

Response ID ANON-96GP-27S7-S

Submitted to **Bathing water signage consultation**

Submitted on **2020-10-13 12:42:20**

Introduction

1 What is your name?

Name:

Scottish Water

2 What is your email address?

Email:

Regulation@scottishwater.co.uk

3 What is your interest in bathing waters signage?

Choose the option relevant to you:

Other public sector

Other - please specify:

Signage specification

4 The signage (Image 1 above), is designed to improve the look and accessibility of bathing water signage for users, do you feel that the proposed signage does this? Choose an option below.

Yes

Share your views with us:

It is important that the poster display section is kept up to date as these can go out of date and look tired quickly.

Whilst the full name of the bathing water is stated in the example, the local name can sometimes be different. The full bathing water name should be used for consistency.

5 What do you think about the overall look of the signage? Choose an option below.

I like it

Share your views with us:

The general feedback is that the sign looks sturdy, sleek and easily identifiable. The option to display other messages and posters/campaign information could be considered an added benefit. Conversely, however, including paper copies of information may appear outdated and efforts must be made to keep this information current.

6 What do you think about the look of the signage within the beach environment? Choose an option below.

Not sure

Share your views with us:

It is difficult to answer this question without knowing the individual locations.

The sign may appear quite 'industrial' looking and could be at odds with the appearance of the bathing water/surrounding area. Whilst it may not appear overly large or out of place at large bathing waters or in more urban settings it could be considered overly intrusive in smaller bathing waters or more rural settings.

Therefore sensitivity should be given to the location of the signage.

In many locations, the signage will be viewable from different directions. However it is not clear whether there is any information displayed on the back of the signage unit. If the sign is viewable from multiple directions, consideration should be given to whether there is a need for an identifier on the back of the sign.

Variable message sign (VMS) options

7 The proposed bathing water signage will include a poster display cabinet. What information would you like to see displayed within the poster cabinet? Choose your options below.

SEPA bathing water information, Past years' bathing water performance, Other SEPA campaigns, Map showing the beach / location of the bathing water area, Campaigns from external organisations such as RLNI, Keep Scotland Beautiful, Information relating to the beach and local community, Other

If other, share your views with us:

There are a number of Scottish Water related campaign messages that could be promoted, as per response to Q9.

Specific comments:

- Messages need to be clear and unambiguous

- Assuming the poster display cabinet will have to be managed manually it will be essential to ensure that all information is current and up to date e.g. longer life campaign material may be more suitable than a one day campaign or event.
- Appreciate that this is work in progress, but Image 2 and Annex A show conflicting information, this is possibly because one is to show the format and the other the content.
- Wording should provide clarity on what action is required e.g. “poor water quality today – bathing not advised” (Image 2) rather than “water quality is forecast to be poor today” (Annex A).
- Actions need to be consistent e.g. “pollution incident – do not enter – water not safe” (Image 2). As the pollution incident impacts on water quality it is unclear why the action cannot be the same i.e. bathing not advised.
- Using terms such as “water not safe” could be misleading as there are other safety considerations to bathing over and above water quality.

8 The VMS section of the sign, which displays four lines of text, 15 letters per line, will provide core SEPA bathing water messaging, but it has capabilities to support additional messaging. Would you like to see the signage support additional messaging? Choose an option below.

Yes

9 What information, beyond water quality predictions, would you find useful to see on the new signs?

Tide times, Water temperature, Beach campaign messages – e.g. RNLI, Keep Scotland Beautiful, Beach safety messages, General beach information, Community information, Community safety messages, SEPA campaign information, Other

If other, share your views with us:

In principle, we agree that there are advantages to promoting other messages. However, it is not understood whether these will be on display intermittently along with the predicated bathing water information / messages.

If there is a water quality warning, it is recommended that the warning/advisory messages are always visible and that there is no intermittent additional message. There are a number of Scottish Water related campaign messages that could be promoted including the '3 P's', 'bag it and bin it', 'keep the cycle running', 'ConnectRight', 'your water your life' that we would be keen to see displayed.

Future signage opportunities

10 If the bathing water signage displayed information on a flat screen digital display, rather than paper posters, would you be more likely to view it for bathing water related information? Choose an option below.

Yes

11 Do you feel that a flat screen digital display would fit within the beach environment that the sign is located? Choose an option below.

Yes

12 Please share your views with us on the application of the above signage technologies in relation to the bathing water signs.

Share your views with us:

It is difficult to answer this question without knowing the particular location of each sign however a flat screen digital display could be considered more up to date. The casing and positioning should be sensitive to the location.

Electronic posters/campaign information would appear more up to date than paper versions and could be updated remotely.