

Report to Cabinet

25 July 2019

By Cabinet Member for Local Economy and Parking



DECISION REQUIRED

Not Exempt

Explore the Market Towns: Go Digital – Signage Project: Approval of a supplementary capital budget

Executive Summary

On 2 July 2019 Cabinet Member for Local Economy and Parking approved the award of a contract for the supply and installation of 'digital signage' subject to the submission and approval by Cabinet and Council of the raising of a supplementary capital estimate.

This report seeks approval for a supplementary capital budget of £112,664, within year, and meet residual project resourcing requirements of £59,386 to supplement the LEADER grant award of £53,278.

The LEADER scheme is part of the Rural Development Programme for England (RDPE) which is managed by the Rural Payments Agency and funded by the European Agricultural Fund for Rural Development.

Recommendations

For Cabinet to:

- i) To recommend to Council that a supplementary capital budget of £112,664 is approved for the project.

Reasons for Recommendations

- i) To enable the successful delivery of the rural car-parks digital signage project.

Background Papers

1. Cabinet Member for Local Economy and Parking contract award report 2 July 2019.
2. LEADER digital signage grant submission

Wards affected: Billingshurst, Chantry, Cowfold/Shermanbury/West Grinstead, Denne, Henfield, Pulborough/Coldwatham/Amberley, Steyning & Ashurst and Storrington & Washington.

Contact: Clive Burley, Corporate Project Manager, 01403 215 236.
Clive.Burley@horsham.gov.uk

Background Information

1 Introduction and Background

- 1.1 A LEADER application was made in 2018 and funding approved totalling a grant of £53,278 to provide interactive tourist digital signage kiosks in the District's rural car parks. The estimated overall cost of the rural carparks digital signage is £112,664. Match funding by way of a supplementary capital budget of £59,386 is required to fully deliver the project.
- 1.2 The Horsham District Visitor Economy Strategy 2017 highlights that although there is much on offer in the District, there is a lack of coherent and comprehensive information about how to access the tourism offer for the casual visitor.
- 1.3 The District Council has a responsibility for the economic prosperity across the District. One of the key objectives of the Strategy is to provide a consistent and high quality welcome to our visitors. Currently visitor information across the rural car parks is out of date or in a state of disrepair and does not provide the welcome we need. People now access information digitally and the traditional information boards become quickly out of date and require printed hard copies to be manually updated at each location. This project will provide a digital welcome in our rural car parks including up to date visitor information: where to stay, what's on, local landmarks, walks and heritage as well as car parking and local business information.
- 1.4 The LEADER bid was developed in conjunction and with the support of the Parish Councils and local Community Partnerships.
- 1.5 An additional kiosk is proposed for the lobby to the Forum Multi Storey Car Park (MSCP), which is to be separately funded from Parking Services budget for 2019/20, forming part of the proposed new MSCP 'Welcome Zones' initiative.

2 Relevant Council policy

- 2.1 Corporate Plan 2016-19: Economy – Improve and support the local economy.
- 2.2 Efficiency: Great value services – Working closely with Community and Voluntary Sector partners to develop projects and deliver efficient and effective services

3 Details

- 3.1 An audit of our tourist information provision across the rural parts of the District was undertaken in 2017 as part of the research for the Visitor Economy Strategy development. This identified that the existing provision was severely below the standard that the Council would aspire to. The work undertaken during development of the Visitor Economy Strategy highlighted the need to encourage visitors to stay longer and spend more.
- 3.2 The District Council is now embarking on a refurbishment programme of the rural car parks and it is proposed to remove the old tourist information signs as part of this programme. The refurbishment programme represents an opportunity to move forward and provide information in a format that improves the visitor experience. The timing of this project is perfect to complement the car parks refurbishment programme.

3.3 The proposed 'kiosk' locations are as follows:

1. Billingshurst - 6 Bells
2. Billingshurst - Station Forecourt (Subject to Network Rail confirmation)
3. Pulborough - Lower Street
4. Storrington – North Street
5. Storrington – Ville Rest (Old Mill Drive)
6. Steyning – Newman's Gardens
7. Steyning – High Street
8. Steyning – Fletchers Croft
9. Henfield – High Street
10. Henfield – Coopers Way
11. Cowfold – Playfield and additionally:
12. The Forum (MSCP)

3.4 The digital 'Kiosks' will allow for the efficient central management and consistent high quality presentation of all information in an easily accessible format using a web based editing platform. Content is being developed in conjunction with local Parishes and Community Partnerships and will cover areas such as local points of interest; village maps; walking and cycling routes; local businesses, what's on; where to stay; cultural and heritage information; BBC live weather and wider District attractions. More information and links to other relevant content can be provided than a single poster and can be updated as and when necessary.

4 Next Steps

4.1 Approval of the supplementary capital budget will allow the project to proceed with an order placed for the manufacture and delivery of the 'kiosks' prior to installation, configuration and testing in October 2019.

5 Views of the Policy Development Advisory Group and Outcome of Consultations

5.1 The Local Economy and Parking Policy Development and Advisory Group agreed in principle with the request for a supplementary capital estimate at its meeting on 10 July 2019.

5.2 Relevant Parish Councils and Community Partnerships were consulted in 2018 on the proposals to provide new digital information screens and subsequently provided confirmatory letters of support which formed part of the LEADER bid.

5.3 A workshop was held with all interested Parish Councils and Community Partnerships on 30 May 2019 to update on progress and to work in partnership to generate the digital information content for each location.

5.4 The comments of the Monitoring Officer and the Director of Corporate Resources are incorporated in this report.

6 Other Courses of Action Considered but Rejected

6.1 Do Nothing: This would not meet the aspirations of the Visitor Economy Strategy or the Rural Car parks upgrade programme.

6.2 Replace existing cabinets like for like: This would not be a prudent investment and still require hard copy information to be printed and manually replaced in each location.

Information would be limited and not reflect the wealth of tourism opportunities on offer.

7 Resource Consequences

7.1 The Digital Signage contract will incur the following expenditure.

	Item	Cost	Funding - External	Funding - Internal
1	Supply 11 No. 49" Kiosks	£66,374	(£53,278)	£13,096
2	Installation Works	£37,490		£37,490
3	Enabling Works	£4,300		£4,300
4	Contingency	£4,500		£4,500
	Sub-total Rural	£112,664	(£53,278)	£59,386
	Supply 1 No. 49" kiosk – Forum MSCP	£6,034		£6,034
	Forum MSCP Install costs	£3,250		£3,250
	Sub-total Forum	£9,284		£9,284
	Grand total	£121,948	(£53,278)	£68,670

7.2 The Forum Multi Storey Car Park 'kiosk' is to be funded from within existing Parking Services budgets in 2019/20 for the provision of 'Welcome Zones'.

7.3 An additional supplementary capital estimate of £112,664 is required to meet the rural car parks signage requirements.

8 Legal Consequences

8.1 The Constitution requires Council to approve supplementary budgets.

9 Risk Assessment

Risks description	Risk Probability	Risk Impact	Risk Mitigation
Electricity Supply inadequate	Low	High	Supply will be identified and checked at each location prior to contracting with supplier.
Wi-Fi or 4G signal inadequate	Medium	High	The connection and signal strength will be checked at each location prior to installation. Fibre broadband connection provides an alternative solution.
Software/Hardware Malfunction	Low	Medium	References on reliability will be sought from supplier. Kiosks under 3 year warranty.
Vandalism	Medium	Medium	Kiosk casing made of corrosion protected mild steel with IP65 weather proof rating; Thermally toughened glass front.

10 Other Considerations

10.1 There are no significant consequences of this proposed digital signage project in respect of Human Rights; Equality & Diversity and Sustainability. The provision of signage with the promotion of tourism and related business should support a more sustainable rural economy.