

**Basingstoke Canal Joint Management Committee****Canal Signage Design - Decision Paper**Hampshire  
County Council**10 October 2013**

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Email: [Fiona.shipp@hants.gov.uk](mailto:Fiona.shipp@hants.gov.uk)**Key issue**

A Canal with a mix of signing styles, materials and colours in a variety of states of repair gives the visitor a bad impression of the canal and the signs start to serve little purpose or a negative one. It is also not recognisable for people that they are on the Basingstoke Canal.

**Summary**

This signage/branding project endeavours to create a house style for all of our signage to create a recognisable canal style that can be adapted to be used for all types of signage along the canal including interpretation, information, maps, welcome signs and navigation signs. Signs will be made of pre-agreed materials to set designs and sizes to be agreed as part of this project.

Stage 1 - write a design brief and get three quotes for project. (BCA, complete)

Stage 2 - initial meetings with chosen company. (BCA & Greenhouse Graphics, complete)

Stage 3 - establish initial sign designs to be put to JMC. for decision (current)

Stage 4 - create templates of all sign types.

**Officers Recommendation**

The JMC is asked to:

Consider the designs and vote on a preferred design which will be taken forwards for further development.

**1 Introduction & Background**

1.1 The Canal has a multitude of signs in varying states of disrepair. This project will build a new brand for the Basingstoke Canal and transpose this into a variety of signs as required for use on the canal.

**2 Consultation**

2.1 To be considered by the JMC representatives from Surrey and Hampshire County Councils.

**3 Discussion**

3.1 Consider the design options put forward on the example signs and vote for the one that is felt to be the one that you would most like to represent the canal on all its signage. There may be future further tweaks to the design. But this choice will form the basis of the final designs.

#### **4 Financial and Value for Money Implications**

4.1 This project is to be funded by BCA from revenue budget and subsequent signs will be purchased as and when funds are available. If external funders are interested then they will have the branding document as guidance to follow.

#### **5 Equalities And Diversity Implication**

5.1 Signs will be designed with accessibility guidelines in mind for people with visual difficulties and for ease of reading.

#### **6 Crime And Disorder Implications**

6.1 Potential for vandalism will be taken into consideration in the construction materials for the signs. Some areas of the canal that are more susceptible to vandalism may use different materials to those less of a problem area.

#### **7 Conclusion and Recommendations**

7.1 A sign style should be picked that will have a brand that is recognisable for the Basingstoke canal and be adaptable to other types of signs.

#### **8 What Happens Next**

8.1 The chosen style will be transposed to other types of sign. Materials and sizing will also be designed. (Greenhouse Graphics)

8.2 A final document (12-14 page) Branding Guidelines will be produced specifying the brand for all to follow. (Greenhouse Graphics) this will be available for viewing at the next JMC in February 2014.

8.3 A map will be produced to indicate where signs should be located as funds become available (BCA to create)

8.4 Signs will be made to the stated style and specification (quotes to be obtained as required)

8.5 Any potential funders will have the style guide to follow.