

## **CABINET**

<b>DATE OF MEETING:</b>	<b>2 DECEMBER 2021</b>
<b>TITLE OF REPORT:</b>	<b>FUNDING FOR GREEN GRID SIGNAGE STRATEGY</b>
<b>Report of:</b>	<b>Head of Environment &amp; Technical</b>
<b>Cabinet Portfolio:</b>	<b>Environment</b>
<b>Key Decision</b>	<b>No</b>
<b>Confidentiality</b>	Non Exempt

### **1 PURPOSE OF REPORT**

- 1.1 To seek Cabinet approval to provide funding for the appointment of consultants to develop the branding and signage strategy to support the delivery of Harts Green Grid.

### **2 OFFICER RECOMMENDATION**

- 2.1 That £28k is allocated in the council 21/22 budget to fund the consultancy costs required to prepare a wider Green Grid Signage Strategy.

### **3 BACKGROUND**

- 3.1 The Hart District Council Vision 2040 was adopted by the Council on the 26<sup>th</sup> September 2019. The first objective in Theme Three is:
- *Creation of green corridors between all settlements to encourage sustainable healthy transport and provide cycles for hire to enable movement.*
- 3.2 The second and third objectives are also relevant to the Green Grid project:
- *Enhancing our leisure provision e.g. new country parks delivering improved facilities, and through promotion of culture and heritage in the districts e.g. through events.*
  - *Working with existing public sector sports facilities providers in the district to create an improved/coordinated health offer for our residents.*
- 3.3 Hart's Green Grid Strategy will create the framework to action the first objective and will complement workstreams in relation to the second and third objectives.
- 3.4 The Signage Strategy is part of the wider Green Grid Programme (see Appendix 1) and forms part of the Workstreams identified in the Pilot Green Grid East project linking Hartland Park to Fleet Train Station

## **4 CONSIDERATIONS**

- 4.1 Hart does not have the in-house resources to undertake the work required to produce the Signage Strategy. This report therefore seeks approval that funding is allocated to commission consultants to undertake this work.
- 4.2 The scope of this project will include within the tender, the Countryside Service Signage Strategy as an existing fully funded project. This will offer us better value for money and make sure there are clear synergies between the two related areas.

## **5 ALTERNATIVE OPTIONS CONSIDERED AND REJECTED**

- 5.1 The option of not producing a Signage Strategy was considered but not chosen as it forms an important part in delivering the wider Green Grid project and will be necessary for any wider consultation work.
- 5.2 To option of producing the strategy in-house was considered but rejected as the council does not have the physical and technical resources to undertake this work.

## **6 RELEVANCE TO THE CORPORATE PLAN AND/OR THE HART VISION 2040**

The production of a Signage Strategy will help facilitate the delivery of the Green Grid Strategy and achieve the following objectives:

- 6.1 Vision 2040:
- Creation of green corridors between all settlements to encourage sustainable healthy transport and provide cycles for hire to enable movement .
  - Enhancing our leisure provision e.g. new country parks delivering improved facilities, and through promotion of culture and heritage in the districts e.g. through events. .
  - Working with existing public sector sports facilities providers in the district to create an improved/coordinated health offer for our residents.
- 6.2 Corporate Objectives:
- Providing accessible green spaces, countryside, leisure and cultural facilities and opportunities including managing six existing and new Country Parks at Hawley Meadows, Edenbrook, Bramshot Farm, Poulter's Meadow, Whitewater Meadows, and at Hawley Park Farm
  - Working with local communities to deliver local biodiversity improvement projects. .
  - Supporting the transition to a low carbon future, making efficient use of resources, increasing levels of recycling, encouraging an increase in

journeys made by cycling, walking and public transport, and encouraging the use of renewable resources -

- Including the delivery of infrastructure that encourages people to walk, cycle and use buses -
- Supporting residents in taking control of their own health and wellbeing

## 7 SERVICE PLAN

Is the proposal identified in the Service Plan?	No
Is the proposal being funded from current budgets?	No
Have staffing resources already been identified and set aside for this proposal?	Yes

## 8 FINANCIAL AND RESOURCE IMPLICATIONS

- 8.1 £28,000 has been identified within the Green Grid Master Budget for developing the branding and signage strategy for the Green Grid Pilot, it is proposed that this will be drawn from Hartland Park S106 funding which was specifically allocated for this purpose.
- 8.2 Human resources have been identified and approved for this project in previous papers to Cabinet (Paper E, 2<sup>nd</sup> January 2020)

## 9 EQUALITIES

- 9.1 It is anticipated that this will need to be considerate to equalities as part of the development of the strategy and opportunities will be embedded as part of any proposal.

## 10 CLIMATE CHANGE IMPLICATIONS

- 10.1 Approval of this report's recommendation will assist Hart in achieving its climate emergency targets by promoting green transport.

## 11 ACTION

- 11.1 Subject to approval of this report's recommendation, quotations will be sort, and consultants appointed to produce the Green Grid Signage Strategy

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**Appendices:** [Green Grid Programme](#)

**Background papers:** None