

Wayfinding Proposal

1. Background

- 1.1. East Suffolk Council (ESC) Economic Development operate a Visitor Economy Support Scheme (VESS) to support market towns improve their town centres and attract visitors to develop their local economy.
- 1.2. There are a number of projects that this fund is earmarked to support and in the past it has supported market growth and sustainability, street furniture on the Hill, News magazine and our new website.
- 1.3. Several local towns have used their funds to support a wayfinding project and this briefing seeks WMPC approval for such a project.

2. Outline and purpose

- 2.1. The purpose of wayfinding is to provide pedestrian street signs highlighting places of interest for visitors to help encourage people to explore and hopefully contribute to our local economy.
- 2.2. The signage would be primarily on the Hill with a possibility of additional signs at Chapel Lane (possibly in the corner or the war memorial area) and Percy Mason car park

3. Points of interest

- 3.1. These could include: The George Community Pub (included because it is a Community Pub rather than an independent business), Primary School perhaps? Village Hall, Sports and Social Club (football club), Children's play area, Medical centre, community rooms, cemetery, tennis courts, public toilets. (it is pretty obvious where the church is by its spire!)

4. Considerations

- 4.1. As the centre of Wickham Market is a conservation area and the new website has significant focus on heritage, it is suggested that more expensive cast iron heritage style signs are used. Woodbridge removed theirs and replaced them with wooden ones which created a significant public backlash!
- 4.2. Cast Iron is long lasting and in keeping with the area
- 4.3. No trees would be hurt with the installation of such signs
- 4.4. Permission for erection would need to be sought from ESC for the Hill and probably SCC Highways for Chapel Lane

5. Options

- 5.1. Given the heritage and conservation of the village centre, lower cost wooden signs have not been considered.
- 5.2. Given the focus on plastic reduction, plastic or similar materials have not been considered.
- 5.3. This leaves Cast Iron signs or similar coated metal products
- 5.4. There are also options of whether the project has 1,2 or 3 posts

6. Suggested plan

- 6.1. A suggested plan of locations and attached at Annex 1 together with an example of a finger post

7. Funding

- 7.1. There is £7,245 available from ESC Economic Development VESS fund

8. Costs

- 8.1. We have three estimates tabulated below

Supplier	Post	Fingers			Carriage	Install	Total
		single	Double	Triple			
Isaac Butterworth	3 at £1,450	1 at £202.5	4 at £258	4 at £314	£245	£1,211	£8,051
Cast Iron Co	1 post	4 fingers	Example price only				£3,946
Broxap	3 at £819	1 at £260	4 at £338	4 at £390	£879	£1,211	£7,719

9. Next Steps

- 9.1. Proposal for the Council to approve the wayfinding project with costs up to £8k
- 9.2. Agree the location and the content of the finger arrows which are intended to direct pedestrians.
- 9.3. Once approved, the following steps are needed:
- 9.4. Obtain the necessary permission from ESC and SCC Highways
- 9.5. Obtain a final quote from the preferred supplier
- 9.6. Obtain quotes for installation (Current quote is from ESSL)
- 9.7. Apply to the ESC Economic Development fund for a grant
- 9.8. Place orders

Annex 1

Suggested finger post locations and content and an example of a finger post

