

<b>Area Board Project</b>
<b>1. What is the Initiative?</b>
Replacement of a graffiti damaged specialist sign at the entrance to Westbury. The brown tourist sign is synonymous with the tourism industry and easily recognisable to road users. It lists the visitor attractions on offer in Westbury. Unfortunately this sign has been damaged by graffiti which cannot be removed without removing the paint from the sign itself – hence it needs replacing.
<b>2. Where is the initiative taking place?</b>
The sign is on Mane Way.
<b>3. When will the initiative take place?</b>
As soon as possible
<b>4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?</b>
This sign is an intrinsic part of promoting visitor and boosting tourism in the community area. The Westbury community plan section on Economy Jobs and Skills has the priority of town centre regeneration. Under Environment, it lists the priority of taking pride in the area.
<b>5. What is the desired outcome of this initiative?</b>
Currently a graffiti damaged sign is at a key entrance to the town – it gives a poor impression – replacement will help enhance the town’s reputation.
<b>6. Who will Project Manage this initiative?</b>
Wiltshire Council Street Scene team
<b>7. Costs/quotes/ match funding?</b> (total cost £5k require 1 quote, total cost £5k-25k require 3 quotes)
Replacement of the sign will cost £800
<b>8. Additional information</b>