



Bolton Sign shop

Developing a Viable Service

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**Bolton
Council**



Agenda

- **Was our business viable?**
- **Signshop review**
- **Engagement**
- **Sign shop action plan**
- **Modernisation**
- **What we can offer**
- **Any questions**

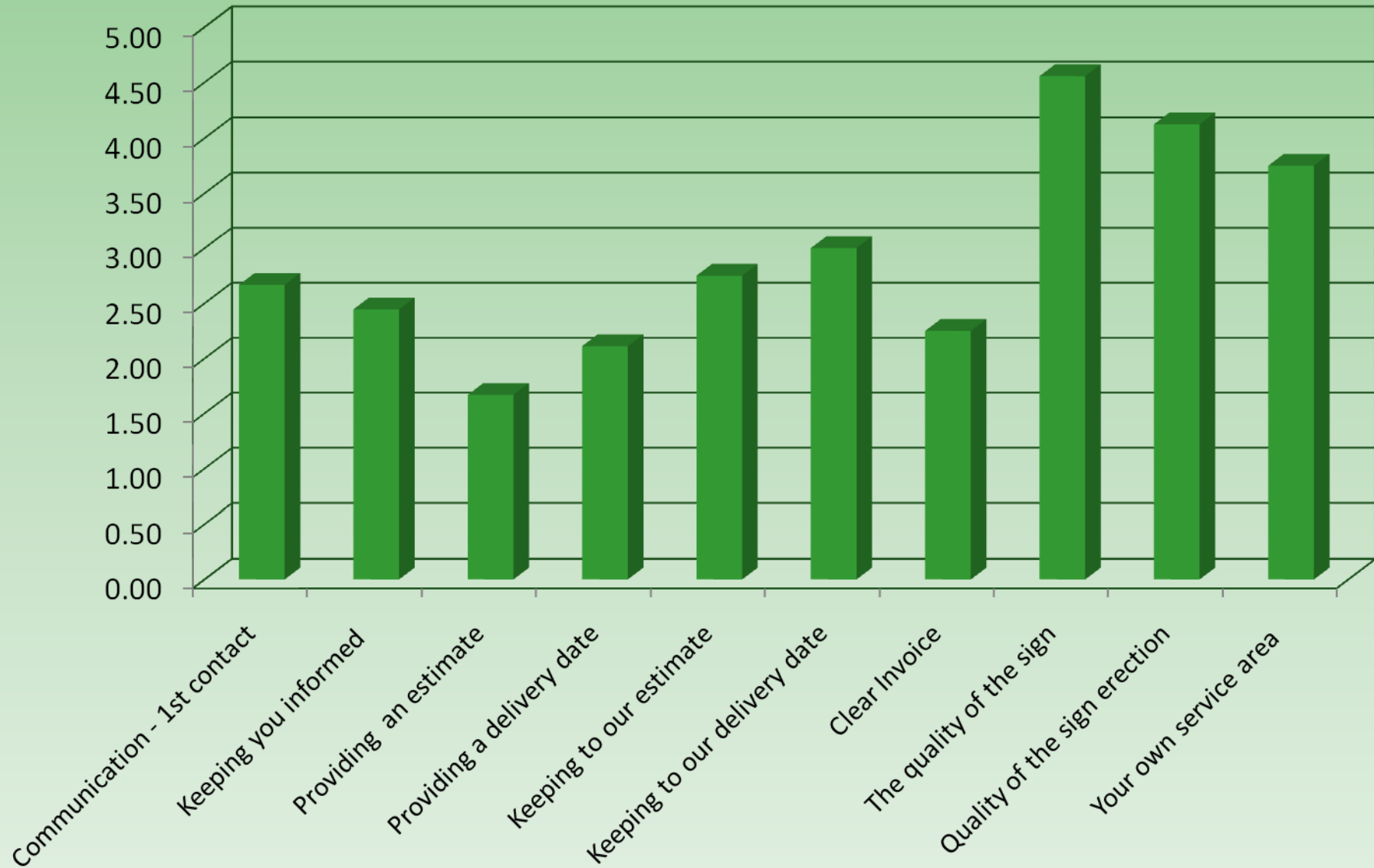


Viable or not??

- **Understand true financial position**
- **Cost comparisons with others**
- **What work was out there?**
- **Vision**
- **Management**
- **Commitment**
- **Stakeholder support**
- **Have your Councils kept in house?**
- **Sign shop review....**



Sign Shop Review - Where are we now?





Sign Shop Review? What's in our control:

- **Communication**
- **Central point of contact**
- **Co-ordination of workload**
- **Building Set up**
- **Timescales**
- **Willingness**
- **Quality of product**
- **Financial position...**



Engagement - Sign Shop away day:

- **Team**
- **Challenge old ways of working**
- **Manage & drive change**
- **Can do approach**
- **Grow the business**
- **Log & sell our successes**
- **Ultimately demonstrate we are a viable business**
- **Increase turnover:**
 - **Improve existing markets**
 - **Develop new customers and markets**
 - **Develop/Deliver new products**



Sign shop action plan

- Involvement of team
- Opportunity to challenge current practice
- Identify areas for improvement
- Make recommendations
- Action plan of tasks to keep us on track
- **NOT my actions!!!**



Modernising for our future:

- **Re designed sign shop**
 - Manage team & process of change
- **Team/Stakeholders/Customers on board**
 - Communication
 - Customer first approach
 - Open day arranged
- **Marketing**



Recent testimonial

“I am writing with sincere thanks for the invaluable assistance and dedication shown by your team whilst working with Marcoms on delivering our town sponsor signage project. From concept to completion, the quality and workmanship has been unsurpassed offering a professional service from start to finish.

I can confidently recommend the sign shop as a solid and reliable supplier”

Michelle Boustead - Communications and Marketing manager



Boundary/Town centre sponsorship signage – What did we do differently?

- Developed a process for communications team
- GIS mapped locations/photos
- Manage details when signs erected/sponsorship period



What can we offer?

- **Council run business, 40 yrs experience**
- **Full design, manufacturing and installation service**
- **Wide range of signage**
 - **Plastic, stainless steel, plaques, vinyl graphics**
- **Vehicle livery**
- **A – boards/swing boards**

What can we offer?





Any questions ??

Contact Us



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