

Recommendations from Signage Working Group on introducing new Signs to Village

The proposal is to introduce some new welcoming signage to well used open spaces in Henfield, prioritising Kingsfield, Rothery, Memorial and Wantley areas. There is currently no signage at these areas signalling historic information, ownership/custodianship, or their distance in relation to village centre. For newcomers and visitors particularly, the working group found that new welcoming and helpful signage could enhance a positive experience, giving interesting local history and pointing out leisure assets to enjoy.

Key requirements

- A Welcome to visitors to enable full enjoyment and promote social knowledge and responsibility of its use.
- Henfield Parish Council assets clearly identified to users
- Information on the site ownership and contact details to report issues
- Signs need to be engaging and provide additional usability information to (include QR codes)
- Minimal maintenance needs cleaning/painting etc.
- Have a working life of 15 years or more
- Design principles can be adopted by any Henfield organisation to give a consistent Henfield look

Three key areas were discussed

- Adding to existing green Finger posts (eg Twitten next to Cemetery)
- Welcome signs on 3 main open spaces – Kingsfield, Rothery Field, and Memorial Field
- Ancillary areas – 3 playgrounds /skatepark- Kingsfield, Rothery Field, Chessbrook

To date the group has:

Gathered information on existing signage and researched a variety of possibilities via sign companies and example images. We considered the Henfield Parish Design Statement, Green Flag standard on welcoming signs, Horsham District council's approach, and signage elsewhere in the village and other villages in the area.

We identified key user groups - existing residents of all ages, and visitors for each area. We obtained example initial costs and potential designs.

Plan/Timeline

Introducing further new signage to Henfield is potentially a 5 – 10 year plan overall – and funds have been put towards 2025-2026 Budget (under FRC) for Phase 1. Kingsfield particularly stood out as a first priority, particularly with current projects such as the completion of new Padel court, future extension of skatepark, planting of new trees, and further works on playground mean that this public green space is increasing in footfall and usage, a new welcoming piece of signage for the Kingsfield would be a fitting HPC sponsored addition.

Phase 1

- Public consultation on gaps in existing signage – facebook and Annual Parish
- Work towards a Henfield strapline – eg 'between the river and the Downs' – also obtain key words from public they feel describes Henfield positively
- Kingsfield Welcome sign - A further two quotes required in addition to one obtained

- Recommend design, material and signage supplier to be approved by Council.
- Aim to be finalised and installed within 2025/26 Financial year.

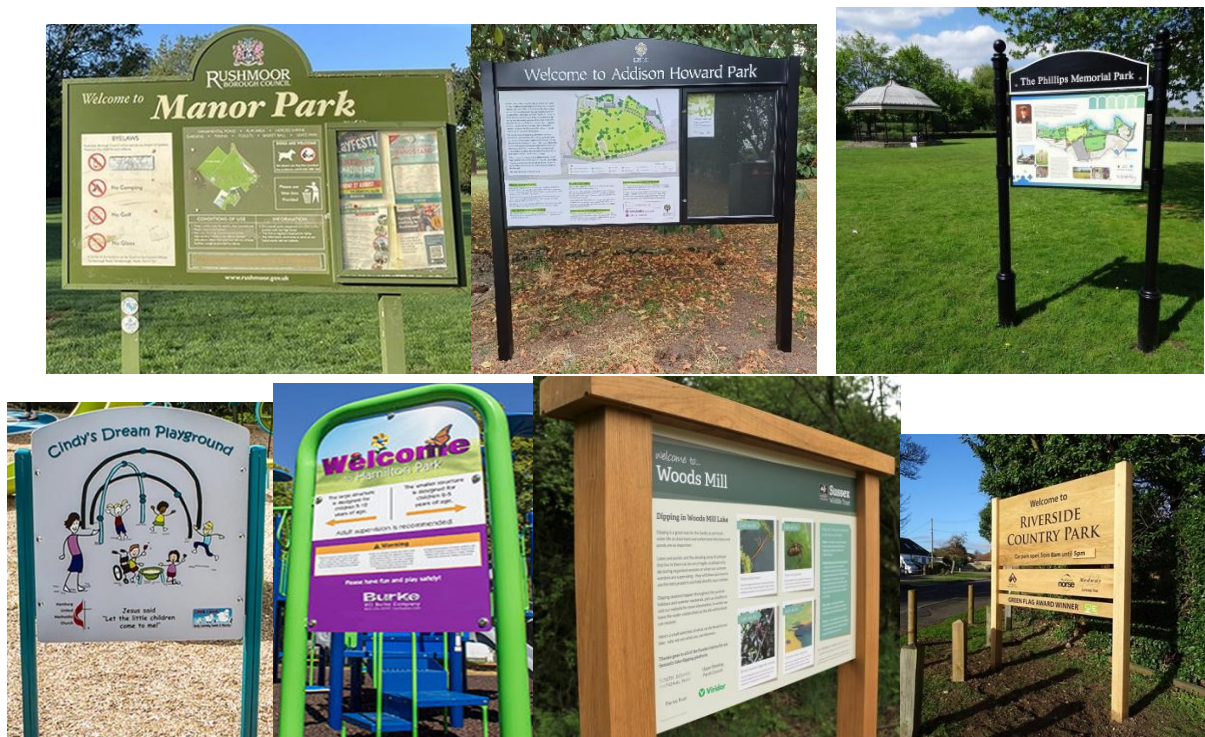
Phase 2

- Welcome signs for two other open spaces – Rothery & Memorial Field
- Improvement & additional information required for green Finger Posts
- Identify costs

Phase 3

- Ancillary signs for playgrounds, Skate Park
- Recommendation for wider non HPC village signage design – to form part of the NHP Village Design statement

Examples



Further notes on existing signage in Henfield.

There are large wooden signs at Tanyard, Swains Farm and Cemetery. Within village High Street and conservation areas, there is a large preponderance of black wrought ironwork, a black metal sign outside dentist, and traditional black fingerposts. In 2018 the yellow green finger posts were installed, which extend as far out as West End lane opposite Station Inn. VA committee have commissioned new inserts for the wrought iron black entrance signs to the North and South of the village. Within the playgrounds and sports areas there is a quantity of smaller pieces of signage which are suffering from considerable wear and tear, and which are not unified by an attractive design theme.

The working group recommendations are that new signage for the proposed areas are of metal. While it was felt wooden signage is good looking, long lasting and cost effective - and gives a rural feel, concerns were expressed about fire vandalism, and it is felt that metal is a more responsible choice at this point. . Two images of wooden signs are show to compare.