

## **Position: Brecon Opportunities Officer**

### **Brief: To undertake a review of Signage, Welcome and Visitor Information in Brecon Town**

Brecon Buzz CIC wish to contract a 'Brecon Opportunities Officer' (BOO) to undertake and publish a review of all the signage and information bringing people to Brecon which orientates their visit, impacts their visitor experience, dictates how long they stay, where they go, what they do and whether they would return and encourage other people to visit.

There is a funded budget of £4,500 (gross) for this piece of work with the assumption being that it is a likely 6 week project based on £25 an hour with a published report as the outcome.

The aim of the review is to better understand both the visitor and resident experience of the town and recommend steps to enhance it by helping them navigate the town more easily on foot once they are here and to enjoy more fully what the town has to offer, This in turn will positively impact the town's vitality, resilience and sustainability.

This is initially a research and development role to undertake a review that will look at:

1. Road signage at town entrance points.
2. Car park information & information boards in car parks/elsewhere.
3. Finger point signs.
4. Market hall signage.
5. Blue plaques, poetry plaques and heritage signs.
6. Shop signs and frontages (in the context of Brecon being a heritage town with conservation sites and buildings of historic importance).
7. An audit of all walks and trails and how people find these and the town's green spaces.
8. How and where people pick up information in town and how notice boards are used across the town – would an interactive information board or app be useful?
9. How all of this information is conveyed online and elsewhere.
10. A schematic of possible sites for welcome banners, flags and other festive/celebratory visual ephemera that signify a sense of place/significant destination/heritage etc.

A *Signage Rationalisation Report* for Brecon was published in 2010 but no actions ensued – this report will provide a useful starting point to this research project. This new review and its subsequent report will inform a further phase to an ongoing project which will be a funding application / applications to implement any actions identified.

The conclusion of the review (the report) will be expected to identify:

- Relevant sources of funding and any partnerships required to fulfill the ongoing project actions, including all costings.
- Identify where, in respect of signage and any other changes, planning or other consent might be needed from the PCC Planning Authority, PCC Highways and the Brecon Beacons National Park.

*Recommendations for any future signage will be proposed with particular regard to Brecon's heritage/conservation status; the use of sustainable/natural/local materials (where reasonable) and to reflect Brecon's location in Wales and give due consideration to its culture and the Welsh language.*

### **Summary of work required**

Working with the Brecon Buzz Directors and other relevant town partners, the successful candidate will:

- Review the 2010 report as a starting point to shape and inform the 2021 report of all current signage and information boards.
- Meet with Brecon Buzz Directors initially, and subsequently with a steering group of partners which will include town councillors and representatives from the Brecon Chamber of Trade, Brecon Heritage & Cultural Network, Visit Brecon, The BBNPA and Powys CC to listen to areas of concern and opportunities perceived.
- Undertake market research on the street with locals and visitors as to what they know and how they find their way to places etc.
- Produce a report with an audit of current vehicle and pedestrian signage and information boards, what walks are available and how they are mapped and signed. The report will prioritise what needs to change and recommend options at key sites.
- Drawing on the key USPs of the town the report will suggest options to focus on relating to the design and scope of future signage and interpretation material.

#### **1. Budget**

The project cost for the contract to research and publish the review is maximum £4,500 (Gross)

## **2. Timescale**

Timescale: We welcome applications up to and no later than 5pm on 18<sup>th</sup> October 2021, by email to: [planning@breconbuzz.co.uk](mailto:planning@breconbuzz.co.uk)

Time-frame: The successful candidate would be expected to start as soon as possible with the report to be submitted by 5pm on Wednesday, 5<sup>th</sup> January 2022.

Applications must include:

- Outline of intended approach to the work – i.e. delivery of all actions in a draft action plan
- Breakdown of costs (to include hourly, day & half day rates)
- Timescale
- Examples of relevant experience as well as specific examples relating to interpretation material
- The candidate must demonstrate a working knowledge of the regulations which are laid out in the Traffic Signs Regulations and General Directions (TSRGD 2016). The WG traffic signs/markings of 2018, provide the Welsh translation and sign arrangements when providing bilingual signs/markings.
- Two referees

### **Contact for an informal discussion**

Punch Maughan / Leigh Hendra

Tel: 07736 062849 / 07986 822163

E-mail: [planning@breconbuzz.co.uk](mailto:planning@breconbuzz.co.uk)

### **Background**

Brecon Buzz is a Community Interest Company that was incorporated in January 2021 as a result of a desire within the business and wider community to make more of Brecon's assets and thereby contribute to it's future sustainability and resilience.

Brecon Buzz Directors are all business owners in the town and regularly talk to enquirers about many aspects relating to how people navigate the town and how they find out what the town has to offer.

Buzz have been involved in the development and signing off of the Brecon 2020 Plan. This new, funded review will address and fulfill many of the actions highlighted as needed in the Brecon 2020 town plan. The review will lay the groundwork for funding applications to implement the recommendations the review generates. Brecon Buzz will be working with other partners in the town on these funding applications.

This project has been Supported by the Sustainable Development Fund – Brecon Beacons National Park Authority.

### **Terms and Conditions**

1. Selection will be based on cost, value for money and the quality of the submission, based on the understanding shown of the brief and the solutions proposed for each individual element and demonstrable previous experience of partnership working with community organisations and businesses in Brecon.
2. The details and timings of payments will be agreed with the selected candidate before work commences.
3. Brecon Buzz reserves the right not to accept the lowest or any of the quotations.
4. All material produced for the final published report e.g. copy, illustrations, artwork of maps and/or promotional material, will be copyright and exclusive intellectual property of Brecon Buzz CIC