

SHEPTON MALLET TOWN COUNCIL

Meeting	Open Spaces Committee Item OS4.10
Date	28 July 2020
Author	Project officer
Subject	Town signage project

1.0 PURPOSE OF REPORT

- 1.1 For councillors to consider and agree the project brief in Appendix A, defining the nature and scope of this project.
- 1.2 For councillors to consider and agree that People & Places be commissioned to conduct a wayfaring and signage review at a cost of £1.9K.

2.0 BACKGROUND INFORMATION

- 2.1 An overall budget of £67K is available for town signage, across 500-4174, EMR313 and EMR325.
- 2.2 The project officer has reviewed records relating to the town signage project and is proposing that the project be defined as is detailed in Appendix B. If councillors agree, the project officer will begin work on the project with immediate effect. Details of the project objectives, stages, governance and schedule can be found in the project brief. Updates will be provided at subsequent Open Spaces committee meetings.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The project officer will report on spending at subsequent Open Spaces committee meetings. A costed proposal for the design and installation of the signs will be submitted at a subsequent Open Spaces committee meeting. The overall cost of the project must not exceed £67K in total.

4.0 ENVIRONMENTAL IMPLICATIONS

- 4.1 Where possible, the project will take into account the environmental impact of new signage, including the impact of producing materials and their recyclability.

5.0 TOWN PLAN REFERENCE

Place-making

Ensure the town centre is attractive and welcoming	Improve the signage, information boards and street furniture to make the town more welcoming
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Heritage	Ensure that heritage is promoted and protected through maintenance schemes (Cenotaph, Market Cross and Shambles)
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Promotion

Promote and encourage Tourism	Work collaboratively to develop a tourism offering that encourages those who live locally to explore and encourages others to visit
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6.0 RECOMMENDATIONS

- 6.1 For councillors to consider and agree that the project officer initiate the project as defined in the project brief. This includes agreeing to the project objectives, stages, scope, governance structure and stakeholder management plan.
- 6.2 For councillors to consider and agree that People & Places be commissioned to conduct a wayfaring and signage review. This is a specialist service and the project officer has spoken with officers in a number of other town councils who have used this company before for this or similar services, such as Bradford-on-Avon and Frome. They gave a positive feedback on their experience with this company.