

ANNOUNCING HEDGE END'S NEW VILLAGE FEATURE

'HEDGE END HERITAGE SIGN'

Two years ago, Hedge End Town Council was successful in a grant application to Hampshire County Council for the sum of £1,000 towards a village feature. Ideas were then discussed by the Recreation & Amenities Committee as to a befitting feature that would become a landmark for Hedge End.

Unfortunately, the concept of a Water Feature was soon scuppered due to a number of reasons, including location, utility supply of mains and water, together with necessary planning consent and this particular idea was abandoned.

Thereafter, the Town Council returned to this project with the concept of an increasing trend, throughout the country, to erect a Heritage Sign. Quite apart from a demarcation of the entrance to the village, a landmark and village feature, this was seen to be a welcoming to travellers who mainly use Junction 7 of the M27 approaching the village and it seemed reasonable to assume that this access to Hedge End would be the most popular.

Peter Clutterbuck, a Designer Blacksmith, who had already created Albert Road Cemetery Archway, was commissioned to design a suitable Heritage Sign and upon receipt of his initial drawings the Town Council were delighted to choose between a wall mounted or free-standing sign. As there was not a particular or most essentially featured wall for this purpose, the free-standing sign proved a more appropriate choice. Remembering that the sign would be seen as a welcome to our village, it seemed no matter that it would only be viewed upon its approach.

It would also be in full colour with the sun setting in the West to light it up for those coming home to the village in the evening at its proposed location in Upper Northam Road.

With the design and location selected, the Town Council applied for planning permission, which was given with the Highway condition that the sign's nearest edge should be set at 0.6m from the kerbside.

Finally, on Thursday 24th November 2011 the village feature was achieved with the installation of the Heritage Sign which has already received much acclaim and appreciative reports from members of the community.

The budget for 2012/13 will include the cost to provide a second such Heritage Sign at another prominent location and entrance to the village.

