

Cheltenham Borough Council
Cabinet – 14 June 2016
Pedestrian Wayfinding Phase 2
Capital Project Authorisation

Accountable member	Cabinet Member Development and Safety, Councillor Andrew McKinley
Accountable officer	Townscape Manager, Wilf Tomaney
Ward(s) affected	All Saints, College, Lansdown, Park, Pittville, Prestbury, St Paul's, St Peter's
Key/Significant Decision	No
Executive summary	<p>Phase 1 of the pedestrian wayfinding project is now implemented. Wayfinding Ph2 is identified in the Cheltenham Development Task Force Business Plan.</p> <p>The Borough Council has money from two external funding sources specifically to assist with the implementation of Phase 2 of the Pedestrian Wayfinding project.</p> <p>It is recommended that Cabinet approves the use funds from these sources to implement Phase 2 of the Pedestrian Wayfinding project as follows:</p> <ul style="list-style-type: none"> • £25,700 Section 106 money from the Pittville Campus development (the entirety of this funding source) • £19,800 Local Sustainable Transport Fund under-spend from Phase 1 of the wayfinding project (the entirety of this residue) <p>This is a capital project under £100,000 which requires Cabinet Approval.</p>
Recommendations	<p>That Cabinet approves the spending on the Phase 2 of the Pedestrian Wayfinding Project as follows:</p> <ul style="list-style-type: none"> • £25,700 from Pittville Campus S106 funds; and • £19,800 from Local Sustainable Transport Funds

Financial implications	<p>The funding sources are as outlined in the body of the report.</p> <p>Contact officer: Nina Philippidis, nina.philippidis@cheltenham.gov.uk, 01242 264121</p>
Legal implications	<p>Any procurements arising from the recommendations will need to comply with the Contract Rules and the Public Contract Regulations 2015.</p> <p>Contact officer: peter.lewis@teWKesbury.gov.uk, 01684 272012</p>

HR implications (including learning and organisational development)	<p>No direct HR implication arising from this report.</p> <p>Contact officer: Julie McCarthy julie.mccarthy@cheltenham.gov.uk, 01242 264355</p>
Key risks	<p>If the Council does not use the funding for pedestrian wayfinding, then it will need to be returned to the original funders.</p> <p>If the Council does not use this funding for phase 2 of the pedestrian wayfinding project, there is no further funding currently available and the project will not proceed.</p>
Corporate and community plan Implications	<p>The project meets a number of elements of the Corporate Vision Statement – enhancement of built environment, a town that welcomes visitors, provision of a range of sustainable transport options.</p> <p>It contributes to the Corporate Plan's</p> <ul style="list-style-type: none"> • Environmental outcome • Economic outcome – in particular <ul style="list-style-type: none"> ○ Econ 1 (Place-making), ○ Econ 2 (Tourism), ○ Econ 4 (Cheltenham Development Task Force Business Plan) • Community outcome – in particular <ul style="list-style-type: none"> ○ COM 8 (Health and well-being) ○ COM 9 (Walking and cycling)
Environmental and climate change implications	<p>The project is intended to assist with and encourage walking in the town. This will make a contribution to vehicular traffic reduction – easing congestion and carbon emissions.</p>
Property/Asset Implications	<p>Whilst the Pedestrian Wayfinding Project and other street furniture projects do not impact on the council's property assets and are therefore not under the control or management of Property Services, the general increase in street furniture through the various public realm projects will impact on the relevant Council budget which will need to be adequately funded as the ongoing maintenance liability will remain with CBC.</p> <p>Contact officer: David Roberts david.roberts@cheltenham.gov.uk</p>

1. Background

- 1.1** In 2014 the Council used Local Sustainable Transport Fund (LSTF) money from a central government grant administered by Gloucestershire County Council (GCC) to implement an initial phase of its Pedestrian Wayfinding project. The project was identified in both the adopted Cheltenham Civic Pride Urban Design Framework Supplementary Planning Document (SPD) and the Cheltenham Development Task Force (CDTF) Business Plan.
- 1.2** This initial phase covered key parts of the town centre, the railway station and Bath Road shopping street. The intention was to expand coverage as and when funding became available. Bolstering walking and cycling, particularly for short intra-urban journeys, is considered an important supplement to other CDTF projects, particularly the Cheltenham Transport Plan.
- 1.3** In addition to the SPD and CDTF Business Plan, the project is considered to support tourist movement through the town and encouraging healthy lifestyles. Future phases (beyond Phase 2) are currently unfunded, but the project could incorporate a more comprehensive approach to wayfinding in car parks.
- 1.4** The Business Improvement District Business Plan identifies wayfinding as an area for development and discussions are underway with the shadow BID board on how areas of common interest might be funded and delivered.
- 1.5** Discussions are underway with the Cheltenham Trust to develop mapping typologies based on those of the Wayfinding project which are consistent throughout the visitor experience – so that visitors are viewing consistent map styles
 - a. on the web (while planning a visit)
 - b. at arrival points (coach, rail, car parks)
 - c. on paper handouts (at the TIC, hotels and other visitor attractions)
 - d. on street (through the signage) and
 - e. on mobile devices (monolith signage has a QR code to link to the tourism website)

2. Reasons for recommendations

- 2.1** Phase 2 of the pedestrian wayfinding project remains consistent with the Civic Pride SPD and the CDTF's 2016-17 Business Plan (which is due to come to Cabinet shortly). The plan at appendix 1 shows new sign locations to be implemented through Phase 2. This phase is now ready to go to tender and Cabinet approval is required as it is a capital project valued between £10,000 and £100,000.
- 2.2** The funding sources are as follows:
 - a. GCC agreed that any underspend on Phase 1 of the pedestrian wayfinding project should be put towards a Phase 2. With the final accounts now in the process of being settled, the underspend is £19,800
 - b. A key element in addressing issues around the planning permission to redevelop parts of Pittville Campus to provide additional student accommodation was travel. A number of initiatives were included as requirements of the permission to encourage use of sustainable transport. Included was a Section 106 contribution of £25,700 towards the pedestrian wayfinding project to help students walking between Pittville and the University's various campuses and the town.

3. Alternative options considered

- 3.1** In developing phase 2, officers considered the optimum locations for developing the project – extending coverage around the town centre, completing the linkages to the railway station and addressing suitable locations emerging as a result of CTP work. The locations identified in the attached plan are considered the best fit with this.
- 3.2** The funding sources (Pittville Campus S106 and LSTF) are specifically identified for a further phase of the pedestrian wayfinding project. If monies are unspent, they will need to be returned.

4. Consultation and feedback

- 4.1** The project was initially designed and developed with a group of stakeholders prior to Phase 1. The engagement covered the project beyond the then planned initial stage. Phase 2 has been developed from those engagement discussions and in discussion with the University because of the S106 implications. Feedback on phase 1 has generally been supportive.

5. Performance management –monitoring and review

- 5.1** Lessons have been learnt from the design and implementation of phase 1 and are being taken on board in the design of Phase 2.
- 5.2** There is an opportunity through the operation of the CDTF to review the overall strategy.
- 5.3** The need for additional revenue funding for maintenance of assets emerging from CDTF and related projects has been agreed through the project assessment and budget making process. There is a modest revenue growth over the coming years that should cover anticipated increased maintenance liabilities.

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Appendices	<ol style="list-style-type: none"> 1. Risk Assessment 2. Pedestrian Wayfinding Phase 2 Proposed Sign Locations
Background information	<ol style="list-style-type: none"> 1. Cheltenham Development Taskforce Business Plan 2. Cheltenham Civic Pride Urban Design Framework SPD. https://www.cheltenham.gov.uk/info/46/planning_policy/1037/supplementary_planning_documents/4

The risk				Original risk score (impact x likelihood)			Managing risk				
Risk ref.	Risk description	Risk Owner	Date raised	Impact 1-5	Likelihood 1-6	Score	Control	Action	Deadline	Responsible officer	Transferred to risk register
	If S106 and LSTF funding is unspent, then it will need to be returned to the funding sources, with no other significant source available specifically for this project	WT	May 2016	5	1	5	Accept	Commit funding to the Wayfinding project.	Oct 2016	WT	
	If pedestrian signage around the town is inadequate, then there may be a negative impact on pedestrian movement around the town.	WT	May 2016	4	2	8	Reduce	Commit funding to Wayfinding project	Oct 2016	WT	

Explanatory notes

Impact – an assessment of the impact if the risk occurs on a scale of 1-5 (1 being least impact and 5 being major or critical)

Likelihood – how likely is it that the risk will occur on a scale of 1-6

(1 being almost impossible, 2 is very low, 3 is low, 4 significant, 5 high and 6 a very high probability)

Control - Either: Reduce / Accept / Transfer to 3rd party / Close

Pedestrian Wayfinding Phase 2 Proposed Sign Locations



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