

Project number: P-01

Project name: Town signage

Budget: £67K approx. across EMR 313, EMR 325 and 500-4174.

Date agreed: 2015

Governance: Open Spaces Committee

I. Background

The town council has for at least five years wished to replace or change some of the signage in Shepton Mallet. An aggregate budget of approximately £65K is currently available for this project.

The case for changing the town's signage is as follows:

- The welcome signs at the town's boundaries are in need of modernisation, including the need to remove the symbols for the theatre and tourist information centre – neither of which are still active today.
- The wayfaring signage across town is in need of modernisation, and does not provide adequate guidance to those visiting the town for both business and leisure. This is of increased importance in light of the closure of the town's tourist information centre.
- The town signage is an important factor in the town's overall public image, impacting both how local residents perceive and feel about their place of residence, as well as the perceptions of those visiting the town. Effective and good quality signage may boost civic pride and has the potential to increase footfall in the town centre.
- The town council does not currently have a clear visual identity which enables easy recognition of town council ownership or affiliation. Town council representation on signage and other public displays lacks overall consistency and impact.

II. Project description

This project will, at its completion, see new welcome and wayfaring signage installed in Shepton Mallet. This signage will replace or come as an addition to the existing welcome and wayfaring signage. The aim to deliver visually pleasing, easy-to-understand and effective signage for the town's many users. This should be delivered alongside a clear visual identity, including a new logo, for all town council messaging, both on signage (permanent and temporary) as well as other forms of communication (including digital).

The signs or 'assets' under question are not all currently owned by Shepton Mallet Town Council. Some of the assets are owned and managed by Mendip District Council. Some are owned and managed by Somerset County Council. Regardless of ownership of the asset itself, permission will need to be given by the Highways Authority for any sign to be installed on the sides of roads or on pavements and any land owned by SCC generally. The design, size and exact dimensions and location of the signs will also need to be agreed by the Highways Authority.

The town council currently has a logo but does not have a wider visual identity: there is no town crest, no town colours, no typeface.

III. Project objectives

Objective 1:

To conduct a full audit of all existing signage, for the town council to have a record of all signage in town it owns or manages.

Objective 2:

To ensure that the signage across town is effective, accurate and of good quality and in good condition. To make the town easier to navigate and more inviting to visitors.

Objective 3:

To achieve a consistent visual identity for all signage funded or owned by the town council, including the town council's office signage. To encourage recognition of town council ownership or affiliation with physical assets as well as activities and events.

IV. Scope

In scope:

The signs that are to be considered for replacement or addition are the following:

- Welcome signs such as image 1 and similar town boundary signs
- Information signs such as image 2
- Interpretation panels such as image 3
- Information and welcome signs in Collett Park such as image 4
- Fingerpost signs such as image 5
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Note that any designs for signage in Collett Park will also need to be agreed at the Collett Park management committee.

Not in scope:

This project does not consider the traffic signs managed by Highways to be within the scope of the project, with the exception of the welcome boundary sign. This means, no road traffic signs such as speed signs, warning signs, etc. However, a request will be made to Somerset County Council and Mendip Area Highways Office that they consider cleaning the assets they own or replacing any which are beyond repair or inaccurate. At the end of the project and where the budget allows it, the project officer will seek quotes for the professional cleaning of any signs judged by the committee to require it.

V. Budget

There are 3 sources of funding available for this project:

EMR 313 – Town improvements: £27K

EMR 325 – Town Signage: £25K

500-4174 – Town Signage: £15K

Total: £67K

This budget is sufficient to complete 100% of stages 1 and 2 of the project as defined below. Once Stage 1 has been completed and a full list of the wayfaring and information sign requirements has been ascertained, then a costed proposal will be submitted to the committee for consideration.

VI. Stages

Stage 1: Signage review

To commission a review of all existing wayfaring and information signage in the town centre, including the town boundary signs ('Welcome to Shepton Mallet'). See appendix C for costed proposal.

Milestone 1: Produce a list of all signs in need of replacement, removal or additional signage.

Stage 2: Boundary signs

To agree and order new designs for the boundary signs. To agree for the works to be carried out.

Milestone 2: Finalise the designs for the new boundary signs and get approval from the Highways Office.

Stage 3: Visual identity

To commission a new visual identity for the town council, including a new logo. To roll out the new visual identity across all town council communications and to be include the logo on all new signage.

Milestone 3: Agree the new town council visual identity.

Stage 4: Wayfaring and information signage

To replace or add information and wayfaring signage in the centre of town, including interpretation panels, fingerpost signs and tourist information signs.

Milestone 4: Agree the designs for wayfaring and information signage and get approval from Highways Office and MDC.

VII. Schedule

A more detailed timeline with milestones and completion dates will be provided to members of the Open Spaces committee either before or at the next committee meeting.

A provisional deadline for all works to be completed is April 2021.

VIII. Stakeholders

Stakeholder	Action
Local residents and regular users of the town	<ul style="list-style-type: none"> - To consider their needs as part of the signage review - To provide advance warning of any works impacting use of the town - To consult local residents at key stages of the project and allow for feedback and input. - To develop a communication plan to keep locals informed.

Visitors or 'tourists'	- To consider their needs as part of the signage review.
Mendip District Council	- To collaborate with MDC officers where MDC have ownership of the assets or need to give permission for an asset to be changed / added.
Mendip Area Highways Office (SCC)	- To consult Mendip Area Highways Office and seek approval for changes to signs on Highways land (even where highways do not own the asset).
Councilors	<ul style="list-style-type: none"> - To get approval from the Open Spaces committee at key stages of the process: new signage locations and types; new designs; new visual identity. - To ensure Open Spaces are provided with a progress update at each committee meeting, including an update on committed and forecast spending. - To provide a report to full council upon project completion.

IX. Success measures and tolerance

Number	Measure	Tolerance
1	Replace all boundary signs	0%
2	Agree new visual identity for the town council	0%
3	Stay within budget of £67K total	5%
4	Remove any inaccurate wayfaring or information signage signalled in the signage report	10%
5	Replace any wayfaring or information signs reported as poor in terms of functionality or condition.	25%
6	Commission new wayfaring or information signs where a need is identified.	30%

X. Governance

The project officer will be delegated day-to-day decision making authority for this project, reporting to the town clerk for direct line management.

Members of the Open Spaces committee will be responsible for high-level decision making, including final say on the milestones listed in section VI.

Member of Collett Park Management Committee will be consulted on any decisions regarding signage in Collett Park.

Full town council will be consulted on the new visual identity for the town council.

Image 1



Image 2



Image 3



Image 4



