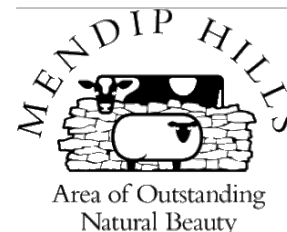


“We want everyone to know they’re in an AONB and to be so proud of that”



MENDIP HILLS AONB GATEWAYS

A PROJECT TO RAISE AWARENESS

Every visitor should know they are in an AONB and be able to find out more. Recent closures of Tourist Information Centres and restricted public access to the AONB Unit at Charterhouse has led to a gap in outlets for visitor information. This has knock on effects for the community and the local economy. Building on the success of the new oak signage around Black Down & Burrington and previous boundary marker projects, a series of visitor information points are being planned.

VISITOR INFORMATION POINTS

A collection of points adapted to the location

- External information panels
- Pop-up displays
- Posters

Common to all points will be the latest map of the AONB incorporating all sites open to the public. Refreshment locations along with the very successful routes in the Wild Walks booklet will be marked on.

Each panel to contain location or partner specific information, for example, geology, water, Strawberry Line.



Current visitor information: concealed and out-of-date at a key entrance to the AONB



Attractive new signage that provides quality information

ACROSS THE AONB

Planned refurbishment of existing AONB boundary markers.

Village entry signs - a consistent design for communities to use with AONB logo.

Cast finger posts - road junction replacements and refurbishment, depending on discussions and funding.

POPULAR VISITOR LOCATIONS

Suggested list for locations:

- Burrington Combe
- Axbridge Layby
- King Johns Hunting Lodge
- Cheddar National Trust shop
- Chew Valley Lake Visitor Centre
- Wells Museum
- Weston-super-Mare Museum
- Pubs, shops, visitor retail outlets

Discussions with site owners and permissions sought during Sept - Oct.

Content and design Sept - Oct. Manufacture and installation Oct - Dec.



Popular locations will be top of the list for visitor information