

Date: 07 November 2019

Title: Report Item 11 – Interpretation boards for East Dean, Friston, Crowlink and Birling

By: Cllr L d’Urso

Purpose: To provide background information on proposed content, location, costings and funding

Recommendations: a) To note the report
b) To approve in principle the number and location of boards
c) To approve in principle the inclusion of funding in the 2020/21 budget

Cllr Durso and the Parish Tree Warden, Peter Williamson, have met with the SDNPA Interpretation Officer and one of the SDNPA Rangers to discuss the possibility of having large Interpretation Boards for the Village and surrounding area.

The proposal agreed to date is as follows:

Proposal for panel interpretation for East Dean and Friston Parish

East Dean village, as well as being a destination in its own right, is also an ideal ‘stepping off’ point for further exploration of the South Downs National Park (SDNP). There is a need for external visitor interpretation from the village centre and at strategic exit and entry points to the parish which help to orientate and inspire visitors to the local area and the wider landscape.

The panel content would include:

- Village mapping highlighting facilities, including accommodation, food and drink outlets /points of interest
- Local area mapping highlighting the heritage coast area
- SDNP inset map highlighting East Dean’s place within wider protected landscape
- Rights of Way (within mapping) – where you can go from here
- Public transport information (within mapping)
- Codes of conduct – dog behaviour/countryside code/share the path
- Place branding (SDNP Shared Identity) – marking out East Dean as part of the SDNP
- Further information via web links

Thematically, the panel content would focus on what makes the area distinctive i.e. chalk downland and the associated flora and fauna. This content would be image led as much as possible, focusing on common species with the potential to be linked to the national curriculum.

In terms of audiences, there is a large Asian contingent and some consideration needs to be given regarding the pitch and accessibility of the interpretation.

As well as highlighting access (via the map) and biodiversity there is a good opportunity to promote the cliff safety messaging that has been recently developed by the Heritage Coast Partnership. This involves using pictograms in order to communicate with international audiences.

It is preferable that the panels are sited where the internet signal is strong to enable links to further information. Although the number of panels and exact sighting is yet to be determined, there are three potential areas for interpretation.

- Village car park
- Village recreation ground
- Friston pond (from bus stop)

Costing

Typical costs for 1 x A1 panel:

Design (text & images supplied by client) £450.00
1 x Unit(s) South Downs Style Oak Lectern: £681.00
1 x graphic panel to fit standard structures: £156.00
1 x Full Colour A1 Inkjet Proof - A1 841mm x 594mm: £25.00
Site Survey (risk assessments, method statements and CAT Scanning: £190.00
Delivery and installation: £420.00

Total: £1922

Typical cost for A2 (smaller): approx £500

Funding

The External Funding Co-ordinator South Downs National Park Authority considers the interpretation panels are a really good output and he would encourage a bid to the Community Infrastructure Levy. However he does point out that they only fund up to 50% of a project's cost. The other point is that the fund is slightly "lean" and quite heavily subscribed to so they are not always able to support projects fully regardless of their value/impact. He generally tells applicants that they are doing well to be granted 50% of their requested amount – just to manage expectations.

With this in mind it is anticipated that there would need to be approximately £3000 to be found by match funding. Application for funding from the Community Infrastructure Levy will be submitted by Cllr Durso as soon as match funding is secured.

Obviously branding could be added to the board, for example that of those sponsoring the boards. The siting of the boards could also reflect the wishes of sponsors.

