

HAMPSHIRE COUNTY COUNCIL**Executive Decision Record**

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| Decision Maker: | Executive Member for Economy, Transport and Environment |
| Date: | 5 November 2013 |
| Title: | Project Appraisal: Hampshire County Council Local Sustainable Transport Fund Wayfinding Project |
| Reference: | 5292 |
| Report From: | Director of Economy, Transport and Environment |

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1. The decisions:

- 1.1 That approval is given to the Project Appraisal for the delivery of the Hampshire County Council Local Sustainable Transport Fund (LSTF) Wayfinding project, which will deliver a key component of the wider Hampshire County Council LSTF programme.
- 1.2 That approval is given to enter into a contract under the Southampton City Council framework agreement, which is a joint procurement exercise between Hampshire County Council, Southampton City Council and Portsmouth City Council.

2. Reasons for the decision:

- 2.1. The Hampshire County Council LSTF Wayfinding Project aims to deliver a key component of the Hampshire County Council LSTF programmes. The project was a specific, deliverable measure presented in the County Council's original LSTF bids to the Department for Transport. The wayfinding improvements will complement the other multi modal interventions associated with the delivery of the wider objectives of the Transport for South Hampshire and Hampshire Sustainable Travel Towns LSTF programmes.
- 2.2. The wayfinding improvements will improve the legibility of the key urban centres in the County that will highlight key facilities and attractions, and promote access to these facilities by foot.
- 2.3. The project will assist in improving the vitality and public realm of Hampshire's main urban centres. This will complement measures that a number of the Borough/ District councils are currently undertaking aimed at enhancing the

economic vitality of key urban centres, which includes the “Mary Portas” town centre health checks.

2.4. The County Council is able to enter into a contract with a supplier using the framework arrangements procured by Southampton City Council.

3. Other options considered and rejected:

3.1. The project principles were defined specifically as part of the Hampshire County Council Transport for South Hampshire and Hampshire Sustainable Travel Towns LSTF bids. The County Council has been working closely with its neighbouring highway authorities, in particular the Transport for South Hampshire partner authorities, in order to develop a wayfinding project for Hampshire that is complementary to the similar wayfinding projects being implemented across the sub region. Due to Southampton City Council already having implemented a wayfinding system there was a strong business case for the County Council to continue with the same product design, which has achieved efficiency savings in terms of design and procurement. Alternative design options were therefore discounted.

4. Conflicts of interest:

4.1. Conflicts of interest declared by the decision-maker: None

4.2. Conflicts of interest declared by other Executive Members consulted: None

5. Dispensation granted by the Conduct Advisory Panel: none.

6. Reason(s) for the matter being dealt with if urgent: not applicable.

7. Statement from the Decision Maker:

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| Approved by: ----- Executive Member for Economy, Transport and Environment Councillor Seán D T Woodward | Date: 5 November 2013 |
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