

## DECISION ITEM

REPORT OF	MEETING	DATE	ITEM NO
DEVELOPMENT SERVICES DIRECTORATE	FINANCE AND DEMOCRACY COMMITTEE	23 NOVEMBER 2020	13
<b>BEACH SAFETY SIGN IMPROVEMENTS</b>			

### PUBLIC ITEM

This item is for consideration in the public part of the meeting.

#### SUMMARY

The report details a request from the Tourism and Leisure Committee to approve a fully-funded budget increase for the Beach Safety Sign Improvements Scheme, within the existing approved Capital Programme for 2020/21, in the sum of £37,000, to be met in full from the Capital Investment Reserve.

The report outlines the progress to date of the Beach Safety signage project. The report recommends the approval of a fully funded budget increase of £37,000 to enable effective, consistent beach safety signs to be positioned along the beach frontage from Starr Gate, to Jubilee House, Lytham.

#### RECOMMENDATIONS

1. Approve a fully funded budget Increase in respect of the Beach Safety Sign Improvements Scheme within the existing approved Capital Programme for 2020/21 in the sum of £37,000 to be met in full from the Capital Investment Reserve.

#### SUMMARY OF PREVIOUS DECISIONS

##### Tourism and Leisure Committee 5<sup>th</sup> November 2020

RESOLVED - To recommend to the Finance and Democracy Committee approval of a fully funded capital budget increase of £37,000 to complete the Coastal Signage Improvements project within the Council's 2020/21 capital programme, to be met in full, from the Capital Investment Reserve;

To approve the draw-down of £37,000, in addition to the £15,000 already approved, subject to the approval of the fully funded budget increase by the Finance and Democracy Committee, for the Coastal Signage Improvements project.

To note the procurement route as detailed in the procurement section of this report and delegate the award of tender to the Director of Development Services in consultation with the Chairmen of Tourism & Leisure and Operational Management Committees.

##### Tourism and Leisure Committee 12<sup>th</sup> March 2020

RESOLVED – Adoption of the Coastal Signage Strategy comprising 5 distinct phases at a total cost of £60,000, the Beach Safety signage project being Phase 3, at a cost of £15,000.

##### Tourism and Leisure Committee 8<sup>th</sup> November 2018

Resolved – To support the capital bid for the Coastal Signage Improvements.

CORPORATE PRIORITIES	
Economy – To create a vibrant and healthy economy	
Environment – To deliver services customers expect	✓
Efficiency – By spending money in the most efficient way	
Tourism – To create a great place to live and visit	✓

## REPORT

### BACKGROUND

1. The Royal National Lifeboat Institution (RNLI) recognise the importance of effective, consistent signs and safety flags on UK beaches. This is becoming increasingly relevant in the current climate where the demands on UK beach operators are increasing every year with growing recreational activities and visitor numbers, making the need for effective beach management an even greater priority. Beach operators have a duty of care to see that visitors to their beaches are reasonably safe, which entails providing adequate safety measures.
2. From April 2020 all the Council's beaches have been categorised and joint risk assessments carried out with beach managers, for each categorised beach.
3. The beach risk assessments led to the number, type and nature of beach safety signs required, in accordance with RNLI Guide to Beach Safety Signs, Flags and Symbols being defined. In addition, it was proposed that the signs should incorporate information on public space protection orders covering dog exclusion zones, dog fouling, dogs on leads, barbeques and outdoor cooking, litter and other public information such as a lost children procedure.
4. The project objective was to not only improve beach safety, enabling the public with the means to make clear decisions on safety whilst on the beach, but to reduce dog fouling and nuisance, barbeques and litter, and to improve knowledge and access to local amenities and services.

### SCHEME DETAIL

5. Twenty-two new beach safety signs are proposed along the Fylde frontage to compliment the twenty-seven signs recently erected as part of the Fairhaven to Church Scar Coastal Defence Scheme.
6. They comprise 13 primary signs, 5 secondary signs and 4 reminder signs. Generally primary signs are placed at main entrances to the beach, secondary signs placed at entrances which are not main entrances to the beach, and reminder signs placed at intervals along the beach, facing the beach, so they can be read by beach users.
7. The number of signs and their locations have been determined by a beach risk assessment, and where the risk is deemed to be low, no signs have been provided. It is a case of balancing the risk without over signing the promenade and beach. This scheme demonstrates a good balance of this. However, there is enough flexibility in the budget to add one or two signs if considered necessary.
8. The proposed primary signs comprise two linked curved topped sign boards, supported on one centre and two end posts, with the information displayed on their front sides only. The proposed secondary signs comprise a single rectangular sign board supported on two end posts. The reminder signs are identical to the secondary signs, and it is proposed to mount them back to back with the secondary signs, on the same posts, but facing the beach.
9. The draft signs, signage schedule, and sign locations have been considered by the Chairmen of Operational Management and Tourism & Leisure Committees.
10. It is proposed to tender the design, manufacture, supply and installation of the signs in November, in a "one stop shop" process. This is thought to be the most efficient use of funds. Appointment of the successful supplier is programmed for late November, subject to committee approvals.
11. The artist will start work on improving the basic sign designs in December 2020, with further checks, amendments and reviews programmed for January 2021.

12. Once the sign proofs have been agreed, manufacture, supply and installation are programmed to take place during February and March 2021.

#### PROGRAMME

BEACH SAFETY SIGN IMPROVEMENTS PROGRAMME																
					2020	Nov			Dec	2021			Jan	Feb	March	
					Oct											
	Deliverables	Start Date	End Date	Duration Weeks												
1	PROJECT MANAGEMENT															
1.1	MILESTONES															
1.1.1	Tender Period	9.11	23.11	2												
1.1.2	Appoint Supplier	23.11	30.11	1												
1.1.3	Artist - Artwork Design	30.11	11.01	4												
1.1.4	Proof checking/consultation	11.01	25.01	2												
1.1.5	Final changes	25.01	1.02	1												
1.1.6	Maufacture, supply, deliver, install	1.02	26.03	8												
	RISK - PCSO AMENDMENT- REVISED END DATE 16.08.21	10.11	16.08	35												

13. The programme is based on having all the signs in place before Easter 2021. The beach safety signs have been designed to incorporate and effectively communicate the PSPO's. The biggest risk to the programme is a delay in agreement of any amendments to the Public Space Protection Orders (PSPO's) by the Operational Management Committee on 10 November 2020.

#### FUTURE PHASES

14. The budget for the coastal signage improvements, which is in the approved capital programme for 2020/21, is included in Table 1 below, with details the number of phases, a cost allocation to each, and an update on progress. This includes, under phase 3, the beach safety signs (shaded yellow). The original estimate for beach safety signs was based on basic signs provided but, as set out above, following a detailed risk assessment which identified the number of signs required and the level of detail needed on each sign, the estimated cost of providing these signs has increased.

**Table 1 - Capital Budget Allocation**

Description	Original budget	Status	Funding Source
<b>Phase 1</b> Consolidation/ rationalisation of information and enforcement signage	£4,149	Communications team put on hold due to other work priorities as a result of Covid -19	Capital Coastal Signage improvement budget
<b>Phase 2</b> Digital Beach Signs	£25,000	Installation programmed for February 2021; within budget	Capital Coastal Signage improvement budget
<b>Phase 3</b> Beach Safety Signage	£15,000	Funded budget increase of £37,000 requested (£52,000 in total). Programmed completion March 2021.	Capital Coastal Signage improvement budget
<b>Phase 4</b> Waymarking/ Directional signs	£5,000	Coastal Ranger Service and the Regeneration team producing tender documents later this year	Capital Coastal Signage improvement budget
<b>Phase 5</b> Heritage and interpretation	£10,851	To be worked up	Capital Coastal Signage improvement budget
<b>Total</b>	<b>£60,000</b>		

15. The signage elements which weren't part of the original capital bid or have been funded from other sources are identified below in Table 2. Additionally, there are a number of projects, for example the Borough Entrance Signs and Town Centre Digital signs, which may be the subject of future capital bids.

**Table 2 - Additional signage projects**

Description	Cost Estimate	Status	Funding Source
Fylde Sand dune project	£21,561	Coastal Ranger Service producing tender documents, to go out to tender later this year with Phase 4	£27,000 Lancashire Environment Fund and £25,000 Section 106 funding for overall project
Car Parking	Detail currently being worked up by Technical Services	Parking Services replaced tariff boards in three car parks, full new signage on two car parks, process ongoing	Car Park Revenue Budget
Borough Entrance Signs	Cost estimate to be developed	This element being reviewed by Budget Working Group considering other priorities. Currently pending.	Capital
Town Centre Digital Signs	£30,000	Capital bid approved March 2020. Delays due to other priorities, now being taken forward as part of town centre project activities	Capital
English Coastal Path	N/A	Natural England are implementing this wider project. Delayed due to under estimation of scale of task	Natural England

**PROCUREMENT**

16. This contract will be procured as a mid-range contract under the Councils contract procedure rules where the value is between £10,000 and £100,000 where three quotations are required. This will be operated through The Chest where tenders will be requested to design, manufacture and install the signs.

**FINANCE**

17. There is a budget for Phase 3 of the coastal signage improvements in the approved capital programme for 2020/21 of £15,000. This was based on an estimate for a limited number of basic signs. Following a detailed risk assessment which identified the number of signs required to provide adequate signage cover plus the level of detail on each sign, the estimated cost of designing, manufacturing and installing the signs has increased. The total estimated costs are £51,260. As such a budget increase of £37,000 is requested to complete this project. The signage required includes:

Elements	Cost per unit installed	Total
13 no. Primary signs	£2,750	£35,750
5 no. Secondary signs	£1,250	£6,250
4 no. Reminder signs	£1,150	£4,600
Subtotal		£46,600
10% Contingency		£4,660
<b>Total</b>		<b>£51,260</b>

**CONCLUSION**

18. The report requests a fully funded budget increase to enable beach safety signs to be erected along the Fylde frontage in order to protect and inform the public.
19. It also requests the authority to award the contract to the lowest tenderer.

IMPLICATIONS	
Finance	The report recommends to the Finance and Democracy Committee approval of a fully funded capital budget increase of £37,000 to complete the Coastal Signage Improvements project within the Council's 2020/21 capital programme, to be met in full, from the Capital Investment Reserve.
Legal	The proposals should ensure that the council's legal responsibilities are met.
Community Safety	The proposals should ensure safe use of the beach by users.
Human Rights and Equalities	No implications arising from this report.
Sustainability and Environmental Impact	No implications arising from this report.
Health & Safety and Risk Management	The proposals should ensure that the council's health & safety and risk management responsibilities are met.

LEAD AUTHOR	CONTACT DETAILS	DATE
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BACKGROUND PAPERS		
Name of document	Date	Where available for inspection
Coastal Signage Improvements	12 March 2020	Appended to Report
Report to T&L committee	5 Nov 2020	<a href="#">Report &amp; appendices</a>