



Bradford on Avon

Signage and Wayfinding Review

February 2017



Introduction

People and Places Insight Ltd are an organization whom strive to improve the performance of localities, particularly small and medium sized towns through a series of well used and advanced Town Centre Solutions. People and Places have worked with National Government, Business Improvement Districts, Local Authorities, Town Councils, Community and Town Partnerships and Retailers on a wide range of projects including;

- ❖ Measuring the economic performance of 400 towns via Town Benchmarking
- ❖ Signage and Wayfinding Reviews
- ❖ Footfall Counting
- ❖ Visitor Satisfaction Surveys
- ❖ Car Parking Strategies
- ❖ Mystery Shopping
- ❖ Establishing a database of Case Studies of Good Practice in Small Towns
- ❖ Partnership Development and Training
- ❖ Neighbourhood Planning

Mike King is Directors of People and Places Insight and offer a vast amount of experience in research and regeneration projects in both the public and private sector. The wider People and Places Partnership boast a nationwide team of trained researchers who conduct fieldwork.

In terms of Signage and Wayfinding Reviews, People and Places have recently completed work on behalf of;

- ❖ Bury St Edmunds Business Improvement District
- ❖ Camberley Business Improvement District
- ❖ Henley on Thames Town Council
- ❖ Madeley Parish Council
- ❖ Malvern Hills District Council

Methodology

Access and Signage Review

The task will be broken into four elements;

- i. Assessment of approach, signage and car park access by road including:
 - a. Recommendations on the consistency and clarity of signage along specific routes
 - b. Signage guidelines highlighting signs to be removed, amended or added
- ii. Assessment of pedestrian signage including:
 - a. Identification and recommendations for clear and consistent signage, waymarking and orientation along key pedestrian routes
 - b. Signage and waymarking guidelines identifying key locations where additional information needs to be provided or amendments made
- iii. Summary of itemised recommendations for physical access and signage improvements
- iv. An additional First Time Visitor Review report- completed by one of the Research Team who has never visited Bradford on Avon before. The report is well used in towns looking at tapping into the tourism market, as a first time visitor will identify aspects of the town centre such as signage, car parking, physical appearance, retail offer, public convenience and accessibility which a regular user may not identify.

For all routes within pedestrian signage (map supplied by a client), a photo will be taken and a report will be completed for each individual sign or junction in terms of function, need, proposed changes and priority. The following standard template will be used:

LOCATION:				PHOTO:
TYPE: e.g. Finger Post, Map, Notice board				
VISIBILITY: Is it blocked, size of writing?	Good	OK	Poor	Notes:
FUNCTIONALITY: (Does the sign achieve its goals?)	Good	OK	Poor	Notes:
NEED: (Is the sign needed?)	Yes	No	Moved	Notes:
CONDITION:	Good	OK	Poor	Notes:

The final report will include an Executive Summary, the notes from the Road, Street and First Time Visitor Audits and an Action Plan for moving forward. Suggestions of good practice identified from other locations will offer added value to the report. The tried and tested People and Places Insight methodology provides a concise, systematic, objective and detached final document.

Costings

PROCESS	COST
Site Visits	£400
Final Report	£400
TOTAL	£800

Please note that VAT will be added to the Total.