

Partnership Committee

Date: 12 December 2013

Title: SIGNAGE UPDATE

Purpose of the Report: To receive an update on signage projects and agree budget source for updated town centre maps in the town centre car parks.

Contact Officer: Jo Martindale, Partnership Officer

1. RECOMMENDATIONS

1.1 To note the report.

1.2 To approve use of funds from budget code 503-4507 (Town Centre Management – Signage) for new noticeboards and town centre maps in the Duncombe Drive and Library car parks.

2. INTRODUCTION/BACKGROUND

2.1 During 2011-2012 a Signage Task and Finish group met on several occasions with representatives of the local community, to determine key requirements for the town in relation to pedestrian and vehicular signage.

2.2 A Signage Strategy for 2012-2015 was developed and formally endorsed by the Partnership Committee on 31 May 2012.

2.3 Key priorities identified by the Committee included brown tourist information signs from the A505 bypass, clear signage to car parks, town centre maps in the car parks and High Street, adding “Fair Trade” signs to the gateway signs, establishing a gateway sign in Grovebury Road and updating information boards in the town Mews.

3. UPDATE

3.1 Fairtrade signs: these have now been installed on the town gateway signs.

3.2 Grovebury Road gateway sign: this has now been ordered (funding from Big Plan Projects budget as previously agreed).

- 3.3 Brown tourist information signs from A505 bypass: this project is now progressing and is included in the Town Centre Delivery Plan as a key initial project.

4.0 TOWN CENTRE MAPS

- 4.1 Quotes have been sought to replace the existing boards in the Library car park and Duncombe Drive car park. It is intended to replace these with lockable noticeboards so that the maps can be updated and replaced in future as necessary.
- 4.2 Noticeboards will be black and gold and Town Council branded.
- 4.3 Anticipated cost is £1076.50 + vat for two noticeboards including installation.
- 4.4 Quotes are being sought from designers to update the town centre map for these noticeboards.
- 4.5 Stage two of this project will be to identify possible locations for noticeboards and town centre maps at the West Street multi-storey car park and at the top and bottom of the High Street.
- 4.6 It is suggested that this project be funded from budget code 503-4507 Town Centre Management – Signage (£13,395 available) and the Committee is asked to endorse this.

5 CONCLUSIONS

- 5.1 Significant progress has been made recently regarding Signage projects and it is anticipated that further work will be undertaken during 2014-2015, in accordance with the Signage and Tourism strategies.

Report Author:
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