
Report To: Planning, Leisure & Environment Group

Date: 15 July 2024

Contact Officer: Paula Harrison

Subject: Gateways Report

1. Introduction

1.1 Many parishes mark their boundaries with a sign. These come in many forms but are often a *Welcome to Please drive carefully* message. A gate style structure on both sides of an entry point is popular. Many village gateway signs have come about solely as part of other road safety measures such as dragons teeth markings, chicanes, road narrowing or speed table. Gateways signs are also used to remind drivers of speed changes/limits.

1.2 Gateway signs are not seen as effective as a traffic calming response when added in isolation but may contribute to the street scene and community identity. Signs need to be located with a view to meeting causing no disruption to buses, emergency vehicles or cyclists.



2. Options

2.1 West Swindon currently has two name signs on Great Western Way however these are some distance from the Parish boundary point at The Meads roundabout. The signs are minimalist and have little character. A request to SBC Highways that the signs are removed and repositioned closer to the Meads roundabout would be a practical solution.



2.2 There are also two name signs at the top of Mead Way/Purton Road. The Parish Team have maintained the areas around these two signs with additional planting and pruning.



2.3 Well placed signs can help characterise and define the visual boundaries of the Parish and ensure that those parts not maintained by the Parish Council do not give drivers the impression that West Swindon includes these areas e.g. Great Western Way. There are many other entry points to West Swindon Parish that could benefit from a Welcome sign, these include

- Entrance from Mannington Roundabout to Tewkesbury Way
- Entrance from Blagrove Roundabout to Whitehill Way
- Hook Street

2.4 Adding gateway signs is likely to require a license from the Highways team at Swindon Borough Council for placing objects on the highway. Potentially siting within grass verges may avoid this, however, it would be prudent to seek Highways advice and guidance for anything to be positioned close to the roadside.

Cost Implications

- 2.5 Licenses usually cost around £100 but vary depending on the size of the object to be licensed.
- 2.6 Gateways signs vary in cost but start at around £400 for the gates and then additional signage on top. Overall costs would be likely to be in the region of £800-£1100 if purchased externally. The Parish Team could make similar gate style structures at cost of materials with a highways sign commissioned to be fixed on top. This should reduce costs significantly.

3. Recommendations:

- 3.1 That this Committee supports a request for the relocation of the West Swindon signs on Great Western Way
- 3.2 That this Committee considers the introduction of gate style additions to the entrance points to West Swindon. This could be done incrementally and at minimal cost.

Paula Harrison
Parish Manager