



Area Board Project

1. What is the Initiative?

The design, purchase and installation of five heritage/interpretation display boards.

2. Where is the initiative taking place?

In the White Horse viewing area on the B3098 and in the Mead open space area.

3. When will the initiative take place?

As soon as funding is available.

4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?

This project is listed as a priority for action in the Environment section of the BA13 Westbury Community Area Plan (2012-17). In Westbury Forward the need to make best use of our heritage and environment was highlighted.

5. What is the desired outcome of this initiative?

The B3098 viewing area is a frequent stopping off point for visitors and tourists. At present there is only one old and extremely worn information board on site. The creation and installation of new updated boards will boost awareness of our history and heritage and will encourage visitors to further explore our community thus having a beneficial effect on the local economy. The installation of new boards is especially appropriate given that the White Horse has recently been subject to a well publicised clean up – which the area board helped fund and support. The area of open land off The Mead is a delightful potential nature reserve containing lakes, walkways and seating and leading onto a network of footpaths. Interpretation boards would add to its attractions and enhance its use by the community for leisure and hopefully for an educational resource.

6. Who will Project Manage this initiative?

The board content for the B3098 viewing area will be drafted by the community area manager with the support of local historians. The insert posters will be professionally designed. The finished boards will be erected with the assistance of the Wiltshire Council Rights of Way officer and hopefully local volunteers. The content for the Mead will be compiled with specialist advice.

7. Costs/quotes/ match funding?

The total project cost is £3758.00

8. Additional information

The design of the information boards and their material are in keeping with the landscape. The board are made of oak – the company supplying them have provided similar products for local authorities all over the country.