



# VENTNOR PARK SIGNAGE

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TOWN COUNCIL MEETING

REPORT 17/22

14 FEBRUARY 2022

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The purpose of this Report is to ask Members to consider a proposal for installing suitable signage in Ventnor Park.

**No. DETAILS.**

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**1) BACKGROUND**

- a) Damage to the main grassed area of the Park caused by football games and concerns about dogs not under control prompted a discussion by the Assets and Services Working Group Meeting of 11 January.
  - b) The Town Council's Business Development Officer provided some draft proposals for suitable signage based on extensive research of that used in other Council owned Parks for discussion at its meeting of 25 January.
  - c) That meeting agreed that a version of this, together with guide costings be presented to this meeting.
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**2) THE DRAFT PROPOSAL**

- a) A draft plan for positive signage identifying the main areas of the Park and the uses of them is attached to this Report.
  - b) The Town Council's Business Development Officer's rationale for the signage is also attached.
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**3) THE COST**

Three quotations for a sign based on this approach have been secured ranging from £3,180 from a major mainland supplier of Park signage to £1,240 from Signpost Express for two signs including installation.

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**4) RECOMMENDATION**

The Town Council is recommended to agree to install signage at both entrances to the Park and approve the quotation from Signpost Express in the sum of £1,240.

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**A place for people**

People of all ages come to this award winning park for all sorts of different reasons. Some people come to simply have a walk around the beautiful both formal and natural surroundings and to escape the hustle and bustle of everyday life. Some like to the formal garden areas and others the woodland walks, whilst some come to exercise and play. It is a popular place for dog walking with areas of green space for everyone to enjoy and explore. The roughly seven acre park is a place for quiet contemplation or to meet friends and family and have fun. It offers an opportunity to get involved in the local environment and nature conservation.

**Park History**

**Park Facilities**

- Formal Gardens and stream area
- Grassland for informal exercise and recreation
- Picnic areas and benches
- Woodland walk areas
- Outside Gym and play area
- Putting Green
- Refreshment Kiosk
- Toilets
- Practice football and ball games area (with Posts)

**Wildlife information**

**Park Guidelines**

- Do not drop litter
- Pick up after your dog and use the bins provided
- Keep your dog under close control, respect other park users
- Bike riders are required to keep to the tarmac footpaths and asked to respect other park users and the environment
- No BBQ's, Fires or Fireworks
- In an emergency call 999 or 112
- For more information or to report an incident please call Ventnor Town Council on 01983 857856

**Trees and Plants information**

# VENTNOR TOWN COUNCIL



Ventnor Town Council, Salisbury Gardens, Ventnor

## New Signage at Ventnor Park

Date of Daft Report: 24/01/2022



### **Report author:**

Nigel Slater-Bishop

24<sup>th</sup> January 2022



As a direct result of the last meeting discussions on damage to the green areas at Ventnor Park, it was decided that signage was required.

I have looked at the signage within the park and found it lacking in most areas. However the dramatic need for signage with an overly authoritarian stance was I felt, probably the wrong way to look at reducing the damage being caused by bike riders and ball games on the soft grass along with the non-compliant dog owners with a reluctance to clear up after their canine friends. Albeit the minority but nevertheless an ever increasing menace everywhere.

The answer I believe is education, instruction and ownership of this fabulous park and area. A softer more instructional way of pointing out certain guidelines which are expected within this fantastic community asset for everyone to enjoy.

I looked at over 50 parks around the country who have similar facilities to us at Ventnor Park, indeed most have had the same issues after speaking to a few councils. They found also that the informational signage worked best at educating the visitors about the parks and the areas withing them.

Therefore it made sense to use this same theme at the park, non-aggressive, passive signage which will engage visitors rather than bombard them with 'Can't do, mustn't do' signs.

I have come up with a simple design taking ideas from the ones which seem to work around the best parks in the country. Informational, instructive, and attractive which will fit in nicely with the surrounding area on the entrances to the park.

It is multi-functional and also has a section for upcoming event poster signage on one side.

The detailing is shown as a draft, the text boxes will not have any border lines, and these will flow into one another. The map will be a pictogram style with all of the facilities offered shown and highlighted on it. Sections on the sign will provide information on trees, plants, and the wildlife that frequent the park. The do's and don'ts I have called park guidelines which should be instructional rules but in a softer way, hopefully this will mitigate the misuse of the park at times.

It has been suggested that a ballgame playing area be provided on the top green adjacent to the outfit gym area. This should then give ball players ownership of a bit of grass to practice their skills away from the more formal areas of the gardens.

I have called the cycling fraternity 'Bike riders' as true cyclist generally will not be in the park. Mountain bikers probably would, however not excluding them but requesting to use the tarmac path areas seems fair, and reasonable.

This is the first draft of the signage plan; it would be good to get something in place fairly quickly to help mitigate the problem and to also appease the hard working gardener on site.

I have added a number of comparisons of signs which are already working well for other parks, along with the draft narrative and layout for the sign.