

Cabinet

DATE OF MEETING: THURSDAY, 4 AUGUST 2022

TITLE OF REPORT: GREEN GRID PILOT PROJECT – SIGNAGE AND WAYFINDING

Report of: Head of Environmental & Technical Services

Cabinet Portfolio: Strategic Direction and Partnership

Key Decision: N

Confidentiality: Open

PURPOSE OF REPORT

1. To provide an update on the Green Grid Pilot Signage and Wayfinding Strategy and to seek Cabinet direction on the final design to allow the strategy to be completed.
2. To seek approval to proceed with the manufacture and installation of the signage and wayfinding along the pilot route between Fleet Railway Station and Hartland Village.

RECOMMENDATION

That Cabinet:

- Selects the final design for the Green Grid Pilot Signage and Wayfinding Strategy from the two shortlisted concept designs, details provided below and in Appendix 2;
- Agrees that approval of any minor variations to the final design be delegated to the Leader

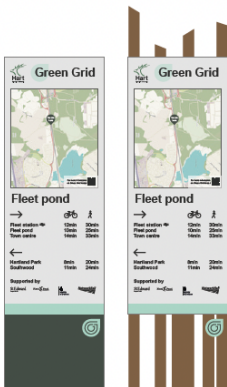

BACKGROUND

3. In August 2019, Cabinet approved the implementation of the Fleet Pond Green Corridor Project. This project aimed to create a sustainable transport corridor with significant environmental improvements connecting Fleet, via Hartland Village, with Farnborough.
4. The project is funded by Enterprise M3 Local Enterprise Partnership Local Growth Fund, S106 contributions from the Hartland Village development and by the Council.
5. This project was selected to be the pilot for the Council's Green Grid, which aims to create routes between all settlements to encourage walking, cycling and other forms of sustainable healthy transport. As well as connecting communities together, there is an opportunity to connect people to existing green spaces and other key destinations.
6. The widening of the shared pedestrian and cycle route between Fleet Pond car park and Fleet Rail Station; the improved access road between the car park and A3013 Cove Road and the enhanced car parking facilities elements of the project were completed in July 2022. In addition, signage and wayfinding is also required along the route.

7. Further to Cabinet approval, in Spring 2022, the Council procured consultants to create an identity and signage strategy for the pilot route, which could then be used throughout the Green Grid network. In addition, the consultants were also tasked with refreshing the Council's logo and producing updated branding guidelines. Once both these projects are completed, the consultants will move on to create a signage strategy for the Countryside Service's sites. All three of these projects are interlinked, providing consistency of brand across and throughout Hart District.

MAIN ISSUES

8. The consultants, Integrity, initially created four concept designs and in consultation with officers, these were reduced to three. These concepts were further refined for the stakeholder consultation.
9. The proposed signage and wayfinding concepts were considered at several workshops attended by key stakeholders in June 2022. A summary of the feedback collated in these workshops is provided at **Appendix 1**.
10. Based on the feedback received, the preferred elements from the range of concepts designs were combined into two final options. Details of the developmental journey to create these final two options based on the feedback from the workshops are shown in **Appendix 2**.
11. From this the final design options are shown below, with further details provided in **Appendix 3**:

	Concept A - Brand & timber	Concept B - Materiality
Design		
Materials	Painted aluminium panels with vinyl graphics. Timber of aluminium frame/structure depending on location.	Steel panels with vinyl graphics. Aluminium frame/structure, clad in timber.

Pros	Clear and easy to read. Industry standard construction, panels are easily maintained and changed. Construction can be adjusted to suit environment.	Clear and easy to read. Unique appearance with many configurations possible. Construction can be adjusted to suit environment. Durable construction.
Cons	Timber would be more prone to ware/vandalism.	Different configurations increases manufacture cost Timber would be prone to vandalism / ware but not structural.
Durability/Life Span	10 - 15 years for urban 8+ for timber, but easy to replace	10 - 15 years
Cost	£27,390	£30,425
20 year cost (circa)	£75k	£62k

11. The final design concept needs to be selected from the two refined option. On balance, whilst officers like both options, Concept B - Materiality would be the preferred option given the ongoing maintenance costs.
12. The signage will be installed along the route as each element is completed.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

13. A number of concept designs were presented to the Council and key stakeholders and feedback sought. Those concepts that received less support or that did not receive positive feedback were not progressed any further.

CORPORATE GOVERNANCE CONSIDERATIONS

14. The Green Grid's Signage and Wayfinding Strategy would help to deliver the Corporate Plan objective to provide "infrastructure that encourages people to walk, cycle and use buses", as well as the Council's Vision 2040, which supports creating a more connected environment through effective walking, cycling, or road and rail links.

Service Plan

- Is the proposal identified in the Service Plan? Yes
- Is the proposal being funded from current budgets? Yes
- Have staffing resources already been identified and set aside for this proposal? Yes

Legal and Constitutional Issues

15. Cabinet is the appropriate decision-making body for this decision, in line with the Terms of Reference within the Constitution.

Financial and Resource Implications

16. Funding for the wider Green Corridor project approved by Cabinet in August 2019 included a budget allocation for the design, manufacture and installation of the signage and wayfinding of £23.5k. It is estimated (subject to procurement) that the cost of either of the two designs presented in this paper could exceed the allocated budget by approximately £7k. It is proposed that the increased cost for the signage and wayfinding will be contained within the overall Green Grid project costs and offset with savings elsewhere within the budget.
17. Cabinet will be provided with an update on the overall Green Grid project cost later in the year.

Risk Management

18. In accordance with the councils agreed project management procedures a risk register for this project has been prepared and is tracked by the project team. The main risk identified for the manufacture and installation of the signage and wayfinding is the possible impact of inflation and material/labour shortages and the potential impact on cost. To estimated costs reported in this paper have been adjusted to accommodate this risk.

EQUALITIES

19. All signage and wayfinding must be read and understood by as wider audience as possible. The Green Grid wayfinding strategy has been designed to provide legible signage for all users, some key points to ensure readability are;
- All wayfinding in the Hart District Council brand font Arial which has been selected for good legibility
 - All text in sentence case, with upper- and lower-case letters for easy recognition
 - Cap heights vary from sign to sign but selected to give good readability at distance
 - Height of text on totems positioned for readability for wheelchair as well as standing users
 - Contrast of text to background accessed to ensure it exceeds the minimum 4.5:1
 - Sign panels to have a matt finish to reduce glare.
20. A full Equalities Assessment will be undertaken once the final design and strategy is completed to ensure that the signage and wayfinding (including the final design and the location of the signage) promote equality and can be read and understood by as many of our residents and visitors to the area as possible.

CLIMATE CHANGE IMPLICATIONS

21. Whilst there will be carbon implications to the manufacture and installation of the signage and wayfinding, as well as with its maintenance and repair, the signage and wayfinding will help to promote sustainable travel in the district, so offsetting these carbon emissions.

ACTION

22. Subject to approval of this reports recommendations, officers will progress the Signage and Wayfinding Strategy and procure the manufacture and installation of the signs.

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Appendices

Appendix 1 – Summary of the feedback from the stakeholder workshops

Appendix 2 - Development of the Final Signage and Wayfinding options showing the combination of options, into two final designs

Appendix 3 – Details of the Final two Signage and Wayfinding options in greater detail