



Hinckley & Bosworth Borough Council

Forward timetable of consultation and decision making

Executive 29 March 2023

Wards affected: Hinckley Wards

SUPPORT FUNDING FOR IMPLEMENTATION OF HINCKLEY WAYFINDING STRATEGY

Report of Director (Community Services)

1. Purpose of report

1.1 To request agreement from the Executive for spending from the Hinckley Area Committee budget for implementation of the Hinckley Wayfinding Strategy.

2. Recommendation

2.1 To approve the spend of £49,000 from the Hinckley Area Committee budget to support the implementation of the Hinckley Wayfinding Strategy, as detailed in section 3.6.

3. Background to the report

3.1 The Council employed consultants to produce a Wayfinding Strategy for Hinckley town centre. The Strategy was completed during 2022 and has been endorsed by Members.

3.2 The Strategy seeks to improve the experiential quality of being in and navigating through the town centre. It will help visitors and shoppers feel safe, comfortable and confident in knowing where they are and being able to efficiently identify and then get to their chosen location.

3.3 The strategy seeks to replace existing wayfinding elements across the town centre that have over time become outdated as land uses and activities have changed. The document provides a review of existing signs within the town centre and sets out design principles for proposed new high quality and consistent signs together with suggested locations. The black and gold colour

scheme of Hinckley's existing signage is carried through in the new signage to reflect the heritage of the town centre.

- 3.4 The new signs include totems, finger posts and double-sided car park boards/signs with walking times between locations displayed, which should be particularly helpful for visitors to the town centre and identify its attractions on offer. Totems and car park signs will feature a bespoke map of the town centre identifying routes and attractions and features including bus stops, public car parks and public cycle parking areas. Visualisations of the installations are included within Appendix 1. The strategy will enable people to appreciate the compactness of the town centre and how easy it is to walk and cycle around, with clear directions and distances to attractions, thereby encouraging more active travel with walking and cycling.
- 3.5 Implementation of the Strategy would ensure multiple benefits and contribute to complementary activities within the town centre including 'Destination Hinckley' as promoted by the Hinckley Business Improvement District, meeting objectives of the Council's Hinckley Town Centre Public Realm Strategy and the Hinckley High Street Heritage Action Zone, and contributing to Hinckley's 'Pride of Place' as part of the Levelling Up agenda.
- 3.6 An indicative costing schedule is included in the Strategy, and it is estimated that up to £114,000 will be required to fully implement and install the wayfinding items. It is the intention to complete final development work and install the wayfinding items during the financial year 2023/2024. A capital amount of £50,000 has been secured from the UK Shared Prosperity Fund (UKSHP) and £15,000 is available from Section 106 monies (The Sketchley Brook Movement and Connection Fund). This leaves a balance of £49,000 which is being requested from the Hinckley Area Committee, to be spent fully during the financial year 2023/24. The Hinckley Area Committee agreed to a spend of £49,000 at the Hinckley Area Committee meeting held on 2 March 2023.
- 3.7 Detailed costs for implementation of the wayfinding installations would be determined during a final development works phase, should the in-principle agreement for the project costings and HAC funding be secured, based on section 3.6 above.

4. Exemptions in accordance with the Access to Information procedure rules

- 4.1 The report is to be taken in open session.

5. Financial implications [IB]

- 5.1 The total cost of Hinckley Wayfinding Strategy is £114,000. Of this £50,000 can be funded from the UK shared Prosperity Fund and £15,000 can be met from Section 106 monies. This leaves £49,000 to be funded from Hinckley Area Committee.

5.2 A supplementary capital budget of £114,000 requires approval together with £114,000 of funding.

5.3 The Estimated closing reserve balances are set out below. This position could change based on future price and council tax rises. Apart from current commitments, allows for additional £30,000 Green Space Growth over the next 4 years and £11,000 per year support for Proms in the Park.

Yr Ending	£000
31/3/24	251
31/3/25	269
31/3/26	200
31/3/27	189

If approved this would see HAC Reserves go to £140,000 by 31/3/27 assuming there is no further call on the reserve.

6. Legal implications [MR]

6.1 None

7. Corporate Plan implications

7.1 The contents of the report relate to and support the People, Place and Prosperity corporate priorities, and will specifically support the delivery of the following ambitions:

- Help people to stay healthy, be active and feel well
- Keep our town centres vibrant and viable
- Support and celebrate our cultural, tourism and heritage facilities and events for the benefit of residents and businesses alike
- Support the regeneration of our town centres and villages
- Support our tourism partners in promoting our local attractions and growing the local visitor economy

8. Consultation

8.1 The Wayfinding Strategy was subject to public consultation and has been endorsed by Members for implementation.

9. Risk implications

9.1 The following significant risk associated with these report / decisions was identified:

Management of significant (Net Red) Risks

Risk Description	Mitigating actions	Owner
None	None	

10. Knowing your community – equality and rural implications

10.1 As with all Council hosted events this will be a free, equitable and family orientated event. Promotion will be made to all parts of the borough.

11. Climate implications

11.1 As with all Events the Team will ensure no plastics are utilised and will minimise any provision which has a carbon omission.

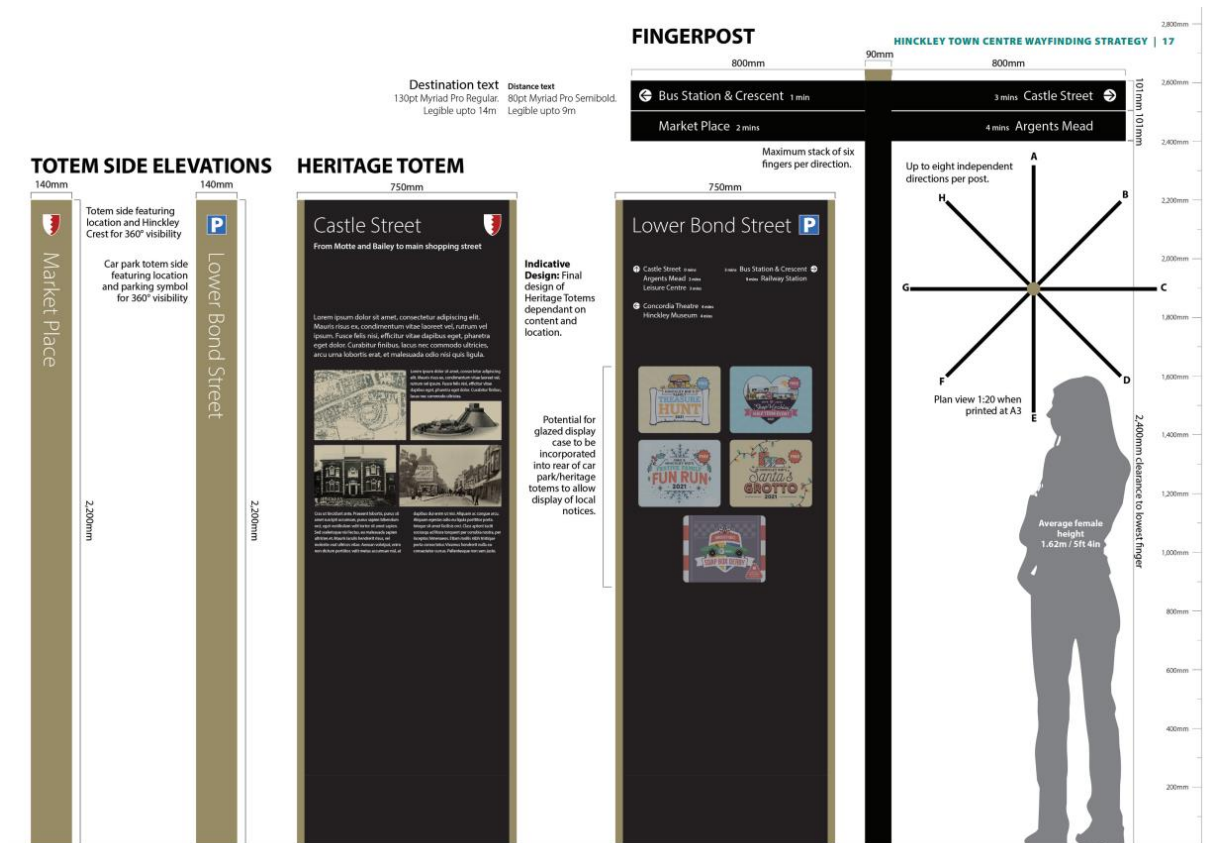
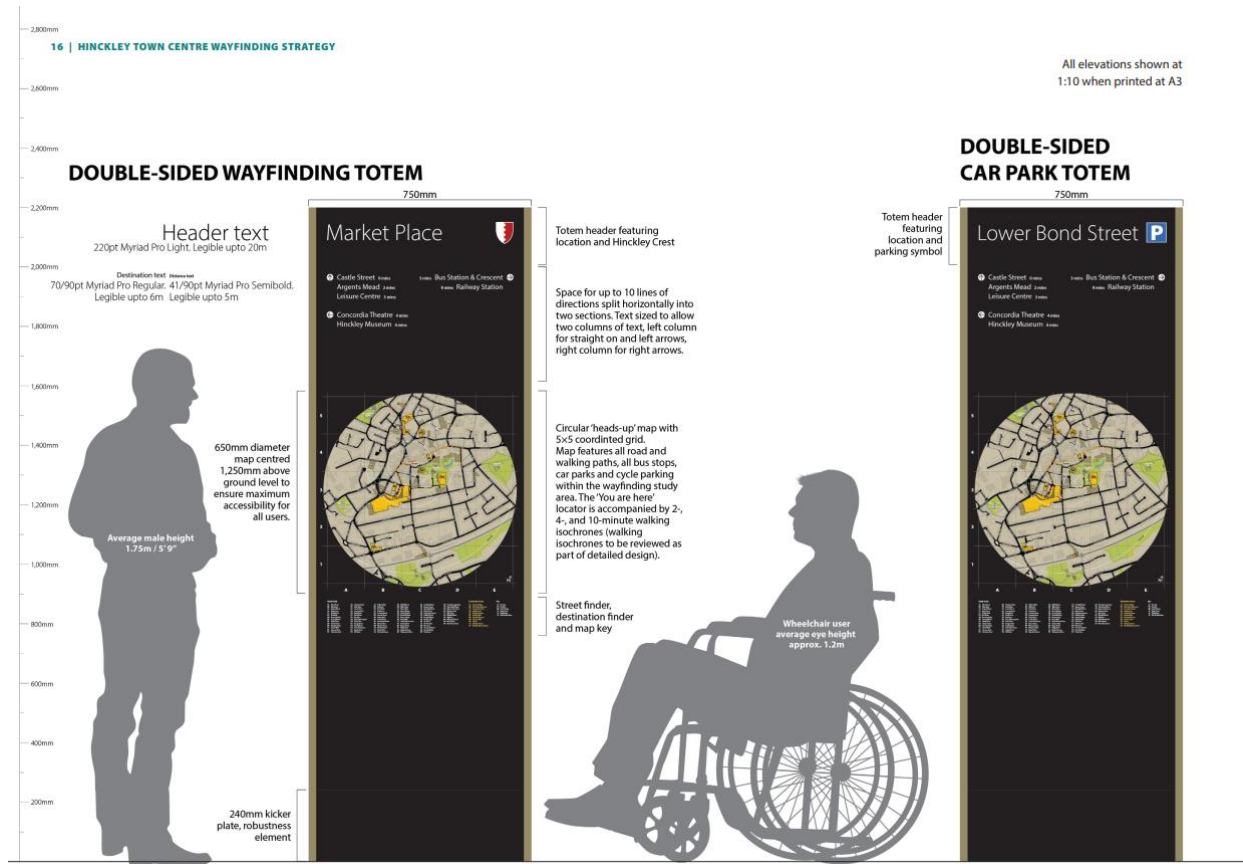
12. Corporate implications

12.1 By submitting this report, the report author has taken the following into account:

- Community safety implications - none directly as a result of this report
- Environmental implications – implementation of the strategy would support active and sustainable methods of travel
- ICT implications- none directly as a result of this report
- Asset management implications – none directly as a result of this report
- Procurement implications - none directly as a result of this report
- Human resources implications - none directly as a result of this report
- Planning implications – none directly as a result of this report
- Data protection implications - none directly as a result of this report
- Voluntary sector - none directly as a result of this report

Background papers: None
Contact Officer: Paul Grundy, Senior Planning Officer (Conservation and GIS), Ext 5671
Executive Member: Cllr David Bill

APPENDIX 1



PROPOSED SIGNAGE ELEMENTS: VISUALISATIONS
Illustrative views of totem and fingerpost, not representative of final signage location which will be subject to detailed design.

