

11 CAIRD HALL BROWN DIRECTIONAL SIGNAGE (AN487-2004)

Under the VisitScotland Award Scheme the Caird Hall currently holds a 4 star award. With the objective of improving both the VisitScotland star ratings and customer experience, brown tourism signage to the Caird Hall from various locations was outlined as an area for improvement in the VisitScotland assessment.

In order to take these improvements forward a quote of £5,133.59 was received from Tayside Contracts for the erection of four new brown signs together with the appropriate traffic management. The signs will be located in and around the Riverside Roundabout at South Marketgait to pick up potential visitors from the Tay Bridge and also those coming in from the West, assisting in directing them towards appropriate car parks.

It is recommended that the quote from Tayside Contracts is approved. There is an allowance for the works within the 2004/05 Leisure and Arts Capital Plan - Caird Hall Improvements.