

SURREY COUNTY COUNCIL

LOCAL COMMITTEE (REIGATE & BANSTEAD)

DATE: 2 DECEMBER 2013

LEAD OFFICER: MARC WOODALL – TRAVEL SMART ENGAGEMENT TEAM MANAGER

SUBJECT: LOCAL SUSTAINABLE TRANSPORT FUND – TRAVEL SMART PROGRAMME – WAYFINDER SIGNAGE

DIVISION: REDHILL EAST; REDHILL WEST AND MEADVALE



SUMMARY OF ISSUE:

In June 2012, Surrey County Council was successful in securing an award of £14.3 million in grant funding from the Department of Transport's Local Sustainable Transport Fund (LSTF). This is in addition to the award of £3.9 million LSTF Key Component secured in July 2011.

Both grants are for the period up to 31 March 2015 and jointly form the Surrey Travel SMART programme. As part of the Surrey Travel SMART programme, a total of £4.8 million has been allocated for sustainable travel improvements in Redhill/Reigate.

This report asks Members to consider the final designs for wayfinding signs to be installed in Redhill town centre and the local area.

RECOMMENDATIONS:

The Local Committee (Reigate & Banstead) is asked to agree :

- (i) The final designs, sign locations and map base for the wayfinder signage programme
- (ii) For the programme to proceed to installation in 2014, subject to final LSTF Task group sign off of costs

REASONS FOR RECOMMENDATIONS:

Redhill town centre currently has 9 different signage systems in place for pedestrians. These signs are in varying states of repair, with many holding incorrect or obsolete information on them. The programme will replace these with a new consistent map based wayfinding system making it easier to local people and visitors to navigate effectively around and through the town centre. The reason for these recommendations is to allow the project to proceed with agreed final designs to the installation phase.

1. INTRODUCTION AND BACKGROUND:

- 1.1 Surrey County Council has been successful in securing £18.2 million from the Department for Transport's (DfT) Local Sustainable Transport Fund (LSTF) to deliver the Surrey Travel SMART programme. £3.9 million was awarded in July 2011 with a further £14.3 million awarded in June 2012 as part of the large bid of £16 million. The aim of the fund is to deliver sustainable travel measures that support economic growth and carbon reduction. A total of £4.8 million of the large bid funding is allocated for sustainable travel improvements in Redhill and Reigate.
- 1.2 This report provides an update on the wayfinder signage element of this programme. One of the key objectives of the LSTF programme for Redhill was 'to maximise local regeneration benefits from the Redhill town centre development by improving public transport, walking and cycling'.
- 1.3 Evidence from other areas of the UK, such as London, Glasgow and Bristol has demonstrated that improved, consistent pedestrian signage can contribute positively to the public realm of an area, increase dwell time and promote confidence in using walking as a means of getting around an area.
- 1.4 Research was commissioned in January 2013 to consider the introduction of a wayfinder signage system in Redhill town centre. This piece of research considered the existing pedestrian signage offer in Redhill, the benefits a new system could bring, how any system could fit into the character of the town and how it could contribute to the future economic vitality of the town. This programme is part of a roll out of new signage in Redhill, Guildford and Woking.
- 1.5 As a result of this research, designs for a new system of pedestrian signage have been completed, together with proposed sign locations and a map base for the signs.

2. ANALYSIS:

- 1.1 As part of the initial research into pedestrian signage in Redhill, an initial audit of the current pedestrian signs in Redhill town centre identified nine different systems currently in use throughout the town. Over the years many of these signs have been damaged and much of the information is obsolete as destinations have changed, like for example the relocation of Redhill Post Office. It was therefore recommended that a new system of wayfinding signage be introduced into the town centre area.
- 1.2 Existing wayfinding programmes have established the principles of good practice in developing legible, clear, accessible and predictable systems enabling people to navigate around and through town centres better. These systems rely on the provision of information predominately via a map orientated in a 'heads up' (the map orientated in the way that you are facing, rather than the traditional north at the top) fashion. The research therefore established the case for an introduction of a map based wayfinding system for Redhill.

- 1.3 An assessment of the character of Redhill was undertaken to ensure that the new system was sympathetic to the existing public realm in the town, but also contributes positively to an improved look and feel of the area. Whilst, to maintain good value for money in the programme, some elements of the product design are common to Guildford, Woking and Redhill, the material and colour of the accent of the signage is unique in each town. **Annex A** is an extract of the research document demonstrating how the look and feel of the town centre was considered in the product development.
- 1.4 During this time user testing was also undertaken with people in Redhill to understand what information they thought should be included on any map base.
- 1.5 A detailed assessment of major town centre and nearby destinations, key entry points, and pedestrian desire routes were all considered in establishing the best locations for wayfinder signage to be introduced. **Annex B** provides detail of the locations for new signage to be introduced. Working on the principles of good practice from existing wayfinding schemes, these locations were selected based key decision/choice points for pedestrians along routes experiencing the highest levels of footfall
- 1.6 The signage products for the programme were designed to provide authoritative, legible and clear location information, reflect the look and feel of Redhill and be consistent with signs being installed in other parts of Surrey. Different types of signs have been developed for different locations, depending upon footfall and whether the location is considered an entry point. **Annex C** provides a visual of the product family. It should be noted that the Large arrival point (with seat) and trail marker signs are not proposed for installation as part of this programme.
- 1.7 The new map base, focussing on facilities and infrastructure for pedestrians has been developed to provide the mapping element of the new signage. This means that in contrast to conventional A to Z maps, footways, steps and pedestrianised areas have greater prominence than roads. The map base uses a high contrast colour scheme making the interpretive information easy to see in all light conditions. **Annexes D and E** provide examples of the map design. Please note that these maps undergoing final checks and corrections.
- 1.8 A tender process to establish a supplier, and receive final prices for manufacture, installation and maintenance is being undertaken throughout December. The final costs will be shared with the Reigate and Banstead LSTF task group in January 2014. The coming months will also include the development of a maintenance strategy for the signs which will be presented to the Task Group as soon as possible.
- 1.9 If the committee approves the recommendations of this report then installation of the signage will begin in the summer of 2014, with the full roll out anticipated to be approximately three months.

3. OPTIONS:

- 3.1 Signage design options, locations and the product family have been discussed and agreed with attendees at stakeholder workshops and at the Reigate and Banstead LSTF task group, held in October 2013.

4. CONSULTATIONS:

- 4.1 During the research phase of this programme extensive user testing was undertaken with people on the street in Redhill town centre, who provided feedback on what information they would use and how they get around town at the moment.
- 4.2 Stakeholder workshops for the Wayfinder mapping element of the programme have been undertaken with representatives from Reigate and Banstead Borough Council, local businesses and education establishments who have worked together to refine and design the new map based signage that will be installed in Redhill Town Centre. Stakeholders at the workshop were also given the opportunity to consider suitable locations for sign installation.
- 4.3 The Reigate and Banstead LSTF task group have also considered the designs and signage locations, and have provided feedback on the scale of installation to be funded as part of the LSTF programme.
- 4.4 The views and opinions collected during consultation have influenced and been incorporated into the final designs which form this report.

5. FINANCIAL AND VALUE FOR MONEY IMPLICATIONS:

- 5.1 The business case for the Travel SMART bid included a financial section that does not form part of this report and was approved by the DfT.

6. EQUALITIES AND DIVERSITY IMPLICATIONS:

- 6.1 The major elements of the LSTF programme have been subject to Equality Impact Assessments. These documents are published on the Surrey County Council website and can be found by clicking on the following link:

<http://www.surreycc.gov.uk/your-council/equality-and-diversity/Ensuring-our-decisions-are-fair/completed-equality-impact-assessments/completed-equality-impact-assessments-t>

7. LOCALISM:

- 7.1 Stakeholder engagement and user testing of the products have encouraged a significant element of localism in the design process for the signs.

8. OTHER IMPLICATIONS:

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| Area assessed: | Direct Implications: |
| Crime and Disorder | No significant implications arising from this report. The signs will be |

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| | made of robust vandal proof materials. Existing schemes have reported very low levels of vandalism on their signs. |
| Sustainability (including Climate Change and Carbon Emissions) | Set out below |
| Corporate Parenting/Looked After Children | No significant implications arising from this report |
| Safeguarding responsibilities for vulnerable children and adults | No significant implications arising from this report |
| Public Health | Set out below |

8.1 Sustainability implications

The central aims of the Travel SMART Programme are to encourage the uptake of sustainable transport, enabling economic growth and reducing carbon emissions. The measures included in the Travel SMART programme therefore have positive sustainability outcomes.

8.2 Public Health implications

The Travel SMART programme is making significant investment in providing new infrastructure and promoting active travel such as walking and cycling. Evidence suggests that investment in these schemes have a proportionate benefit in overall public health. Walking promotions in particular are being linked with the Surrey CC Public Health team's 'Walk for Life' campaign.

9. CONCLUSION AND RECOMMENDATIONS:

9.1 This report provides an update to the Local Committee on the progress made to date with the Travel SMART programme in Redhill and Reigate. The report asks members to note the following items:

- (i) The final designs, sign locations and map base for the wayfinder signage programme
- (ii) For the programme to proceed to installation in 2014, subject to final LSTF task group sign off of costs

10. WHAT HAPPENS NEXT:

10.1 With the agreement of Committee members, the wayfinding scheme will now progress into its construction/implementation phase with the aim of new signs being installed during Sumer 2014.

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ITEM 11

Consulted:

Reigate and Banstead LSTF task group
Surrey County Council and Reigate and Banstead Borough Council Officers

Annexes:

Annex A – Look and feel of Redhill signage
Annex B – Redhill signage locations
Annex C – Redhill product family
Annex D Redhill local area map
Annex E- Redhill wider area map

Sources/background papers:

- Surrey County Council LSTF Large bid document. Document can be accessed at: <http://www.travelsmartsurrey.info/about>
 - Redhill Wayfinding Scheme – Report for Surrey County Council
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