

Four Great Highways

Wayfinding and Interpretation Designs Feedback Summary Report

February 2024

Four Great Highways Initial Designs Feedback Summary Report

Contents

Purpose of this report	3
Analysis of wayfinding and interpretations designs feedback stage	3
Quantitative data	4
Qualitative data	7
Conclusion	10
Next steps	10

Four Great Highways Initial Designs Feedback Summary Report

Purpose of this report

The purpose of this report is to summarise the feedback received regarding the various wayfinding and interpretation designs proposed for the Four Great Highways project in Llangollen. The report itself will not make any recommendations about the overall proposals but the views of stakeholders and the wider community of Llangollen will be considered as part of the final signage and wayfinding design for the scheme.

Analysis of wayfinding and interpretations designs feedback stage

The Council shared the initial designs online and at Llangollen Library from 1 September until 8 October 2023 to gather feedback from the public.

37 responses were made directly via Denbighshire's County Conversations Engagement Portal or via completed paper questionnaires, though it must be noted that not all respondents answered every question.

The designs were viewed 194 times online, 139 English questionnaires and 54 Welsh questionnaires were downloaded from the engagement portal.

Which of the following best describes you?		
Response	Number of Respondents	Percentage of Respondents
I live and work in Llangollen	12	32
I live in Llangollen, but I work somewhere else	7	19
I work in Llangollen, but I live somewhere else	5	14
I am visiting Llangollen from elsewhere in Denbighshire	7	19
I am visiting Llangollen from somewhere else (not in Denbighshire)	4	11
I am a County Councillor / Town Council / member of nearby Community Council	2	5

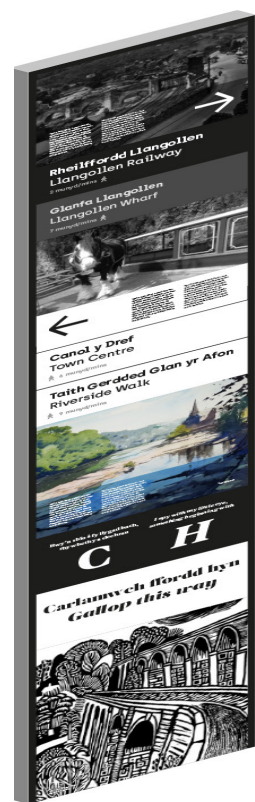
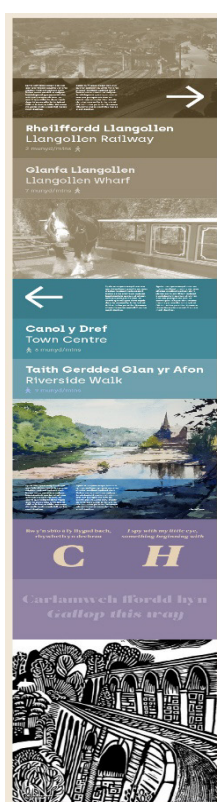
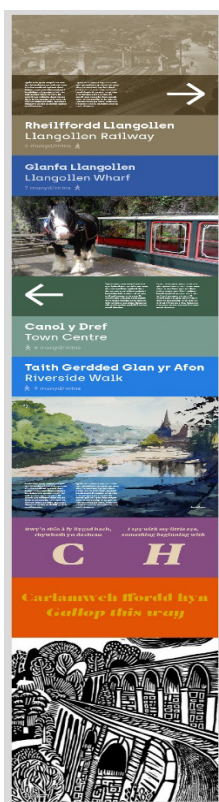
Four Great Highways Initial Designs Feedback Summary Report

Quantitative data

Data was collected to help us understand what percentage of all participants supported the wayfinding and interpretation designs.

Do you like the small and narrow design?	Number of Respondents	Percentage of Respondents
Response	Number of Respondents	Percentage of Respondents
Yes	19	76
No	6	24

Further comments (preferred colour)		
Response	Number of Respondents	Percentage of Respondents
Strong colours	8	38
Muted colours	6	29
Black and white	3	14
No signage	4	19



Four Great Highways Initial Designs Feedback Summary Report

Do you like the large and wide design?	Number of Respondents	Percentage of Respondents
Response	Number of Respondents	Percentage of Respondents
Yes	14	64
No	8	36

Further comments (preferred colour)		
Response	Number of Respondents	Percentage of Respondents
Strong colours	8	53
Muted colours	4	27
Black and white	2	13
No signage	1	7



Four Great Highways Initial Designs Feedback Summary Report

Do you like the fingerpost design?	Number of Respondents	Percentage of Respondents
Response	Number of Respondents	Percentage of Respondents
Yes	13	54
No	11	46

If yes, which is your preferred colour option for the wayfinding fingerposts?		
Response	Number of Respondents	Percentage of Respondents
White fingerpost with strong colours	5	33
White fingerpost with muted colours	1	7
White fingerpost with black and white	3	20
Black fingerpost with strong colours	2	13
Black fingerpost with muted colours	2	13
Black fingerpost with black and white	2	13



Four Great Highways Initial Designs Feedback Summary Report

Are there any local stories you would like to read about in each location?	Number of Respondents	Percentage of Respondents
Response	Number of Respondents	Percentage of Respondents
History of Llangollen Canal	17	100
History of Wharf attraction and old canal warehouse	17	100
History of cotton mill	17	100
Information about the turbine house	17	100
History from Great Western Railway (GWR) to Dr. Beeching	17	100
The enthusiasts of Llangollen Railway	17	100

Qualitative data

The following is a range of comments received from participants which help us to understand what they like and dislike about the designs as well as further suggestions about what they would like to see from the project.

Small and narrow designs

Response
The designs proposed are cluttered and will be inaccessible for anyone living with a vision impairment. The design is far too busy to pick out any pertinent information on. Also, as there is so much information and inaccessible pictures (such as maps), the fonts have to be a smaller size. Out of the colour schemes black and white is a lot clearer.
Strong colour should be used. They will be more visible especially for those with poor eyesight. Black is drab, and muted is already too pale.

Four Great Highways Initial Designs Feedback Summary Report

I would prefer no signage at all. The streets are already cluttered with unnecessary signage that serves very little purpose other than wasting taxpayers' money when it has to be replaced when someone damages/ covers it in graffiti. I also see you have not added any provision for Braille for members of the public who have limited visibility or that are blind.

Prefer the black & white for the smaller way signs, as they will be smaller, and the bold signage is easier to read in the high contrast. They are acting as a mini waypoint sign, whereas the larger signs should give more detail. I would have these signs in the Strong colour option. Uniformed signage would be required, as currently it seems poorly matched, inconsistent, and often there are too many signs, but which doesn't really give visitors the depth of places to go and see whilst here.

Strong colour. Ideally there should be a large contrast between background colour and font to aid reading and visual diversity. Also using a font such as comic sans for neurodiversity too. Black and white is too extreme for sensitive eyes and neurodiverse reading abilities.

What is wrong with the lovely heritage posts and signs that we have already, they are far more in keeping with the character of the town, they just need a new coat of paint.

Large and wide designs

Response

Bold colours are likely to be more readable for a wider section of the community. Is the font dyslexic friendly?

The format is a bit clearer than the way finding board, but it still feels quite cluttered with lots of pictures.

Bold colours. Is there the option to have a larger board in say a car park but smaller boards at locations where people might need direction.

Larger ones need to stand out and therefore I would have these in a strong bold colour.

Vertical signs in small as practical sizes with muted colours would be aesthetically more acceptable in the Conservation Area.

Four Great Highways Initial Designs Feedback Summary Report

Fingerpost design

Response
Finger posts are often hard to trust because they get twisted in the wind, and sometimes pushed around by people. They also add to clutter on footpaths, so I'd like to see as few as possible.
I have no preference and probably depends on the surrounding colours. Are there colours that work best for people with visual impairments or learning difficulties. It would be good to choose something that as many people as possible can enjoy or get the benefit from.
I much prefer the narrow or wide signs with bright colours to the fingerposts and lots of information for locals and visitors to read.
We currently have lovely cast iron way markers situated through the town, which are black with gold painted outline to the wording. These sit beautifully within the area and a similar if not identical post and colour scheme should be followed. Treat our town with respect and protect its small but charming characteristics.
Prefer the colourful boards to the fingerposts, much nicer for the area to make Llangollen stand out from other towns in the area. Lovely idea and will help tourists greatly which will then help locals as the streets can get very busy when tourists don't know where they are going when they visit.

Further comments received about the wayfinding designs

Response
Time to walk to destinations for both slow and fast walking paces and colour coded walking routes around the town with colours on way posts along the way
Directions to the nearest toilet facilities
QR codes for further links to information to include history and What 3 Words
Information about the Eisteddfod on the interpretation boards

Four Great Highways Initial Designs Feedback Summary Report

Further comments received about the local stories people would like to read about

Response
Links to those named on the war cenotaph in town. QR code to website that contains detailed information about those killed in World War 1 and 2
History of electric in Llangollen. The history of electric in Llangollen. From waterpower and the first electric light, to diesel powered engines by the corn mill, to grid connection and MANWEB. Lifting the height to the bridge for the railway, and the original terminus before the bridge.

Conclusion

Whilst acknowledging that participation was low with only 37 responses, the results highlight the following preferences for consideration:

- More people prefer the small and narrow designs with strong colours
- Strong colours are the preferred choice for all proposed signs
- Participants prefer the combined wayfinding and interpretation boards to the traditional fingerposts
- Those who like the fingerposts prefer the white signs with strong colours

Next steps

The Council would like to take this opportunity to thank everyone for sharing their thoughts and opinions about the wayfinding and interpretation designs for the Four Great Highways project.

In terms of consultation and engagement, we will not be seeking any further feedback at this stage. The final wayfinding and interpretation designs will be shared with our stakeholders and the public once they are agreed over the spring months before they are installed within the town.