

**Report to:** Cabinet

**Date of Meeting:** 7 May 2019

**Report Title:** Hastings Wayfinding Project

**Report By:** Hannah Brookshaw, Regeneration Manager

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### **Purpose of Report**

To provide detail on the Hastings Wayfinding project and seek authority to proceed with it

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### **Recommendation(s)**

- 1. To delegate authority to the Director of Operational Services or his nominee and the Lead Member for Regeneration to proceed with delivery of the Hastings Wayfinding project**
- 2. To enter into an agreement with East Sussex County Council to deliver the Hastings Wayfinding project on their behalf.**

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### **Reasons for Recommendations**

The Hastings Wayfinding project is part of the wider Bexhill and Hastings Movement Access Programme, being led by East Sussex County Council (ESCC). ESCC have secured £9m of Local Growth Funding (LGF) to deliver an integrated package of highway, public realm and public transport improvements.

ESCC wish to delegate delivery of the Wayfinding project to Hastings Borough Council, all works must be completed by March 2021 to comply with the conditions of the LGF funding. This project has £200,000 allocated to it, which is fully funded by LGF. Up to £50,000 can be used to produce a strategy and enable officer resource to project manage the work.

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## Introduction

1. The Hastings Wayfinding project is part of the wider Bexhill and Hastings Movement and Access programme being delivered by East Sussex County Council, via £9m funding secured from Local Growth funding.
2. The Movement and Access programme will deliver an integrated package of cycling, walking and bus infrastructure, traffic management and public realm improvements, aimed at supporting economic growth and planned growth across Bexhill and Hastings.

Phase 1 of this programme will deliver improvements to junction capacity to reduce local congestion, increase the extent of the cycle network across the two towns to support greater connectivity between key destinations and support the growing appetite for cycling for everyday journeys.

3. East Sussex County Council ('ESCC') wishes to delegate delivery of the Wayfinding portion of this programme to Hastings Borough Council ('HBC') as we have ownership of, and maintenance for, wayfinding across the town; delivery is required to be completed by March 2021 to comply with the conditions of the funding.

## Wayfinding project

4. Wayfinding forms one of the packages of work within the movement and access programme to support the effective movement and flow of pedestrians through the town centre, Old Town, seafront and other key locations. Effective wayfinding (signage such as finger posts/monoliths or digital signage) also supports the visitor economy, helping to direct and move visitors to key destinations in the borough, and to circulate around key attractions. Good wayfinding from public transport hubs, such as the railway stations and 'bus interchange points, will encourage greater use of public transport and reduce car congestion and pressure on car parks.
5. The Wayfinding project has been allocated £200,000 of LGF capital funding for its delivery. This will be delivered in two stages;
  - a. The production of a wayfinding strategy by the ESCC consultant Jacobs, to be directly managed by HBC officers.
  - b. Construction and delivery of new/ replacement wayfinding, as appropriate, this may be in the form of physical wayfinding and/or utilising digital technology
6. A portion of the £200,000 funding will be used as a salary contribution towards existing officer time to manage delivery of this project.
7. The current wayfinding in the town is of varying condition and styles, including finger posts and the more recent monoliths and is owned and maintained by HBC.
8. The scope of the strategy will consider;

- existing wayfinding provision including its location, condition and maintenance requirements and suitability
  - The requirement for new locations to meet the objectives of the movement and access programme, as well as existing and emerging locations and points of interest not currently part of the existing signage.
  - Sustainability of existing and new/replacement wayfinding, in terms of maintenance and ease of alterations/additions as new points of interest emerge or change
  - Consider opportunities for utilising digital technology for wayfinding as well as physical infrastructure
  - Design options, locations and detailed costings
9. The construction of new/replacement wayfinding will be procured via open tender; the installation may be subject to planning permission/ conservation area polices and/or other restrictions such as location of underground utilities or obstructions.
10. The ongoing ownership and maintenance of the wayfinding will continue to sit with HBC, the ongoing financial implications for maintenance/ alterations of new/replacement wayfinding will be carefully considered during the strategy stage of the project.
11. HBC will be required to report progress on this project to ESCC as part of the LGF grant funding arrangements. This reporting progress will be required at two stages:
1. Production of Wayfinding strategy
  2. Construction and delivery of new/replacement wayfinding
- We will not be required to progress to construction and delivery of new/replacement wayfinding if there is clear evidence that the implementation would not be viable (i.e. value for money, deliverability).
12. ESCC have asked HBC to manage the Wayfinding project on their behalf, as we have ownership and responsibility for it. Following advice from HBC's legal team, we are proposing to enter into a Memorandum of Understanding with ESCC to ensure the scope of this project and its parameters are clear for both parties.

### Timetable of Next Steps

13. Please include a list of key actions and the scheduled dates for these:

Action	Key milestone	Due date (provisional)	Responsible
Commence work on strategy with	Project inception meeting	May 2019	Regeneration Manager

Jacobs			
Wayfinding strategy complete	Final report	September 2019	Regeneration Manager
Procurement for construction	Company appointed	Spring 2020	Regeneration Manager
Project completion	New/replacement wayfinding installed	End of 2020	Regeneration Manager

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## Wards Affected

All

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## Implications

Relevant project tools applied? Yes

Please identify if this report contains any implications for the following:

### Equalities and Community Cohesiveness

Accessibility of any new/replacement wayfinding will be considered as part of the strategy development. The potential introduction of digital wayfinding technology may provide a more inclusive infrastructure than current physical wayfinding

### Risk Management

This will be considered as part of the strategy

### Environmental Issues

The impact and location of any new/replacement wayfinding will be considered as part of the strategy

### Economic/Financial Implications

This project is fully funded via LGF funding. The introduction of new/replacement wayfinding could help support tourism and other businesses by more effectively directing people around the town and to these businesses

### Local People's Views

We will consult with the DESTI-SMART steering group, which includes, public, private and community organisations, as well as other relevant walking, cycling and transport organisations

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## Additional Information

none

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**Officer to Contact**

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