

Site facilities and features descriptions

Policy for publicity and signage

This paper sets out the Great Western Society's policy for the consistent presentation of features at Didcot Railway Centre at the Centre and in all publicity. A policy development paper was prepared in 1998 that considered issues related to suitable signage and printed matter for the Centre. This policy develops the third and fourth strands of our Mission.

The context

Our Vision is to recreate the golden age of the Great Western Railway.

Our Mission is:-

- To be a nationally accredited independent organisation;
- To maintain Didcot Railway Centre as a working museum dedicated to the Great Western Railway;
- To provide suitable facilities to demonstrate restoration and maintenance of the Collection;
- To be open to the public for the enjoyment, benefit and education of the community.

Our challenge is to become a more commercially orientated organisation in order to achieve our Vision.

1.0 Policy content

1.1 This policy comprises a coherent code for signage, labels and publicity which seeks to:-

- complement an atmosphere of 20th century steam era conservation at Didcot Railway Centre; and
- prevent signage proliferation and inconsistency which would diminish the Centre's long-term potential as a high-quality heritage and exhibition site.

2.0 Policy Group

2.1 A designated group or sub-committee shall be appointed by Management Council to advise on signage policy and site information for publicity material and to implement signage works.

3.0 Signage

3.1 Directional signage shall comprise an integrated arrangement of:-

- permanent signposts with fingerboards;
- freestanding moveable signs;
- permanent 'You Are Here' diagrams each showing the whole site.

These signs will provide the primary direction signage needs of the whole site, thus signing for direction when doubt, choice or confusion are likely, minimising the number of necessarily prominent non GW features and maximising their compatibility with the conservation objectives of the Centre.

3.2 Permanent GW pattern boards may be fixed to selected buildings to mark facilities or indicate their proximity but not to direct from other areas. They should specifically identify the type of facilities at the Centre akin to those that GWR passengers would have used and may include ‘Gentlemen’, ‘Ladies’, ‘Refreshment Room’, ‘Bookstall’, ‘Relics Display’, ‘Air Raid Shelter’ and ‘Carriage Display’.

3.3 Other freestanding moveable signs may be brought out for events.

4.0 **Labels**

4.1 Labels for exhibits may generally be at the discretion of the exhibiting department but provided in a suitable style and in sympathetic materials.

5.0 **Printed matter and websites**

5.1 Printed matter for Didcot Railway Centre comprises the Guidebook, Leaflets and summaries, Young Visitor Guidebook, any other publications featuring the Centre and material presented on GWS websites.

6.0 **Standard terms**

6.1 This policy is supported by a schedule of standard terms for facilities and features, for use in signage and printed matter.

This policy was approved by Council on 9th March 2010.