

FBC – Capital Bid 2019/20

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No: 5 - Coastal Signage Improvements

Description of Scheme:

Fylde Council's Coastal Strategy 2015-2032 has a vision for the regeneration of Fylde's 18 km coastline stretching from Starr Gate to Savick Brook. This area is divided into six coastal zones including:

1. Starr Hills dunes and beaches
2. St Annes on the Sea
3. Fairhaven sand dunes
4. Fairhaven Lake gardens and Granny's Bay
5. Lytham Heritage Coast
6. Warton, Freckleton, Clifton and Lancaster Canal

The strategy covers a variety of issues including green infrastructure, coastal protection, water quality, nature and landscape conservation, habitat improvement, heritage assets, place making, culture, leisure, sport and recreation, the visitor economy, access and transportation, marketing, promotion and publicity. Along the coastline there are a variety of signs associated with these issues serving a variety of purposes including providing statutory information, safety warnings, promotion of facilities, interpretation regarding local points of interest, wayfinding and directional information and enforcing local regulations.

A photographic survey of existing signage along the Fylde Coast was conducted by a team of Fylde Council's Coastal Rangers in March and April 2018. They created location maps and record sheets on sign condition, functionality and visibility and photographs of any signage along the coast from Starr Hills Dunes (west to Clifton Drive North) to Lytham Green. The survey revealed many signs were in poor condition, missing or outdated, while also lacking consistency in branding and usage of the Fylde Council logo.

As a result of the survey consultants have been commissioned by Fylde Council to develop a signage strategy for the Fylde coastal strip. Its objectives include improved navigation, information and interpretation along the Coast and security and safety of the users of the area. It takes into account the individual character of the six coastal zones while ensuring a coherent identity is carried throughout. This strategy is currently in development with the aim of being ready to present to members in February 2019 to guide the types and locations of signage required along the different coastal zones, which existing signs are redundant or could be rationalised and proposals for design and branding.

A detailed breakdown of the funding strategy is detailed below –

Capital cost plan:

| Cost Heading | Description | Total £ |
|-------------------------------------|-------------|----------------|
| Design | | £5,000 |
| Rationalisation of Existing Signage | | £2,000 |
| Provision of new signage fixtures | | £50,000 |
| Contingency 5 % | | £3,000 |
| | | |
| Total | | £60,000 |

Outputs (i.e. details of what the investment will specifically deliver):

- Adoption of formal Coastal Signage Strategy
- Remove or repair dilapidated signage and redundant posts
- Install appropriate new signs incorporating accessibility, promoting area identity, improve directional and interpretation signage and adopt national signage standards and logos, eg RNLI coast access, English Coastal Path, National Cycle Routes, etc.

Outcomes (i.e. details of the broader benefits achieved by the investment, for example community or environmental benefit, health and safety compliance, or statutory obligations):

- Improve the visitor experience
- Adopt national RNLI coastal safety standards
- Meet statutory obligations regarding water quality
- Highlight the Environmental and historical importance of the area
- Enforce local restrictions
- Contribute towards the Council's Coastal Strategy 2015-2032

Contribution to corporate objectives (i.e. how does the project achieve or help deliver priorities within the corporate plan):

Clean and Green

- Deliver high quality parks and open spaces
- Ensure beaches and bathing waters are clean and safe

A Vibrant Economy

- Improve car parking

A Great Place to Live

- Recognise the significance of our heritage assets

A Great Place to Visit

- Maximise the natural assets of our coast and countryside by improving their facilities
- Provide a positive first impression of Fylde

Budget Resource Requirements

Breakdown of initial capital costs and future revenue implications

Estimated Total Capital costs of bid (£000's): £60,000

Any future maintenance costs will be met from existing approved budgets.

Value and phasing of bid:

| 2019/20 | 2020/21 | 2021/22 | 2022/23 | Additional capital investment required (i.e. the value of the bid) |
|---------|---------|---------|---------|--|
| £60,000 | £000 | £000 | £000 | |

| Existing resources in the Capital Programme relating to this scheme: | | | | |
|--|---------|---------|-----------------------------|--|
| 2019/20 | 2020/21 | 2021/22 | 2022/23 | Existing capital resources in the approved Capital Programme |
| £000 | £000 | £000 | £000 | |
| Estimated timescales for the bid: | | | | |
| Start Date : April 2019 | | | Completion Date: March 2020 | |

| Project Risks (outline any risks to delivery of the project and how these will be mitigated) | | |
|--|-------------------------|---|
| Risk | Impact | Mitigating Action |
| Failure to adopt the Signage Strategy | Delay to implementation | Place a deadline on the presentation of the Signage Strategy to the March 2019 Tourism and Leisure Committee. |