



**Policy, Finance and
Development
Committee**

Tuesday, 19 July 2016

**Matter for Information
and Decision**

Title: Refurbishment and Potential Sponsorship of Borough Entry Signs

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1. Introduction

- 1.1 There are nine entry points into the borough that have cast iron signs which read "Welcome to the Borough of Oadby and Wigston". These signs are now in need of re-furbishment. At its meeting on 16th February 2016, the Greening of the Borough Working Group asked that an action plan be drawn up for member approval covering priorities for re-furbishment, planting options and possibilities for sponsorship.

Refurbishment of the signs will contribute to the Greening of the Borough Strategy (aim 4) which reads 'Entrance points into the borough shall be of high quality and interest and give clear indication that the borough within is one that takes great pride in itself.' The requested action plan, as outlined below, was presented to the Greening of the Borough Working Group at its meeting on 7th July 2016 for recommendation.

2. Recommendations

- 2.1 That Members approve that:-
- £2,850 is allocated from Greening of the Borough reserves to allow Priority 1 signs to be re-furbished in year 1;
 - no signage, other than relating to sponsorship, is attached to or stuck to the borough entry signs in future;
 - Box hedging is installed at appropriate locations as detailed in the report.
 - If it is not still current, the twinning information be removed as detailed in the report;
 - Sponsorship is sought, where appropriate, at a rate of £400 per year for five years;
 - Where appropriate, sculptures relating to local distinctiveness, are sponsored and installed adjacent to the borough entry signs

3. Information

Background:

- 3.1. A quote of £950 per sign has been received for re-furbishing the signs from the original supplier. The supplier has indicated that he would apply a small discount if multiple signs are re-furbished at the same time but that this depends on the number to be done and the timescale involved. The quote includes visiting site, removing the centre panels, rubbing down and re-painting the posts in-situ, taking the centre panels back to the workshop, rubbing down to bare metal, re-painting, application of an anti-graffiti lacquer, and returning to site to re-fix the panel. The timescale for completion of a single sign is around 4 weeks but this would be extended for refurbishment of multiple signs.
- 3.2. An email has been received from The Pride of the Borough Group expressing their view that recognition for East Midlands in Bloom and Britain in Bloom should

continue on the borough entry signs so that people know they are entering an area that takes a pride in its environment. They also recognise that floral displays are not always appropriate but should not be dismissed altogether. They have requested the opportunity for input into the signage and have suggested meeting to discuss this further

- 3.3. Installation of sculptures adjacent to the entry signs would require the permission of Leicestershire County Council as the owner of the land into which they would be installed. The County Council has already expressed concern that the current entry signs do not meet highway sign regulations. The County Council has also introduced a fee for temporary excavations in the highway which may be applied to the installation of sponsored sculptures. The current fee is £240 per excavation.

Way Forward:

3.4.	Location	Priority based on condition	Potential for planting	Suitable for sponsorship	Suitable for sculpture	Comments
South Wigston						
	Crow Mill	Year 1	Possible planter	Yes (Jacobs?)	Yes (Jacobs?)	In grass verge
	Saffron Road (Dorset Ave)	Year 2	No	No	No	In grass verge. Difficult location due to traffic and pedestrian sight lines
Wigston						
	Aylestone Lane (Blue Bridge)	Year 1	Box hedging	Yes (Formula 1?)	Yes (Formula 1?)	In grass verge Problem location for vandalism
	A5199 Stage Hotel	Year 3	Possible planter	Yes (Stage Hotel?)	Possibly	In tarmac
	A5199 Kilby Bridge	Year 1	Box hedging	Yes (Navigation Inn?)	Possibly	In grass verge
	Newton Lane	Year 2	Box hedging	Yes	Yes	In grass verge
Oadby						
	A6 Glen Gorse	Year 2	Possible planter	Yes (Riding stables/ Golf Club?)	Yes (Riding stables/ Golf Club?)	In grass verge
	A6 Racecourse	Year 3	Possible planter	Yes (Leicester Racecourse?)	Yes (Leicester Racecourse)	In grass verge
	Gaulby Lane	Year 3	Box hedging	Yes		In grass verge

Refurbishment:

- 3.5. It is suggested that refurbishment is carried out over a 3 year period with 3 signs

being re-furbished each year for 3 years. Therefore in year 1, priority 1 signs (as listed in the above table) would be re-furbished. It is requested that an allocation of £2,850 be made from Greening of the Borough reserves to move this forward.

- 3.6. Refurbishment would include the removal of all extraneous signage from the site, repainting of the sign and box hedging at appropriate locations as detailed on the above chart.
- 3.7. It is not clear whether the 'Twinning' information is still current. It is suggested that, if it is not still applicable then, following conversations with the Pride of the Borough Group, and as part of the refurbishment, a plate could be made up in the same style and colours as the entry sign to cover the twinning information. The plate would celebrate the Borough's 'In Bloom' achievements and read 'Proud winners of Britain in Bloom and East Midlands in Bloom'. The plates would cost in the region of £250 each.
Alternatively, if the twinning arrangement still applies then a similarly worded plate could be made to attach underneath the current entry signs. The cost of the plates may be something that Pride of the Borough may be interested in contributing towards.

Sponsorship:

- 3.8. It is suggested that companies are approached to sponsor the signs starting with the Priority 1 signs that have been refurbished with sponsorship being set at £400 a year for five years.
- 3.9. Suggestions for companies that may be approached are given in the above table. Income from sponsorship would then be used towards year 2 / priority 2 signs and so on.

Sculptures:

- 3.10 In addition to direct sponsorship some locations may be suitable for the installation of sculptures relating to local distinctiveness. In these cases companies would pay the cost of an appropriate sculpture plus installation, any County Council fees and officer time in addition to the five year sponsorship arrangement.

Other:

- 3.11 Members are asked to agree that no other signage or stickers are allowed on or adjacent to the Borough entry signs once they are re-furbished (other than signage relating to sponsorship).

Background Documents:-

Report to Greening the Borough Working Group 16th February 2016

Report to Greening the Borough Working Group 7th July 2016

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Implications	
Financial (CR)	As set out in the report.
Legal (AC)	No significant implications.
Risk (MS)	CR5 - Effective utilisation of assets/buildings.
Equalities (MS)	No significant implications.
	Equality Assessment
	<input type="checkbox"/> Initial Screening <input type="checkbox"/> Full Assessment <input checked="" type="checkbox"/> Not Applicable