Hong Kong, in Scotland and elsewhere in the Scott Wilson world that remained even after staff moved on to other firms and enterprises; this is, perhaps, an old fashioned sentiment and view of the organisation but that is how many felt then, and still do.





1.7 The Scott Wilson Hong Kong Dragon Boat Flag in close-up.

This and the standard Scott Wilson Flag were 'two yarders' or, about 2m long in today's language.





1.8 The Scott Wilson Hong Kong Dragon Boat Flag flying in Jim's garden in Bearsden, Glasgow.



1.9 Jim's well used Scott Wilson golf umbrella [although Jim is not a golfer].



1.10 The 1995 Cape Town Wine Bottle Stand [more of which below] plus a Scott Wilson propelling pencil and computer memory stick [probably the most useful thing produced].

1.11 The African Directors, or perhaps only those from Zimbabwe, gave all the participating Directors what looked like a short plank of wood with a brass plate commemorating the International Directors Conference at Capetown in November 1995; Table Mountain can be seen inscribed in the background. The planks of wood [with strategically placed holes] turned out to be wine bottle stands which, balanced correctly, provide an unusual talking point at any dinner party. The wood was said to be from railway sleepers from one of the historical colonial railway projects intended to link Cairo with Cape Town.

See 1.11a and 1.11b, below:





1.11(a): The precariously balanced African Wine Bottle Stand might end up being more than a talking point at a dinner party!



1.12(b): A close-up of the African Wine Bottle Stand brass plaque with Table Mountain in the background.