

Design of Sign for Liskeard Railway Station Looe Platform, And The Selection Of A Supplier/Manufacture

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Background

Following the agreements of support by the following organisations, Liskeard Town Council, Liskeard Town Forum, Liskeard Chambers of Commerce, and SECTA – a budget of £4,750 has been agreed to produce a sign for the Liskeard Railway station Looe platform, with the aim of promoting the town centre to passengers using the train to Looe and back.

This paper sets out for discussion the options to select a supplier, design the graphics, and the implementation of the proposed QR code.

Sign Style

It has been agreed to use a Quarter Royal type sign as shown in figure 1, an example of which is installed at Gunnislake railway station.



Figure 1 Quarter Royal Sign

The Quad Royal boards are easier to install, update and, according to advice, easier to get through the design and installation process.

Selection of Supplier

The signs have to meet standards as set down by the railway authorities. LTF has had conversations with Rebecca Catterall, Development Officer, (Devon and Cornwall Rail Partnership) and she has suggested two possible suppliers based in the South West. Normally we would aim for three quotes,

but this is not practical due to the suppliers having to meet the agreed standards. We also aim to use local suppliers to Liskeard where possible.

It is suggested that Liskeard Town Council lead on the purchase of the sign, so we can reclaim V.A.T where possible. [It has not yet been confirmed that this project would meet the requirements to do this]

Below are the final quotes from the two manufactures for consideration, (excluding V.A.T).

Supplier 1 Exeter based, RO

Product Description	Qty	Unit Price	Net Price
Headed QR Poster Board Structure (single sided) Supply single sided QR headed poster structure (dig in) - Colour scheme TBA by client	1	885.00	885.00
Installation - Post Mounted (Either Option) *** During Normal Working Hours, Assuming Soft Earth Dig ***	1	675.00	675.00

Supplier 2 Includes a Quote for Graphical Design, St Austell based. PA

Item	Description	Qty	Unit Price	Price
05	Supply single sided QR headed poster structure (dig in) - Colour scheme TBA by client - With fitting	1	£1,866.03	£1,866.03
06	Design time for Quarter Royal panel graphics	1	£160.00	£160.00

The original quotes have been forwarded to the LTC TownClerk, and RFO.

If LTC is to support the purchase of the sign, then it is suggested a decision is taken on a supplier.

Graphical Design

Supplier 2 above has agreed to provide some design time, and LTF has sourced a comparative quote from a local graphical designer.

A local graphical designer may make the design of any sign easier, and give us more control of the layout. However, it could imply additional cost. The quote from a local designer is show below.

SIGN DESIGN

Display Board - DESIGN

To create 1 x A1 display board for Liskeard Station promoting Liskeard.
At this stage, the design brief is unknown which makes quoting time difficult.
I have allowed 6hrs - 8hrs.

Includes concept work, amends, meetings, co-ordinating print and producing artwork.
I understand some graphics may be required - time has been allocated for simple designs.
Maps, if needed, take longer.
I understand imagery will be supplied (these must be of print quality 300dpi)

1 x A1 sign 6hrs - 8hrs @ £30 **£180 - £240** no VAT

It is suggested that we agree whether a local designer is used at additional likely cost, but with a likely greater control over the design?

The design of the sign is currently at a blank piece of paper stage. It is suggested that as far as possible existing material is used. This will avoid reinventing the wheel, and save time. Maps of Liskeard that we have permission to use are being sought, and hopefully presented as part of the discussion.

It is suggested that photos of Liskeard would be useful, including a few of local shop interiors, as shown in figure 2, (these would not identify the shop or brands) also the Museum, Stuart House, Swimming Pool, and perhaps a few of local features like Cheesewring Tor. It is hoped we can agree a selection of material to provide to a designer?



Figure 2 Example Images



Figure 3 Liskeard Image

QR Code and Remaining Budget

The cost of one sign is likely to come in well below the agreed budget of £4,750.

To further promote Liskeard, the forum has asked if an additional sign could be installed at another station, (such as Plymouth), but this is not possible.

Instead Rebecca has suggested that perhaps we use the remaining budget to enhance the QR code experience.

It has been proposed to include a QR code on the sign, and this can link to material of our choice. This could be the TIC, a new web page or perhaps even a video, animation et cetera?

We have time to develop an interesting use of the QR code, and it is suggested this is considered.

We may need to get agreement on the use of any remaining budget, should its use go beyond, 'the spirit' of what has been agreed.

The remaining budget could also support the purchase of a poster, or perhaps a wider advertising campaign to promote Liskeard during this summer, for example social media adverts?

Summary

It is hoped that we can progress the design of the sign proposed for Liskeard Railway station, agree a supplier and decide on how we want to proceed with the graphical layout?

The aim is to get the sign in place for the summer traffic on the Looe line, so we should aim to conclude any design before the end of March to allow time for approval from GWR, manufacture and installation.