

Salisbury Area Board Councillor Initiative

1. What is the project?

Replacement/re-alignment of Fingerposts in the city.

2. Where is the project taking place?

This project aims to replace or realign fingerposts in as many areas in the city as funding allows.

3. When will the project take place?

November 2011 through to Spring 2012

4. Please outline:

- **Community benefits**
- **Evidence of need**
- **Links to Community Plan**
- **Community Issue**

The poor state of fingerpost signs in Salisbury have been repeatedly raised as an issue via the public to councillors, through the Area Board Issues Log, Salisbury City Council the business community and organisations involved in tourism, arts and leisure.

Various meetings have been held to try to find a solution to the problem, however, the main recurring stumbling block appears to be about how this should be financed and who manages this particular initiative. This has resulted in delays and little progress, meanwhile people are getting lost as some signs are pointing in the wrong direction which is not the positive image Salisbury should be sending out.

A member of the Integrated Transport Team has advised that the Salisbury Civic Society have undertaken a review of fingerpost signs in the city and have produced a list of signs which have problems. Three categories have been identified:

- Broken signs which need replacing
- Signs facing the wrong way
- Signs obscured by overgrown foliage

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Sorting out the fingerposts problems is now becoming more important in view of showcasing Salisbury in its forthcoming role for the Olympic Torch events taking place next July, 2012.

5. What is the desired outcome/s of this project?

Attending to the problem of the poor state of the city's fingerpost signs will give local people confidence in their city, that tourists and visitors are properly signposted to where they want to go and that business, arts and leisure benefit.

6. Who will Project Manage this project?

Integrated Transport Team, Highways Department, Wiltshire Council

7. Please confirm costs and provide quotes

- Total project costs up to and including £5,000 - 1 quote
- Total project costs over £5,000 - 3 quotes

Estimates for the cost of fingerposts have been received from Leander Architectural as follows:

- 1 line finger £125
- 2 line finger £150
- 3 line finger £175
- 4 line finger £200
- Sign post £230
- Circular finial £90
- Pyramid finial £35

As an example of costs, if the whole of the fingerpost Sign 1 in the Market Place was replaced it would cost the following:

- 3 x 3 line fingers = £525
- 1 x 2 line finger = £150
- 1 x post = £230
- 1 x pyramid finial = £35
- Installation cost = £150
- Total cost = £1090

It is recommended that the Area Board allocate £10,000 towards this project. If this is approved, the Integrated Transport Team will undertake an assessment and prioritisation of which fingerposts could be replaced or realigned, and where.

8. Additional information in support of the project

The Salisbury Area Board will need to approve which areas in the city are earmarked for new or realigned signposts.