

## **TOWN CENTRE MAPS IN CAR PARKS**

### **1 SUMMARY**

- 1.1 Members to consider the installation of Town Centre Information Maps in Pay & Display Car Parks to improve customer orientation and access to Rochford's Services.

### **2 INTRODUCTION**

- 2.1 The Head of Revenue & Housing Management has recently been approached by a firm (Atlas UK Ltd) who are prepared to provide and erect, free of charge, information display signs to be sited in Council car parks.
- 2.2 These information maps measure approximately 4' x 3' and can either be wall or post mounted. They are fully weatherproof and have an attractive high quality brushed aluminium frame. The surface is protected by an ultra-violet resistant perspex cover to prevent fading.
- 2.3 The signs feature a centrally positioned and fully indexed street plan of the Town Centre surrounded by advertising from a variety of local traders and businesses. Prior to publication the advertisements and designs will be submitted for Council approval. The Council may opt for its Coat of Arms to appear on the sign so enhancing corporate image. Signs will be installed and maintained by the Company's own technicians.
- 2.4 Atlas (UK) Ltd have been trading for 32 years and supply information/ map boards to around 60% of Councils and Police Stations in England. They ask for a minimum 4 year contract with the Council during which time the advertisements on the boards are updated every 12 months. They anticipate the maps would be in place within 20 weeks of signing the agreement.

### **3 DISCUSSION**

- 3.1 The erection of Town Centre maps would provide orientation and information for visitors to the District and offer local traders the chance to promote their businesses. Consideration has already been given to the possible siting of noticeboards and in all cases they would be at the busy pedestrian access points of the car parks.

- 3.2 These maps are visually attractive and their installation would be a positive step in encouraging a thriving local economy. It is proposed that the following car parks are suitable for this initiative.

Back Lane, Rochford  
Southend Road, Hockley  
The Market, Rayleigh  
Websters Way, Rayleigh  
Castle Road, Rayleigh  
Bellingham Lane, Rayleigh  
Mill Hall, Rayleigh

#### **4 ENVIRONMENTAL IMPLICATIONS**

- 4.1 The erection of Town Centre maps would be a welcome amenity for visitors and residents alike.

#### **5 RESOURCE IMPLICATIONS**

- 5.1 As the report indicates, the design, supply, installation and maintenance of information boards would be completely free of charge.

#### **6 RECOMMENDATION**

- 6.1 It is proposed that the Committee **RESOLVES**
- 1) That the Council accepts the offer to provide, install and maintain information signs.
  - 2) That the information signs be installed at the locations indicated in the report.
  - 3) That the Head of Service be given delegated powers to authorise any future improvements/initiatives concerning car parks.

Steve Clarkson

Head of Revenue & Housing Management

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**Background Papers:**

A sample map will be placed in the Members Lounge during the week commencing 2<sup>nd</sup> September 2002.

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