
Report To: Planning & Environment Committee

Date: 14 July 2025

Contact Officer: Paula Harrison

Subject: Signs Report

1. Introduction

1.1 Twelve months ago, this Committee reviewed the option to introduce Parish signs to mark the Parish boundary. Since then, the Operations Manager has made numerous enquiries to Swindon Borough Council with a view to getting permission to move the two West Swindon signs on Bridgemead to Barnfield section of Great Western Way, and, create a dialogue on the potential addition of simple gateway signs.

1.2 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 are not confused with the Parish. Entry points that may be able to be progressed without significant involvement or approval from Swindon Borough Council Highways, include

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



Cost Implications

1.3 Licenses usually cost around £100 but vary depending on the location, proximity to the public highway and size of the object to be licensed.

1.4 Gateways signs vary in cost but the Parish Team could make gate style structures at cost of materials with a highways sign commissioned to be fixed on top. An estimate would be £400 per sign.

2. Recommendations:

2.1 That this Committee approves the introduction of gate style additions to the entrance points to West Swindon, where it can be achieved.