

Full Council

Date: 14 November 2017
Title: Town Boundary Signs
Contact Officer: Becky Reid, Market Town Co-Ordinator

Purpose of Report

1. To provide background information on the proposed next steps in relation to renewing Thame's Boundary signs.

Background

2. Following a presentation to the Council meeting on 25 April 2017 it was agreed to form a working group to take the ideas for renewed town boundary signs forward.
3. The working group consisting of Cllrs Bretherton, Emery and Fickling have met on a number of occasions, supported by Becky Reid, Market Town Coordinator.
4. Before proceeding further, the working group is seeking approval of design, location, supplier and costs.

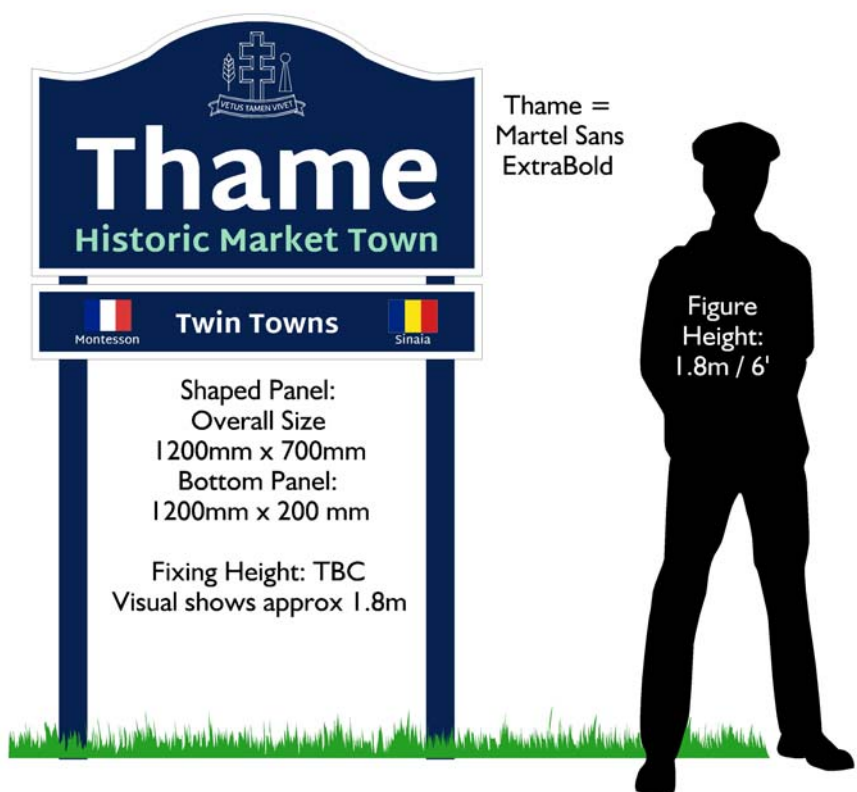
5. Design Proposal

The proposal is to go for the sign pictured here.

This uses the colour pallet agreed for the latest town crest and ties the sign into the colours of the recently designed Thame Flag, developing the sense of a brand for the town.

The signs are aimed to look fresh and modern, while still in keeping with Thame's Market Town Heritage.

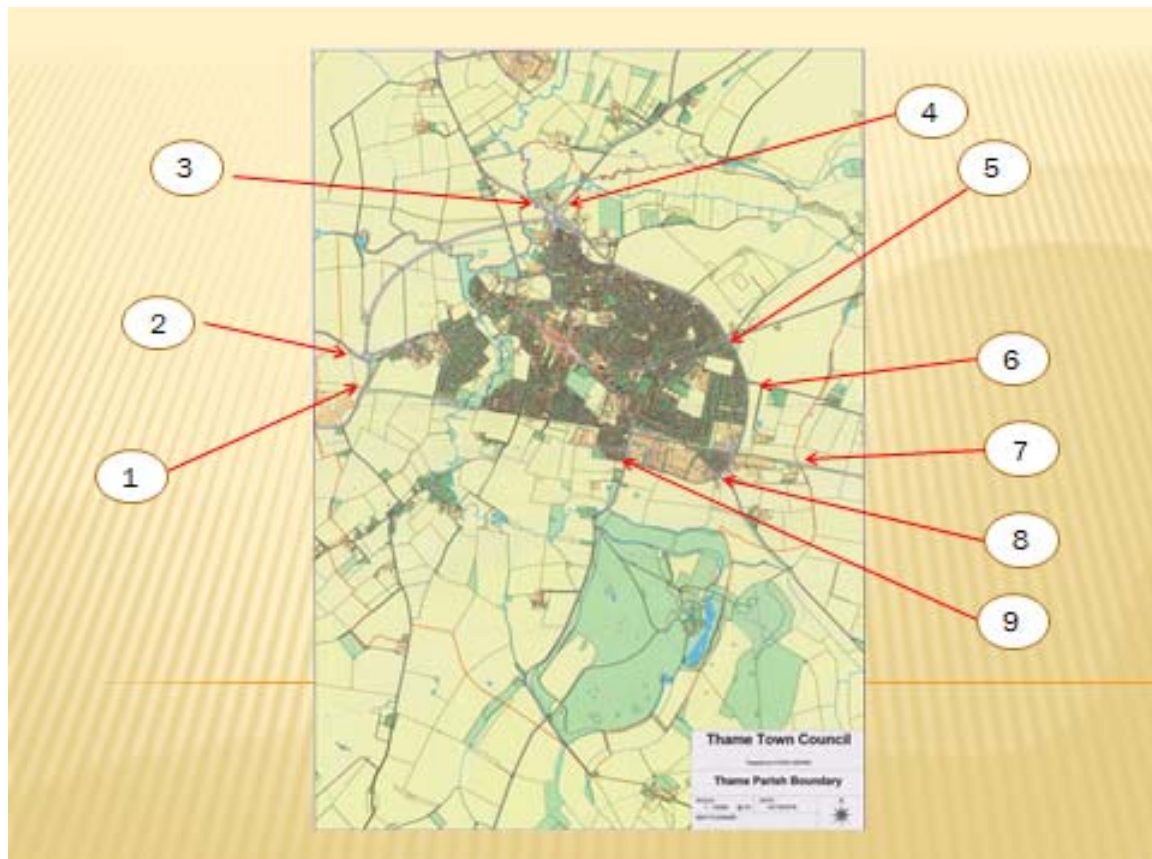
The design allows for additional panels to be included in the future, e.g. to promote the Charter / Farmer's market on a permanent basis.



There is still some discussion on exact form / colouring of crest and ensuring that the country flags do not merge into the background, both of which are likely to lead to further minor refinements.

6. Locations of new signs

The working group believes that anyone coming to Thame should only have to pass one sign and therefore 9 signs are proposed at the following locations



These are on the whole different from the current locations, and also include the Phoenix Trail.

Since the installation of the current signs in 2009, both Thame Park Road and Chinnor Road have had a “Gateway” installation with signs on both sides of the road. The current proposals revert to a single sign.

There has been consideration of a separate sign for Moreton, on Moreton Road, to assist with traffic calming. That will be progressed, if at all, completely separately.

7. Supplier / Costs

3 sign providers were approached for quotes, provided as follows:

1. Company One: £8,873 (excluding VAT). Not including installation costs
2. Company Two: £12,605.03 + carriage £75.00 + VAT. Not including installation costs
3. Company Three: £5,927.31 inclusive of VAT and installation

Company Three, as well as being cheapest, have recently completed boundary signage projects in Wallingford and Didcot, with approval from the Highways Authority.

8. Implementation Plan

A full implementation plan will be required, which will also incur additional costs / resource allocation. The plan will need to include:

- a) Agreement with the Highways Authority on design and locations
- b) Removal of the existing signs (co-ordinated with the installation of the new signs)
- c) Moving / reinstating / purchasing:
 - i) the planters at each sign – and their infrastructure for promotional signs
 - ii) the feather flag infrastructure at each sign

9. Funding

Given that one of the objectives relates to the inclusion of the Romanian flag and mention of Sinaia as a twin town, the Budget Working group have suggested that the £1,000 in the Twin Town Reserve, which was originally budgeted to assist in the integration of the twinning associations, be used in the first instance.

Remaining funding would be allocated from the Rolling Capital Fund.

Action Required

- i) **To approve the design, locations, supplier and funding of the revised town boundary signs.**
- ii) **To authorise the working group to progress the implementation plan through to conclusion, with the Town Clerk agreeing any reasonable additional funding required from the Rolling Capital Fund.**