

REPORT TO: Urban Renewal Policy and Performance Board

DATE: 17 September 2008

REPORTING OFFICER: Strategic Director, Environment

SUBJECT: The 'Heart of Halton' Plaque Scheme – Costs and Operational Requirements

WARDS: Borough wide

1 PURPOSE OF THE REPORT

- 1.1 A report was presented to the Board on 18 June, 2008 setting out proposals to establish a 'Heart of Halton' plaque scheme to identify and celebrate where Halton's 'achievers', people and notable activities took place or lived.
- 1.2 At the Board's request, this report sets out the costs and operational requirements for implementing the scheme.

2.0 RECOMMENDED: That

- (1) the scheme be endorsed for implementation subject to securing the necessary funding as part of the Council's 2009/10 budget settlement; and**
- (2) the scheme be referred to the Executive Board for consideration during the Council's 2009/10 budget settlement process.**

3.0 COSTS

- 3.1 Quotations for the production of the plaques are detailed in Table A.

Table A

	Cost per plaque	Comments
Company A	£190	Glass reinforced plastic sign with etching to finish
Company B	£18	Plastic lettering on metal – letters peel off.
Company C	£288	Etched metal
Company D	£178	Etched Metal
Company E	£340 £170	Cast aluminium Etched aluminium

- 3.2 Additional costs will include:-

- ongoing maintenance – It is estimated that vandalism will be the main cause for the need to replace plaques, this has been estimated at £1,000, which will cover 5 signs and the labour costs.
- publicity/advertising – design and print of leaflet - £2000, newspaper features to publicise
- erection of signs £2000

Cost Breakdown

Purchase of 100 individual Plaques	£17,800	
Installation of Signs	£ 2,000	
Publicity Leaflets Advertising Costs	£ 2,000	
Contingency	<u>£ 200</u>	
Total	<u>£22,000</u>	Capital Funding Required

Maintenance Budget £ 1,000 Revenue Funding Required

The total estimated cost of implementing the scheme is:£22,000 in year one with an ongoing maintenance cost of £1,000 in year 2 onwards.

4.0 OPERATIONAL REQUIREMENTS

4.1 Staffing

To implement the scheme, it is estimated that a total of 3 weeks work will be required in year one, by a member of the Promotions and Tourism team.

4.2 Research/validation

Research by local History Societies will be undertaken to validate the information on the plaques is correct, prior to manufacture and installation.

4.3 Approvals

Written approval will be required from property owners prior to installation. If it's not granted, the plaque will be placed in a nearby location.

4.4 Erection of Signs

The signs will be erected using an Approved Contractor who will also undertake the necessary insurance in case of building repair requirements following installation.

5.0 POLICY IMPLICATIONS

5.1 The Halton Economic Development and Tourism Strategy has specific policies on tourism which states that Halton will develop the tourism offer of the Borough to support the Liverpool City Region, and other brands as advised by the North West Development Agency, and in so doing ...

“will place the emphasis on investment in quality attractions which make a positive contribution to the overall quality of life and opportunities for employment for residents, potential new residents, and visitors ...”

6.0 OTHER IMPLICATIONS

6.1 There are no other implications arising from this report.

7.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

7.1 Children and Young People in Halton

The provision of such a scheme would enable walking tours of the borough to be undertaken at very little cost. It would also allow online investigation into local areas.

7.2 Employment, Learning and Skills in Halton

To illustrate Halton's entrepreneurial legacy and the factors which influence the shaping of Halton today

7.3 A Healthy Halton

The provision of such a scheme would facilitate the establishment of heritage style walking tours of the borough.

7.4 A Safer Halton

The provision of such a scheme would enhance neighbourhoods, creating an understanding of past and present history, to be valued by both residents and visitors alike.

7.5 Halton's Urban Renewal

An appreciation of the cultural heritage that has made Halton what it is today will aid in the understanding of new projects and areas of local interest.

8.0 RISK ANALYSIS

8.1 The risks involved are mainly concerned with the validity of the information. Every effort will, however, be made to ensure that the information is correct.

9.0 EQUALITY AND DIVERSITY ISSUES

9.1 The plaques will only be produced in one language, however, using Web based technology, people who are non-English speaking will be able to translate the online map information to enable them to learn more about the sites where the plaques are situated.