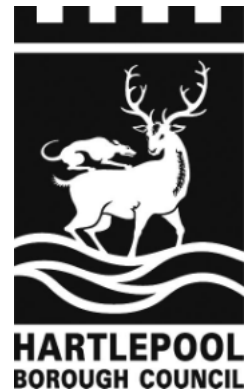


TRANSPORT AND NEIGHBOURHOODS PORTFOLIO DECISION SCHEDULE



Monday, 17 May 2010

at 9.00 am

in Committee Room C, Civic Centre, Hartlepool

Councillor P Jackson, Cabinet Member responsible for Transport and Neighbourhoods will consider the following items.

1. KEY DECISIONS

No items

2. OTHER ITEMS REQUIRING DECISION

- 2.1 Burn Road Roundabout – *Assistant Director (Transportation and Engineering Services)*
- 2.2 Minor Works Proposals – Neighbourhood Consultative Forums – *Assistant Director (Neighbourhood Services)*
- 2.3 Neighbourhood Services Departmental Plan 2009/10 – Quarter 4 Monitoring Report – *Director of Regeneration and Neighbourhoods*
- 2.4 Powlett Road Area Flood Alleviation – *Assistant Director (Transportation and Engineering Services)*
- 2.5 Pride in Hartlepool Proposals – *Assistant Director (Neighbourhoods Services)*

3. ITEMS FOR INFORMATION

- 3.1 Review and Rationalisation of Tourism Signage – *Assistant Director (Transportation and Engineering Services)*

TRANSPORT AND NEIGHBOURHOODS PORTFOLIO

Report to Portfolio Holder
17 May 2010



Report of: Assistant Director (Transportation and Engineering Services)

Subject: BURN ROAD ROUNDABOUT

SUMMARY

1. PURPOSE OF REPORT

To give an update on the proposed improvement scheme for the A689/ Burn Road roundabout.

2. SUMMARY OF CONTENTS

The report summarises the options appraisal report prepared by independent consultants.

3. RELEVANCE TO PORTFOLIO MEMBER

The Portfolio Holder has responsibility for Traffic and Transportation issues.

4. TYPE OF DECISION

Non-Key

5. DECISION MAKING ROUTE

This is an executive decision made by the Portfolio Holder.

6. DECISION(S) REQUIRED

The Portfolio Holder approves the implementation of the scheme.

Report of: Assistant Director (Transportation and Engineering Services)

Subject: BURN ROAD ROUNDABOUT

1. PURPOSE OF REPORT

- 1.1 To give an update on the proposed improvement scheme for the A689/ Burn Road roundabout.

2. BACKGROUND

- 2.1 A report was presented to the Portfolio Holder in February 2010, which proposed the removal of the A689/ Burn Road roundabout and that it be replaced with traffic signals.
- 2.2 The scheme was first proposed following the transport assessment undertaken for Victoria Harbour. Whilst that development is not now expected to go ahead in its original form, the effect of increased traffic on the junction and subsequent congestion that would be caused would still require a change to take place at some point. A financial contribution from Tesco was also secured as part of their recent store re-development towards the scheme.
- 2.3 At the February meeting the Portfolio Holder asked that a direct comparison be obtained between the existing roundabout and the proposed signalised junction. Accordingly external Consulting Engineers were commissioned to review the proposed scheme in comparison to the current roundabout junction.

3. FINDINGS

- 3.1 A summary of the Consultant's report is as follows:
- The original option increases queues and journey times compared with the existing roundabout. This is normal when changing from roundabout to signals.
 - The original option manages the capacity of the junction better than the current layout and removes the current oversaturation that exists on the A689 southbound approach.
 - Alternative junction arrangements of signalised roundabout and alternative signal phasings were examined and found to give less benefit compared to the original option.

- The original option provides safer pedestrian crossing facilities, particularly for impaired users.
- The original option should remain the preferred option.
- It was noted that the original option has no pedestrian crossing facilities for the west arm. Whilst there is little demand for crossing the junction at this location it was noted that there is a desire line to cross Burn Road near Southburn Terrace. Consideration should be given to a central refuge to assist with this pedestrian demand.

4. FINANCIAL CONSIDERATIONS

- 4.1 The scheme is estimated to cost £700,000, with a £250,000 contribution outstanding from Tesco following the first phase of their access improvements, and £450,000 coming from the Council's Local Transport Plan.

5. RECOMMENDATIONS

- 5.1 That the original option as presented to the Portfolio Holder at the February 2010 meeting be implemented.
- 5.2 That further consideration be given to the provision of assisted pedestrian crossing facilities near Southburn Terrace, and if appropriate implemented as part of the junction signalisation scheme

6. REASONS FOR RECOMMENDATIONS

- 6.1 To give improved vehicular capacity at the A689/Burn Road junction and to provide pedestrian crossing facilities.

7. CONTACT OFFICER

- 7.1 Peter Frost (Traffic Team Leader)
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TRANSPORT AND NEIGHBOURHOODS PORTFOLIO

Report to Portfolio Holder
17 May 2010



Report of: Assistant Director (Neighbourhood Services)

Subject: MINOR WORKS PROPOSALS –
NEIGHBOURHOOD CONSULTATIVE
FORUMS

SUMMARY

1. PURPOSE OF REPORT

To consider the recommendations of the Neighbourhood Consultative Forums in respect of Minor Works funding during 2009/2010.

2. SUMMARY OF CONTENTS

The report advises on Minor Works proposals supported at the April 2010 round of Neighbourhood Consultative Forums.

3. RELEVANCE TO PORTFOLIO MEMBER

Recommendations of spend on Minor Works Schemes must be ratified by the Portfolio Holder for Transport and Neighbourhoods.

4. TYPE OF DECISION

Non-key.

5. DECISION MAKING ROUTE

- Neighbourhood Consultative Forums
- Recommendations of Neighbourhood Consultative Forums to Transport and Neighbourhoods Portfolio

6. DECISION(S) REQUIRED

Portfolio Holder to agree the recommendations of the Neighbourhood Consultative Forums in respect of Minor Works proposals.

Report of: Assistant Director (Neighbourhood Services)

Subject: MINOR WORKS PROPOSALS –
NEIGHBOURHOOD CONSULTATIVE
FORUMS

1. PURPOSE OF REPORT

- 1.1 To consider the recommendations of the Neighbourhood Consultative Forums in respect of Minor Works funding.

2. BACKGROUND

- 2.1 The last cycle of Neighbourhood Consultative Forums in April recommended the following schemes for approval.

3. PROPOSALS

North Neighbourhood Consultative Forum

- 3.1 No schemes were submitted for consideration at the April 2010 North Neighbourhood Consultative Forum.

Central Neighbourhood Consultative Forum

- 3.2 The following schemes were submitted for consideration at the April 2010 Central Neighbourhood Consultative Forum:

Park Ward - Dunston Road Lay-By

The request for a lay-by at Dunston Road has been discussed at many previous Consultative Forum meetings and this year residents have identified the need to improve road safety at this location as a priority.

Problems in relation to road safety in this area, generated by buses parking on the main highway, are exacerbated by the fact that Dunston Road is a main access road to neighbouring estates and is close to High Tunstall School.

The planned scheme will thus improve road safety by facilitating off road parking for the buses that use this route, in addition to providing clear access for all other road users. The estimated total cost of this scheme is £35,000. The Forum is requested to approve a contribution of £15,000 towards the scheme while the Transport and Highways Manager investigates alternative sources of funding to enable this scheme to go ahead this financial year.

Total cost to Forum £15,000

Burn Valley Ward - Puffin Crossing Blakelock Road

The request for a crossing at Blakelock Road has been discussed at many previous Consultative Forum meetings as a much needed road safety measure in Burn Valley Ward, and has been identified by Town Centre Communities residents as a priority for this financial year. The Engineering Consultancy is currently designing the scheme for Blakelock Road and the estimated total cost of the scheme is £40,000. The Forum is requested to approve a contribution of £15,000 towards the scheme and there is an anticipated contribution of £10,000 from the Town Centre Communities Forum. The remaining £15,000 that would enable the scheme to go ahead is being sought by the Transport and Highways Manager through the Local Transport Plan.

Total cost to Forum £15,000

Grange Ward - Milton Road back street resurfacing

Responding to requests from local residents, Ward Councillors have requested that the rear alleyway between 72 and 102 Milton Road which is in a poor state of repair be resurfaced. The total cost of the scheme is £9,000 and the Forum is requested to approve the total cost of funding the scheme.

Total cost to Forum : £9,000

Various Wards - Tactile Crossings

The Forum is asked to consider the request to continue its annual support of the dropped crossing programme with a £3,500 contribution to schemes in the Central Neighbourhood area.

Total cost to Forum £3,500

Various Wards - Pride in Hartlepool

The Forum is asked to consider the request to continue its annual support of the Pride in Hartlepool project by contributing £5,000 to schemes in the Central Neighbourhood area.

Total cost to Forum £5,000

South Neighbourhood Consultative Forum

- 3.3 No schemes were submitted for consideration at the April 2010 South Neighbourhood Consultative Forum.

4. RECOMMENDATION

- 4.1 To agree the recommendations of the Neighbourhood Consultative Forums in respect of Minor Works proposals.

5. BACKGROUND PAPERS

- 5.1 Neighbourhood Consultative Forum Reports:
North: 7 April 2010
Central 8 April 2010
South 9 April 2010

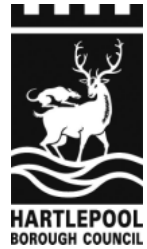
6. CONTACT OFFICER

- 6.1 Denise Ogden
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TRANSPORT AND NEIGHBOURHOODS PORTFOLIO

Report to Portfolio Holder
17 May 2010



Report of: Director of Regeneration and Neighbourhoods

Subject: NEIGHBOURHOOD SERVICES
DEPARTMENTAL PLAN 2009/10 – QUARTER
4 MONITORING REPORT

SUMMARY

1. PURPOSE OF REPORT

To inform the Portfolio Holder of the progress made against the Neighbourhood Services Departmental Plan 2009/10 to the end of the fourth quarter of the year.

2. SUMMARY OF CONTENTS

The progress against the actions and contained in the Neighbourhood Services Departmental Plan 2009/10.

3. RELEVANCE TO PORTFOLIO MEMBER

The Portfolio Holder has responsibility for the Neighbourhoods Services Departmental Plan.

4. TYPE OF DECISION

Non-key.

5. DECISION MAKING ROUTE

Portfolio Holder meeting 17 May 2010.

6. DECISION REQUIRED

The Portfolio Holder is requested to:

- Note the progress of key actions along with the latest position with regard to risks.
- Approve the changes to the actions detailed

Report of: Director of Regeneration and Neighbourhoods

Subject: NEIGHBOURHOOD SERVICES
DEPARTMENTAL PLAN 2009/10 – 4TH
QUARTER MONITORING REPORT

1. PURPOSE OF REPORT

- 1.1 To inform the Portfolio Holder of the progress made against the Neighbourhood Services Departmental Plan 2009/10 to the end of the fourth quarter of the year.





2. BACKGROUND

- 2.1 The Portfolio Holder has responsibility for performance management issues in described within the Neighbourhood Services Departmental Plan.
- 2.2 The Departmental Plan sets out the key tasks and issues along with an Action Plan to show what is to be achieved by the Department in the coming year.
- 2.3 The Council's Covalent performance management system is used for collecting and analysing performance data in relation to both the Corporate Plan and Departmental Plans. The system is also used to monitor Risk Management across the council as part of the Performance Management Framework.
- 2.4 Where appropriate more detailed service plans are also produced detailing how each individual section contributes to the key tasks and priorities contained within the Neighbourhood Services Departmental Plan and ultimately those of the Corporate Plan. These plans are managed within the Department.

3. FOURTH QUARTER PERFORMANCE





- 3.1 This section looks in detail at how the Department has performed in relation to the key actions that were included in the Neighbourhood Services Departmental Plan 2009/10

- 3.2 On a quarterly basis officers from across the department are requested, to provide an update on progress against every action contained in the performance plans.
- 3.3 Officers are asked to provide a short commentary explaining progress made to date, and asked to traffic light each action based on whether or not the action will be, or has been, completed by the target date set out in the plans. The traffic light system is: -

-  Completed
-  On track
-  Progress acceptable
-  Intervention required

- 3.4 Within the Departmental Plan there are a total of 66 Actions for which the Portfolio Holder has responsibility. Table 1, below, summarises the progress made, to the 31 March 2010, towards achieving these actions.

Table1 – Neighbourhood Services Departmental Plan 2009/10 progress summary

	Departmental Plan	
	Actions	Percentage
	54	82%
	8	12%
	0	0%
	4	6%
Total	66	100%

- 3.5 It can be seen from the above table, that 82% (54) of the actions have been completed within timescales, with a further 8 (12%) actions progressing within timescales.
- 3.6 The remaining 4(6%) actions have not been able to be completed as planned and it is therefore proposed to extend the dates on these and include them within the 2010/11 Service plans. The table below details the actions that have not been completed as planned and the new proposed completion dates:

Action Code	Action Title	Due Date	Reasons for Date Change	Proposed New Date
CORP EN04.4	Undertake Coastal protection Studies		This action is an ongoing action, encompassing various schemes along the coastline. It is proposed that schemes at Seaton Carew and the Town Wall will be completed during 2010/11 and as such an action covering these schemes will be included in the 2010/11 service plans.	31 March 2011
CORP EN06.2	Develop and implement the Highway Services Strategy	31 March 2010	A reassessment of the Highways Service Strategy is to be undertaken following changes to the service. It is anticipated that this will be completed by August 2010.	31 August 2010
CORP EN07.2	Establish a Fleet Service Strategy	31 March 2010	The formalisation of the Fleet strategy has started and the main strategic aim and objectives are complete and monitored through Covalent. A review of working practices is ongoing at present and being consulted on with the Unions, which is expected to be completed by September 2010. Following this review it is anticipated that the remaining elements of the integrated transport strategy will be completed.	30 Sept 2010
CORP EN07.4	Implement the actions identified within the Local Transport Plan	31 March 2010	A sustainable transport planning strategy is being established through the Local Transport Plan 3 development process, which will be reported to Cabinet for approval in principle in October 2010.	31 October 2010

- 3.7 A separate report detailing the progress the Performance indicators included within the Neighbourhood Services Departmental Plan 2009/10 will be included in a comprehensive year end Performance report that will be produced once all performance indicator outcome figures are available. It is expected that this report will be produced in July 2010.
- 3.8 It is the policy of Hartlepool Council to take an active and pragmatic approach to the management of risks that could prevent the achievement of corporate and departmental objectives. On a quarterly basis responsible officers assess the risks identified within the Department's Risk Register.
- 3.9 The diagram below shows the distribution of risks according to their risk rating. There are 30 departmental risks relevant to this portfolio, none of which are felt to be a high red rated risk. There are therefore no specific issues to bring to the Portfolio Holder's attention in this regard.

Likelihood				
	1	1		
	2	4	4	
	5	6	6	1
	Impact			

4. RECOMMENDATIONS

4.1 The Portfolio Holder is requested to:

- Note the progress of key actions along with the latest position with regard to risks.
- Approve the changes to the actions as detailed in 3.7 above.

5. CONTACT OFFICER

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TRANSPORT AND NEIGHBOURHOODS PORTFOLIO

Report To Portfolio Holder
17 May 2010



Report of: Assistant Director (Transportation and Engineering Services)

Subject: POWLETT ROAD AREA FLOOD ALLEVIATION

SUMMARY

1. PURPOSE OF REPORT

To inform the Portfolio Holder of the outcome of a study undertaken to determine possible solutions to flooding of the rear gardens of properties in Powlett Road and gain approval to implement the preferred solution.

2. SUMMARY OF CONTENTS

The report contains a background to the study, describes the preferred solution and discusses the risk, financial and legal considerations involved in carrying out the work.

3. RELEVANCE TO PORTFOLIO MEMBER

The Portfolio Holder has responsibility for flooding issues.

4. TYPE OF DECISION

Non Key Decision

5. DECISION MAKING ROUTE

This is an executive decision by the Portfolio Holder

6. DECISION(S) REQUIRED

That the Portfolio Holder notes the outcome of the study and that budget provision is available to carry out the work and approves the implementation of the scheme subject to the necessary approvals and agreements.

Report of: Assistant Director (Transportation and Engineering Services)

Subject: POWLETT ROAD AREA FLOOD ALLEVIATION

1. PURPOSE OF REPORT

- 1.1 To inform the Portfolio Holder of the outcome of a study undertaken to determine possible solutions to flooding of the rear gardens of properties in Powlett Road and gain approval to implement the preferred solution.

2. BACKGROUND

- 2.1 Residents in Powlett Road have reported problems with respect to wet and waterlogged rear gardens and standing water in under-floor voids for a considerable period of time. Anecdotal evidence is that the problem started 10 years ago and is progressively becoming worse year upon year. The gardens are consistently wet; soft underfoot with the turf waterlogged which render them unusable as an amenity asset for the residents, virtually all year round.
- 2.2 A meeting was held on 1-8-2008 to discuss the problem and attended by Iain Wright MP along with representatives from the Council, the Environment Agency, Northumbrian Water and Hartlepool Water. Following this meeting both Hartlepool Water and Northumbrian Water checked and reported no problems with their supplies.
- 2.3 Following further discussions between the Mayor, MP, Council Officers and the residents, the Council made an application to the Environment Agency for grant funding to carry out a study into the problem in March 2009. This application was made under the "Property Level Flood Protection Grant Scheme" and was unsuccessful.
- 2.4 In June 2009, the Council commissioned Scott Wilson Consultants to work alongside staff from the Engineering Consultancy to identify the cause of the problem, consider options and develop a preferred solution.

3. PROPOSALS

- 3.1 The study involved historical research, comprehensive public consultation, a detailed topographical survey, flood flow modelling, and intrusive works comprising the installation of a deep borehole and trial trenching.
- 3.2 In September 2009, a draft report was received which identified that the possible cause of the problem was related to localised raising of the ground level in the Bakers Mead development (following remediation) cutting off flow routes from the Powlett Road area.
- 3.3 From six options considered, two possible solutions were identified for further consideration:
- Connection to sewer - which required further work involving surveying all storm water manholes in the Bakers Mead development, constructing a numerical hydraulic model of the sewer system and designing in the flows from Powlett Road; or
 - Infiltration to a gravel layer deep below ground using the deep borehole – which also required further work to monitor the water level in the borehole to determine whether this would be feasible.
- 3.4 The further work for both options was carried out and the second potential option involving infiltration to the deep gravel layer was ruled out.
- 3.5 The only option to alleviate the flooding problem involves constructing a land drain in the rear gardens of the properties in Powlett Road which would connect to the Northumbrian Water surface water sewer in the Bakers Mead estate via existing private drainage located in a parking area on the estate. A drawing showing the proposed land drainage scheme is included in **Appendix 1** to this report.
- 3.6 Two further grant applications, covering the cost of implementing the scheme, were made to the Environment Agency under the £2.5m made available for “Property Level Flood Protection and Resilience” and £5m for “Quick Flooding Wins”. Both bids were unsuccessful.

4. RISK IMPLICATIONS

- 4.1 The hydraulic modelling carried out has shown that adding the predicted flow from the land drainage scheme in Powlett Road into the Bakers Mead storm water sewer has no detrimental effect to the Bakers Mead system. This is due to controlling the flows and the existing spare capacity in the sewer network.

- 4.2 The land drainage scheme cannot be designed to cope with every rainfall event and the gardens may still be wet from time to time after a heavy rainfall event. However the land drain will allow the gardens to drain down over a relatively short period of time after the event, this does not happen at the present time.
- 4.3 Residents may also need to construct local connections into the land drainage system from their individual gardens.

5. FINANCIAL CONSIDERATIONS

- 5.1 The land drainage scheme has been priced by a local contractor and budget estimates are in the order of £35k. Finance is available this year in the Council's revenue budget for land drainage and coastal protection.

6. LEGAL CONSIDERATIONS

- 6.1 The properties in Powlett Road are privately owned. Provision is available for local lead authorities to carry out flood risk management work under Section 14A of the Land Drainage Act 1991 as amended by the Flood and Water Management Act 2010 if the work is considered desirable having regard to the local flood risk management strategy and the purpose is to manage flood risk from surface runoff or groundwater.
- 6.2 Agreement has been reached with Northumbrian Water to accept flows from the land drainage works into their surface water sewer in Bakers Mead. This is again based on adopting and carrying out the principles of the new Flood Risk Regulations 2009 and Flood and Water Management Act 2010 which places duties on all relevant authorities to co-operate and work together to manage flood risk.
- 6.3 Agreement will also need to be reached with the owner of the private drainage into which the land drain will connect. It is likely that as a consequence of implementing the scheme, the Council will become responsible for this short section of drainage.

7. RECOMMENDATION

- 7.1 That the Portfolio Holder notes the outcome of the study and that budget provision is available to carry out the work and approves the implementation of the scheme subject to the necessary approvals and agreements.

8. REASONS FOR RECOMMENDATION

- 8.1 The reason for the recommendation is to gain approval to initiate a scheme to alleviate a current flooding problem.

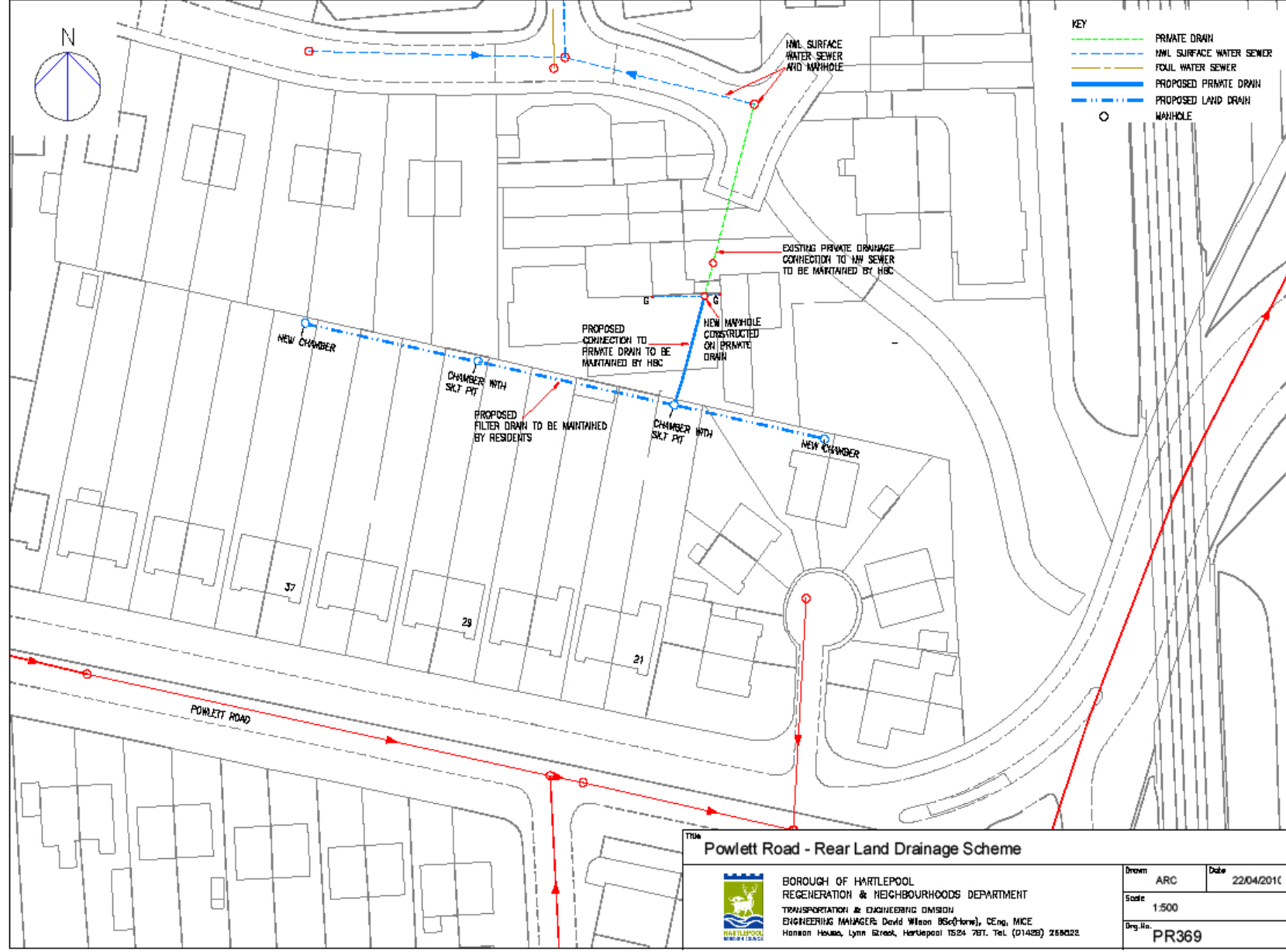
9. BACKGROUND PAPERS

Powlett Road Area Flooding Study Report

10. CONTACT OFFICER

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Appendix 1 – Proposed Land Drainage Scheme



TRANSPORT AND NEIGHBOURHOODS PORTFOLIO

Report to Portfolio Holder
17 May 2010



Report of: Assistant Director (Neighbourhood Services)

Subject: PRIDE IN HARTLEPOOL PROPOSALS

SUMMARY

1. PURPOSE OF REPORT

To approve the recommendations of the Pride in Hartlepool Steering Group in respect of proposals for community projects.

2. SUMMARY OF CONTENTS

List of Pride in Hartlepool proposals and recommendations for funding of those proposals.

3. RELEVANCE TO PORTFOLIO HOLDER

Portfolio Holder has responsibility for environmental initiatives.

4. TYPE OF DECISION

Non key.

5. DECISION MAKING ROUTE

Recommendation of the Pride in Hartlepool Steering Group to Transport and Neighbourhoods Portfolio Holder.

6. DECISION(S) REQUIRED

To agree the recommendations of the Pride in Hartlepool Steering Group in respect of community environmental projects.

Report of: Assistant Director (Neighbourhood Services)

Subject: PRIDE IN HARTLEPOOL PROPOSALS

1. PURPOSE OF REPORT

- 1.1 To approve the recommendations of the Pride in Hartlepool Steering Group in respect of proposals for community projects.

2. BACKGROUND

- 2.1 The Pride in Hartlepool Steering Group met on the 30TH April 2010. The meeting was inquorate but the members present recommended the following for approval:

3. PROJECT PROPOSALS

“Real Life Options” Community Integration Project

- 3.1 “Real Life Options” are a “not-for-profit” private organisation that supports clients with learning and physical disabilities. They have taken over an allotment at the Brierton Lane site which is used by their clients for learning and green exercise activities. The group are planning to install a number of raised beds to enable people with mobility problems to get involved in the allotment.
- 3.2 “Real Life Options” are funding the purchase of the beds so the grant award would cover the soil, seeds and adapted hand tools to use in the beds. The amount requested is £500, which members recommended be approved in full.

Marmion Estate Residents Association Hanging Basket Project

- 3.3 Marmion Estate Residents Association are planning to organise a planting day for residents from the estate to come together to plant up hanging baskets for the streets around the estate. A similar project was carried out in 2008 and benefits reported by the residents included the calming effect of taking part in the planting, education on how to care for the plants and the community taking pride in their baskets.
- 3.4 The amount requested is £800, which members recommended be approved in full.

Roaring Mouse Drama Group – Cromwell Street Garden

- 3.5 Roaring Mouse are a “community interests company” which provides social care through drama activities for people with learning disabilities, however members of the group have also expressed a strong desire to get involved in community and environmental projects. The group are based in Cromwell Street and would like to develop part of their site into a garden where service users can learn about gardening. The area would also be used by parents and carers and for events. The group are requesting funding for raised beds, plants, compost and equipment to set up their garden.
- 3.6 The amount requested is £460, which members recommended be approved in full.

Friends of Peebles Avenue Hanging Basket Project

- 3.7 The Friends of Peebles Avenue are requesting funding to carry out a hanging basket project in their street. The project has run for the past two years and residents are very keen to continue the project as it improves the appearance of their street and strengthens relationships within the community. The residents will plant the baskets themselves at a workshop at Stranton Nursery on the 8th May and are contributing £5 per basket to the project (£100).
- 3.8 The amount requested is £220, which members recommended be approved in full.

Waldon Street Area Residents Association Beautification Project

- 3.9 Waldon Street Area Residents Association are requesting funding for a beautification project to take place in Waldon Street and Lister Street. Through consultation with residents the group have discovered that beautification of their area is a priority for people in those streets and therefore would like to carry out a planting project. Residents will also work with some of the young people from Gainford House (a social housing project working with homeless young people) to plant and maintain hanging baskets and containers which will be installed in the streets.
- 3.10 The amount requested is £920, which members recommended be approved in full.

Children's Centre Stay and Play Project

- 3.11 Lynnfield Children's Centre are requesting funding to improve their outdoor facilities. The Centre currently has a play area which is surrounded by bare grass and three raised beds filled with shrubs. The group are developing the play area and as part of the redevelopment would also like to develop the grassed area into more of a garden. The project will involve the children and their families that attend the Centre in planting containers, hanging baskets and the raised beds. A portion of the grant would also be used to fund some additional plants for the garden at the Stranton Sure Start Centre. Also the Sure Start Centre are funding the cost of improvements to the play area as part of the project.
- 3.12 The amount requested is £2,000, which members recommended by approved in full.

Hartlepool Police Secret Garden Project

- 3.13 Hartlepool Police are requesting funding for a garden project involving young people from the community. The project involves a competition for young people to design a garden for a communal area of the station. The three competition winners will help to install the garden based on their designs. The garden will then be used as an environmental and horticultural resource by the police force when working with groups of young people.
- 3.14 The amount requested is £1,500, which members recommended by approved in full.

4. FINANCIAL CONSIDERATIONS

- 4.1 The funding for the above projects is available within the Pride in Hartlepool budget.

5. RECOMMENDATION

- 5.1 That the recommendation of the Pride in Hartlepool Steering Group be approved.

6. CONTACT OFFICER

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TRANSPORT AND NEIGHBOURHOODS PORTFOLIO

Report To Portfolio Holder
17 May 2010



Report of: Assistant Director (Transportation and Engineering)

Subject: REVIEW AND RATIONALISATION OF TOURISM SIGNAGE

SUMMARY

1. PURPOSE OF REPORT

To inform the Portfolio Holder of the results of the brown tourism signage review and to outline the proposal to review the pedestrian and interpretation signage within Hartlepool.

2. SUMMARY OF CONTENTS

The report details the rationale and findings of the brown tourism signage review and the work currently being undertaken to examine the pedestrian and interpretation signage across Hartlepool.

3. RELEVANCE TO PORTFOLIO MEMBER

Transport falls within the remit of the Portfolio Holder.

4. TYPE OF DECISION

Non-key

5. DECISION MAKING ROUTE

Transport and Neighbourhoods Portfolio on the 17 May 2010.

6. DECISION(S) REQUIRED

The Portfolio Holder is requested to note the review and the plan to rationalise and update the brown tourism signage within Hartlepool.

Report of: Assistant Director (Transportation and Engineering)

Subject: REVIEW AND RATIONALISATION OF TOURISM SIGNAGE

1. PURPOSE OF REPORT

- 1.1 To inform the Portfolio Holder of the results of the brown tourism signage review and to outline the proposal to review the pedestrian and interpretation signage within Hartlepool.

2. BACKGROUND

- 2.1 The review of brown tourism signage across Hartlepool was established as a result of actions arising from Scrutiny Forum investigations into the “Marketing of Hartlepool” and “Railway Approaches”.
- 2.2 The Railway Scrutiny Forum recommended that the pedestrian and vehicle signage (including further development of brown signage) around Hartlepool station should be improved, especially in relation to the town centre, whilst the Marketing of Hartlepool investigation recommended that the signage into and around Hartlepool should be reviewed with particular reference to interpretation signage.
- 2.3 In addition to the scrutiny forum recommendations there have been numerous requests from businesses through the tourism networks and the Navigation Point Group for additional brown signage, particularly in relation to the Navigation Point restaurants. The Trincomalee Trust have also requested additional signs for HMS Trincomalee, recognising the contribution it makes to Hartlepool’s tourism offer.
- 2.4 A review of signage complements the recommendations of the Hartlepool Central Area Investment Framework which recommended consideration of an enhanced and extended pedestrian signage scheme around the town centre and the need to incorporate new facilities such as the Hartlepool Transport Interchange.
- 2.5 An officer-working group was established to undertake the review into vehicle, pedestrian and interpretation signage. The review into brown signage is now complete, the findings of which will be placed onto a plan and tabled at the meeting. The pedestrian and interpretation signage is currently being examined.

3. REVIEW OF TOURISM SIGNAGE

- 3.1 The aim of the brown tourism signage review was to create a robust and coherent signage strategy for visitor attractions, the railway station and transport interchange.
- 3.2 As the existing brown signs across the borough have grown incrementally over the years and are partly out of date, the review focussed on determining the most appropriate approach to signage that recognises and complements Hartlepool's tourism offer.
- 3.3 The rationale used to update the brown tourism signage involves being succinct and summarising the Hartlepool tourism offer using a minimum number of words supplemented by appropriate symbols. This approach ensures that information is shown in a clear and concise way with a minimum number of signs so not to exacerbate clutter. Only the main attractions with a significant number of visitors will be signed. The strategy has been developed around the visitor journey with key themes being used with more details added as visitors travel nearer to the centre of town.
- 3.4 A draft plan detailing the findings of the review will be tabled at the meeting. Using the rationale stated above the brown signage will show broad summaries of the component parts of Hartlepool's tourism offer on the outskirts of the town, supplemented by more detailed signage further into town, detailing individual attractions. The signs on the outskirts of town will therefore display "Central Attractions", "Marina", "Historic Headland" and "Beaches", with appropriate symbols.
- 3.5 An audit of existing vehicular signage was compared with the plan and costs obtained for any additional signs or amendments that were required. During the review the need to rationalise signage and remove redundant signage was taken into account to comply with the Council's de-clutter policy. It is the intention to implement the recommendations of the strategy before The Tall Ships Races in August 2010. In order to improve the image of the signs high quality, reflective signs will be used.
- 3.6 The signage to the station and transport interchange has also been reviewed. Additional signs will be placed to guide people more effectively to the station and transport interchange. Some existing signs will be re-sited to more prominent positions. Existing signage will be reviewed and rationalised where possible.

4. REVIEW OF PEDESTRIAN SIGNAGE AND INTERPRETATION

- 4.1 The second phase of the review, which has recently commenced, involves examining pedestrian signage and signposting across the town, including tourist interpretation and information points together with locator “you are here” maps.
- 4.2 The feasibility of placing of Electronic Information Terminals at key tourism locations will be examined in order to signpost people between key facilities and improve visitor awareness of the tourism product within the town.
- 4.3 The feasibility of providing new and innovative forms of interpretation such as the Microsoft tag system, which provides information on mobile phones, will be examined.
- 4.4 The results of the review of pedestrian signage and interpretation will be the subject of a further report.

5. FINANCIAL IMPLICATIONS

- 5.1 The funding to implement the recommendations of the brown tourism signage review will be allocated from the Local Transport Plan. The signage relating to the Railway Station and Transport Interchange will be funded from the Transport Interchange budget. The total cost of implementing the brown signage plan is estimated to be approximately £40k.
- 5.2 There is limited risk to the Council in terms of financial management. The maintenance of the signs will be undertaken from existing maintenance budgets.

6. RECOMMENDATION

The Portfolio Holder is requested to note the review and the plan to rationalise and update the brown tourism signage within Hartlepool.

7. CONTACT OFFICER:

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