

TOWN MAPS FOR ROCHFORD

1 SUMMARY

- 1.1 This report updates Members on the options for the provision of the town maps for Rochford.

2 INTRODUCTION

- 2.1 At the meeting of the Transportation & Environmental Services Committee of 24 April 2001 Members resolved that a bid for £7,000 should be made to the Cory Environmental Trust for the provision of two town signs for Rochford. The Trust subsequently approved a grant of £3,000.
- 2.2 However, the £3,000 is tax deductible, as the Cory logo is included on the maps, leaving £2,553. The artwork has been completed at a cost of £800, and thus £1,753 of the grant remains. The cost of **one** sign is £1,815, plus installation by Highways Department of between £300-£500. This makes a grand total of £2,315, which does not include carriage of the sign. There is therefore a shortfall of about £560 for a single sign. **Two** signs would be out of the question.
- 2.3 A further application has been made to Cory Trust for a top-up but on the basis of the timescales for the last application to be approved, it could be a while before a decision is made. Another option for completing the project has recently come to light and is discussed below.

3 DISCUSSION

- 3.1 UK Media Group Ltd Of Colchester (who supply rail operators, National Car Parks and numerous Councils) have proposed to supply and install 2 signs - one in the Market Square and one in Back Lane car park. The company would undertake to do this free of charge, with their costs being recovered with advertising from local businesses on the reverse of the signs (the signs would be double-sided).
- 3.2 The company would be looking for an agreement with the Council for a minimum of four to five years to maintain the signs. Council information (ie opening times, contact and emergency numbers) could be displayed next to the map and changed as necessary.
- 3.3 The signs would be a similar design to that already chosen, ie, black galvanised steel with finials, etc, to match existing street furniture.

4 FINANCIAL IMPLICATIONS

- 4.1 The artwork for the town sign has been completed by a local artist and UK Media would undertake to make a copy of the artwork for use in the new signs. The original artwork would then be preserved and available to make further copies if required.
- 4.2 If the Council decided to take up the offer from UK Media, the future of the outstanding grant from the Cory Trust would need to be discussed, but it is likely this would have to be returned.

5 RECOMMENDATION

- 5.1 It is proposed that the Committee **RECOMMENDS** to the Environmental Services Committee:-

That UK Media be asked to supply, install and maintain 2 signs for Rochford Town Centre, as outlined in the report. (HPS)

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Background Papers:

None.

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