

BRIEF FOR PURCHASE OF PAVEMENT SWINGER SIGNS

Requirement

Semi permanent advertising for markets and events. Swinging signs present the most weather resistant format. These signs accept an interchangeable A1 size poster. They are branded and have a water filled base.

Locations

For the market I recommend the following locations (which Alison is currently using):

- Near the bus stop at 5 ways roundabout
- Just north of Rackhams Bridge
- Near the Cemetery
- Opposite the southern A12 slip exit
- Bordercot Lane / Broad Road
- Market Hill next to the bus shelter

Other uses

As these signs have replaceable A1 size posters, they can be used to promote other village events when not in use for the markets

Suppliers include:

UKPOS <https://www.ukpos.com/> £368.16 each if ordering 5+, Printed posters extra
XL Displays <https://www.xldisplays.co.uk/> £181 each (2 poster prints £32)
Red17 <https://www.red17.co.uk/> £203.3 each if ordering 5+, No Printed posters
Display Wizard <https://www.displaywizard.co.uk/> £175 each (2 poster prints £20)

Recommendation

Purchase 6 x A1 Swing boards from XL Displays, branded with Wickham Market PC header and including 2 printed waterproof posters for each of our 5 market types:

- Spring
- Summer
- Christmas
- Monthly Makers / Crafts
- Monthly food and Drink

Total Cost

- 6 x Swing Boards @ £175 £1,050
- 30 x A1 Waterproof Posters @£20 £600 (assuming multi posters are available)
- **Total Cost** **£1,650**