East Dean & Friston Parish Council

Date: **05 January 2023**

Title: **Report Item 9 – Village sign**

By: **Cllr M Keller/K Larkin (Parish Clerk)**

Purpose: **To illustrate the proposed design for a Village Sign**

Recommendations: **To approve a design**

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1. Following confirmation that the price of the oak beam was unchanged from that agreed by councillors at the October PC meeting, an order has now been placed with Traditional Oak and Timber and a Pro-forma invoice paid. Delivery of the post will take place in January at a date to be agreed and subject to availability of councillors to take delivery.

2. Cllr Keller has approached the East Dean Art Group to see if they would be prepared to produce a design for the "reverse" (south facing) side of the proposed rustic sign. He has since been in communication with Peter Martin-Smith from the group and he has now come up with a draft picture for consideration by the council (copy attached).

Proposed Design for the reverse side of the rustic sign post by Peter Martin-Smith.



I am the member of the East Dean and Friston Art Group who has "stepped in" to co-ordinate the Group's response to your request for a rustic road sign at the exit to the village on the Birling Gap road. One aspect of our briefing which caused considerable debate was the idea of the sign being a "memorial to the Late Queen". Whilst the Queen's life and long reign is admired and deeply respected, it was thought that any depiction of her would be incongruous, and there is no known specific connection between her Late Majesty and East Dean. If a Memorial is what the Parish Council want, then the Finial Crown and perhaps an engraved or painted plaque should meet the requirement rather than the inclusion of inappropriate images. The backdrop evokes the idea of the sea and the cliffs, with The Downs, and the sweep of the Village Green, central to which is the War memorial to those village inhabitants who gave their lives in conflict. The shape of the green swathe also mimics the symbolic shape of a wave., connecting again with our proximity to the sea. We think the design should be kept as simple as possible, so we have selected three images to add to the backdrop… the church, Belle Tout, and the Tiger. I have cut and pasted images of Belle Tout, and the Tiger, simply for expediency to show you our plan. In the final version of the sign, I would envisage Belle Tout being represented in the similar "paint and wash" style as the church is shown in this picture. The tiger, on the other hand, needs to be painted in full colour. I have added the two South Downs Sheep, not only because that breed is local, and the villages is, of course, surrounded by sheep, but also because they seem to sit nicely in the two voids, left and right, at the bottom.

3. Comments already received have suggested that The Tiger should be represented by a small image of the building. Another is that the War Memorial should be depicted on a smaller scale and that the Cricket Club might be represented. A modified version has been shown to the artist who has no fundamental objection to these changes, shown below. The artist is open to constructive suggestions as to how the design might be improved, and comments will be welcome prior to the council meeting on 5th January 2023.

