



Cabinet 1 December 2010

Recommendations from Bury St Edmunds Area Working Party: 26 October 2010 (Dec10/09)

*Cabinet Member: Cllr Robert Everitt Chairman of the Working Party:
Cllr Robert Everitt*

1. Bury St Edmunds Visitor Signing (Report B271)

RECOMMENDED:- That:-

- (1) the proposals for improving the signing from the main arrival points in Bury St Edmunds, as outlined in Section 3 of Report B207, and for refurbishing the cast-iron fingerposts, as outlined in Section 4 of Report B207, be approved; and**
- (2) the proposals for a retail signing scheme, as outlined in Section 5 of Report B207, be developed in partnership with retail organisations in Bury St Edmunds, for approval by the Bury St Edmunds Area Working Party before proceeding.**

At a previous meeting, the Bury St Edmunds Area Working Party had examined at the very wide range of options available for developing a visitor trail and approved in principle proposals consisting of a range of solutions. Key points in the discussion included:-

- (a) improved signing was seen as a priority;
- (b) support was given for the refurbishment of the cast-iron fingerposts;
- (c) improvements need to be made as quickly as possible; and
- (d) additional signage to direct visitors to secondary shopping areas was important.

Since those discussions there have been two new developments. Firstly requests have been received from retailers to improve signing to shopping areas. Secondly, the Tourist Information Centre has produced a new visitor guide leaflet for Bury St Edmunds which provides an up-to-date guide for visitors and is a good foundation for the other visitor trail initiatives that will follow.