



**REPORT of
DIRECTOR OF STRATEGY, PERFORMANCE AND GOVERNANCE**

**to
STRATEGY AND RESOURCES COMMITTEE
25 MAY 2022**

MALDON DISTRICT GATEWAYS SIGNAGE

1. PURPOSE OF THE REPORT




- 1.1 To seek approval from Members of the proposed new Maldon District Gateways Signs.


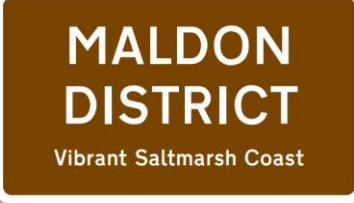




2. RECOMMENDATION

That Members approve the locations, designs and wording of the proposed Maldon District Gateways Signage and instruct Officers to develop this project, seek Essex Highways approval and investigate the how this can be funded, realised and sustained, aligned with UK Shared Prosperity Fund work.

3. SUMMARY OF KEY ISSUES

- 3.1 Members will be aware that 'district entry signs' are installed on roads entering the District. These signs vary in their size, age and condition, but are generally in a poor standard.
- 3.2 New options for boundary signing were introduced in the Traffic Signs Regulations and General Directions 2016. Local examples include the relatively new "Chelmsford City" signs which feature a picture of Highlands House.
- 3.3 Permissible options are limited, but a suite of signs presents an opportunity to enhance the brand, local pride and visitor experience for the area.
- 3.4 As part of the Covid Economic Recovery and Transformation (CERT) Programme, and in collaboration with Members on the Reset and Recovery Working Group, five proposed designs have been developed to celebrate the distinct identity of the area.
- 3.5 Options have been strategically chosen to highlight our assets and brand themes relevant to the available locations, as shown below.
- 3.6 A sixth design has also been drafted showing the town of Burnham-on-Crouch, however this is now envisaged as a Town Entry sign so was out of scope for the CERT commissioned work. This is also shown below for illustration only, and it is proposed this can also be considered as part of progressing the overall project.

Location	Text	Themes and Photo
B1012 from South Woodham Ferrers	MALDON DISTRICT Scenic Saltmarsh Coast	 <p>MALDON DISTRICT Scenic Saltmarsh Coast</p>
A414 from Danbury (and A12)	MALDON DISTRICT Timeless Saltmarsh Coast	 <p>MALDON DISTRICT Timeless Saltmarsh Coast</p>
B1019 from Hatfield Peverel	MALDON DISTRICT Historic Saltmarsh Coast	 <p>MALDON DISTRICT Historic Saltmarsh Coast</p>

Location	Text	Themes and Photo
B1022 From Tiptree	MALDON DISTRICT Vibrant Saltmarsh Coast	 
B1026 from Salcott	MALDON DISTRICT Maritime Saltmarsh Coast	 
Entry to Burnham-on-Crouch (TBC)	BURNHAM-ON-CROUCH	 

4. CONCLUSION

- 4.1 The creation and instillation of 'Place Branded' highway entry signs to the District would enhance our brand, local pride and visitor experience for the area.

5. IMPACT ON STRATEGIC THEMES

- 5.1 This project would support the council Prosperity theme by Enhancing and promoting the District's visitor economy and Place theme by Promote civic pride and maintain the District's environmental quality.

6. IMPLICATIONS

- (i) **Impact on Customers** – None.
- (ii) **Impact on Equalities** – None.
- (iii) **Impact on Risk** – None.
- (iv) **Impact on Resources (financial)** – None, no funding is being requested at this time.
- (v) **Impact on Resources (human)** – None.
- (vi) **Impact on the Environment** – None.
- (vii) **Impact on Strengthening Communities** – None.

Background Papers: Maldon District – District Entrance Signage.pdf

Enquiries to: Jack Ellum, Strategic Theme Lead – Prosperity.