

Project Justification Form

Project: Signage Project

Service: Policy and Governance

Officer Responsible for Project: Michelle Morley

Identification of Need:

To take forward the signage replacement project focussed on key sites in Waverley. Building on the work already implemented in parks and open spaces and to include additional sites of importance as agreed with Members.

Demonstrate how this scheme would help achieve the Corporate Strategy objectives:

Improved signage will enhance the local environment and improve customer experience of the services and facilities the Council provides.

Cross Reference to Service Plan:

Progress to date (including position regarding planning permission):

36 playgrounds have had new signage installed in 2014. Sites within the parks and countryside portfolio have had their current condition of signage assessed and a programme of signage improvements has been established.

How will the project be managed?

A project plan is in place and the project will be managed by Communications and PR, in consultation with the Executive and the Parks and Countryside team.

Key Project target dates and milestones:

To continually improve the corporate image of all parks and countryside site there is an ongoing process of renewal that will occur over a number of years.

2015/16 – Completion the signage implementation programme and seek agreement from members

2015/16 – Work with a consultant to design and produce approved signage for key sites.

2015/16 – Start Installation of site naming signage across all sites

2016/17 – Phase 2 – agree next phase for implementation.

Capital cost (across years):

	Year 1 £	Year 2 £	Year 3 £	Total £
Land				
Contract Costs	20,000			
Fees				
Vehicles, Plant and Equipment				
Contingency				
Other (specify) -				
Total Capital Cost	20,000			

How capital cost will be funded:

	Year 1 £	Year 2 £	Year 3 £	Total £
WBC Capital	20,000			
S106				
External Funding (specify) -				
Total Funding	20,000			

Ongoing Revenue Cost and/or savings (Invest to Save):

	Year 1 £	Year 2 £	Year 3 £	Total £
Staffing				
Other costs (specify) -				
Total Revenue Costs				
Less				
Revenue income				
Estimated annual revenue effect				

Return on Capital and Payback (if appropriate):

	£		
Forecast Returns		Return on Capital	%
Capital Cost	20,000		
Forecast Savings		Payback	Years

Identify any efficiency gains resulting from the project:

- Clear signage of Waverley owned sites.
- Cleaning of graffiti and dirt from signage will be easier to complete.
- Customers will benefit from improved communication

Identify any risks which may effect the project:

If project is not fully completed, signage across the borough will remain inconsistent, messaging will be ad hoc and the reputation of the council could be affected.

Environmental Impact, including Carbon Implications:

- **Equality impact assessment carried out?** Yes / No / N/A
- All signage will be DDA Compliant and follow the latest guidelines.
- Signage will be installed at heights suitable for people of all abilities to read and understand.

How will this scheme be publicised/branded?

Following standard WBC financial procedures (CPR's), ensuring that a minimum number of quotes are received etc.

Is there scope for sharing/joint work? Yes / No

Completed by: Michelle Morley

Date: 12.02.2015