

Report To: EXECUTIVE CABINET

Date: 21 March 2018

Reporting Officer: Councillor Allison Gwynne, Executive Member - Clean and Green
Emma Varnam, Assistant Director – Operations & Neighbourhoods

Subject: IMPROVING THE BOROUGH GATEWAYS

Report Summary: This report sets out details of the improvements required to the Boroughs Gateways, together with the approximate costing, project plan and on-going cyclic maintenance programme.

Recommendations: That Executive Cabinet AGREES that:

1. this proposal is taken to the next stage and that further work is undertaken to produce detailed business case for investment up to £300K providing fully specified and costed scheme together with implementation plan the exact nature of works proposed at each site and how these works will be prioritised within the available funding.
2. The existing cyclical maintenance programme will incorporate the new borough gateways and this work will be managed within the existing revenue budget; AND
3. Recommend the style and format of the new Gateway signs.

Links to Community Strategy: The proposals in the report will support the delivery of the Community Strategy in terms of creating a more attractive Borough.

Policy Implications: The reported improvements are helping to create an attractive Borough which will promote economic growth, employment opportunities and provide a nice place to live, work and visit.

Financial Implications: The three year capital programme approved by Executive Cabinet on 18 October 2017 included an earmarked sum of £300,000 for improvements to the Borough Gateways. This report sets out proposals for the Gateway Improvement Project. Further work is required to establish the exact nature of works proposed at each site and how these works will be prioritised within the available funding.


(Authorised by the Section 151 Officer)

The existing cyclical maintenance programme will incorporate the new borough gateways and this work will be managed within the existing revenue budget.

Legal Implications: Spending on this type of investment should be in accordance with best value principles and in line with the Council's financial strategy and corporate priorities.

(Authorised by the Borough Solicitor)

Access to Information: The background papers relating to this report can be inspected by contacting the report writer Nick Sayers, Head of Operations and Greenspace:

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1. BACKGROUND

- 1.1 At the Strategic Capital Group on 9 October 2017 it was reported that a number of capital projects be approved subject to a further business case. This report sets out the improvements required to the Borough Gateways, together with the approximate costs, project plan and a regular cyclic maintenance programme.
- 1.2 It is recognised that improving the appearance of the Borough Gateways contributes towards attracting inward investment, retaining existing investment and encouraging and attracting people to live, work and visit the Borough.
- 1.3 Due to diminishing budgets and reductions in front line resources over the past few years investment has not been affordable on infrastructure works and therefore this capital funding will improve the street scene within these areas.
- 1.4 This project will improve the appearance of these gateways and the Council will ensure a robust maintenance programme is in place to keep the gateways looking presentable and clean.

2. LOCATION OF GATEWAYS

- 2.1 For the purpose of this Project the following gateways will be fully appraised and improvement work carried out. The gateways have been categorised into the following

Main arterial routes – which include the existing Tameside flags

Oldham Road , Ashton-Under-Lyne
Ashton Old Road, Audenshaw
Manchester Road, Denton
Mottram Moor, Hollingworth
Stockport Road, Hyde
Manchester Road, Mossley

Other Gateways into the Borough – with existing signs

Lees Road, Ashton-Under-Lyne
Parkbridge Road, Ashton-Under-Lyne
Stanneybrook Road, Ashton-Under-Lyne
Laburnum Road, Denton
Stockport Road, Denton
Thornley Lane South, Denton
Ashton New Road, Droylsden
Manchester Road, Droylsden
Manchester Road, Hollingworth
Woolley Lane, Hollingworth
Huddersfield Road, Mossley
Lees Road, Mossley
Stockport / Quick Road, Mossley
Under Lane, Mossley

Motorway Gateways

M60 – Denton Island
M60 – Junction 23, Ashton-Under-Lyne
M60 Junction onto Moss Way, Audenshaw
M60 / M67 Manchester Road North, Denton
M67 Junction onto Ashton Road, Denton
M67 Junction 2 Hyde Road, Denton
M67 Junction 3 Clarke Way, Hyde

Various Internal Gateways

Manchester Road – Ashton / Audenshaw	Huddersfield Road – Mossley / Stalybridge
Newmarket Road – Ashton / Droylsden	Wakefield Road – Mossley / Stalybridge
Mossley Road – Ashton / Mossley	Stamford Street – Stalybridge / Ashton
Guide Lane – Ashton / Audenshaw	Clarence Street – Stalybridge / Dukinfield
Stockport Road – Ashton / Audenshaw	Cheetham Hill Road -Stalybridge / Dukinfield
Ashton Road – Ashton / Audenshaw	Johnson Brook Rd – Dukinfield / Hyde
Hyde Rd / Manchester Road – Denton/Hyde	Mottram Road – Stalybridge / Hyde
Denton Road – Audenshaw / Denton	Whitelands Road – Stalybridge / Ashton
Williamson Lane – Audenshaw / Droylsden	King St / Alma St – Dukinfield to Ashton

3. PROGRESS UPDATE

- 1.1 Site audits have now been carried out by officers across Operations & Neighbourhood Services with assistance from the Communications Team. The audits have identified both improvements required and the improvement zone which will vary for each gateway.
- 1.2 A whole range of improvements have been identified for the gateways. For an example of a completed audit which includes works such as painting street furniture, replacing damaged furniture / paving, renew line marking etc see **Appendices 1 & 2**
- 1.3 The site audits have also identified other issues in respect of locating gateway signs within the correct boundary as for example currently the Audenshaw gateway is positioned within Manchester City Council. The audit will also identify areas under private ownership which require improvements. Officers will engage with the relevant owners to ensure they also contribute in making the borough look attractive.
- 1.4 It should be noted that each gateway will differ in terms of the work that will be undertaken due to its location and layout of the existing infrastructure which will determine the scale of the improvements.

2. GATEWAY SIGNAGE

- 2.1 Currently the gateway signs differ in design and format across the Borough and the Communications Team have provided some alternative designs for further discussion and approval by the Executive Cabinet.
- 2.2 There are a number of designs and shapes for consideration which also includes the information which will appear on the signs:

Appendix 3 – Gateway signs into the Borough – Welcome to Tameside

Appendix 3 - Gateway signs into the Borough – Welcome to Tameside including the Town

Appendix 4 – Internal Gateway signs including Town**Appendix 5 – Thank You for Visiting**

- 2.3 Each of the Gateways signs into the borough will promote Tour of Tameside.
- 2.4 The internal signage from Town to Town will also be replaced to ensure a consistent approach is adopted throughout the borough. Any supporting posts will either be re-painted or replaced and the immediate area cleaned.
- 2.5 Where possible and using existing framework contract rates, along with costs from similar schemes an exercise has been carried out which has provided indicative costs for the improvement works. Costs will be subject to change depending on the outcome of a more detailed audit and procurement exercise. These are listed below in Table 1:

Table 1.

LOCATIONS	AREAS	Total Costs
MAJOR GATEWAYS		
		£
Oldham Road	Ashton	19320
Ashton New Road	Droylsden	4050
Ashton Old Road	Audenshaw	22900
Stockport Road	Hyde	20050
Manchester Road	Mossley	16380
Mottram Moor	Hollingworth	34020
Manchester Road	Denton	42405
MOTORWAY GATEWAYS		
M60-Denton Island	Denton	10900
M60-Junction 23	Ashton	7500
M60-Junction onto MossWay	Audenshaw	1500
M60/M67 Manchester Rd North	Denton	1500
M67 Junction 2 Hyde Road	Denton	1975
M67 Junction 3 Clarke Way	Hyde	3200
M67 onto Ashton Road	Denton	1500
SECONDARY GATEWAYS		
Lees Road	Ashton	3100
Parkbridge Road	Ashton	1500
Stanneybrook Road	Ashton	3300
Laburnum Road	Denton	1500
Stockport Road	Denton	2700
Thornley Lane South	Denton	1500
Manchester Road	Hollingworth	200
Woolley Lane	Hollingworth	2400
Huddersfield Road	Mossley	1500
Lees Road	Mossley	1500
Stockport/ Quick Road	Mossley	1500
Under Lane	Mossley	1500
INTERNAL SIGNS		
Manchester Road	Ashton/Audenshaw	1700
Newmarket Road	Ashton/Droylsden	1700
Mossley Road	Ashton/Mossley	1700
Guide Lane	Ashton /Audenshaw	1700
Stockport Road	Ashton /Audenshaw	1700
Ashton Road	Ashton/Audenshaw	1700
Hyde Road/ Manchester Road	Denton/Hyde	1700
Denton Road	Audenshaw/Denton	1700

Williamson Lane	Audenshaw/Droylsden	1700
Huddersfield Road	Mossley/Stalybridge	1700
Wakefield Road	Mossley/Stalybridge	1700
Stamford Street	Stalybridge/Ashton	1700
Clarence Street	Stalybridge/Dukinfield	1700
Cheetham Hill Road	Stalybridge/Dukinfield	1700
Johnson Brook Road	Dukinfield/Hyde	1700
Mottram Road	Stalybridge/Hyde	1700
Whitelands Road	Stalybridge/Ashton	1700
King Street/Alma Street	Dukinfield/Ashton	1700
Supervision/Project Management		30000
10% Contingency		30000
		300000

3. CONSULTATION AND ENGAGEMENT

- 5.1 The design and format of the new Borough Gateway signs will be agreed by the Executive Cabinet.
- 5.2 The audits of the gateways into the borough will highlight areas which are under private ownership and therefore a Neighbourhood Officer will discuss with the relevant owners and encourage participation in ensuring the whole gateway is improved and maintained thereafter.
- 5.3 In conjunction with Ward Members, Town Councils, local businesses and the community the Neighbourhood Teams will actively encourage further participation to ensure they also play a part in ensuring these gateways are kept clean and well maintained.

6. PROJECT PLAN

- 6.1 Once a definitive programme has been agreed it will be necessary to divide this work into discrete packages to ensure they provide simple accessible procurement opportunities to ensure that a number of local small businesses have the opportunity to express an interest in this work.
- 6.2 It is envisaged that the works will be undertaken on the various categories of Gateways referred to in Para: 2.1 as this will assist with managing this Project. An approximate timetable of works is detailed below in Table 2:

Table 2.

Category	Finalise Programme	Procure Works	Start Works
Main arterial routes	March / April 2018	May 2018	June 2018
Other gateways	March /April 2018	May 2018	July 2018
Motorway gateways	March / April 2018	May 2018	July 2018
Internal gateways	March / April 2018	May 2018	From June 2018

7. CYCLIC MAINTENANCE PROGRAMME

- 7.1 The current cleansing maintenance programme includes both mechanical sweeping and litter clearance. Mechanical sweeping is mainly carried out by the cleansing nightshift team approximately every 14 days with a day time sweep if necessary.
- 7.2 Due to the current level of resources a more detailed cleanse i.e. jet washing, cleansing signs and street furniture does not form part of the maintenance programme.
- 7.3 Following the gateways improvement a more detailed programme of work will be introduced on a quarterly basis however, it should be noted this will have a slight impact on other areas within the Borough. The cyclical maintenance programme will be managed within the existing revenue budget.
- 7.4 Engineers will also ensure that damaged street furniture will be prioritised and replaced as a matter of urgency.
- 7.5 As previously noted within the report Town Councils, businesses and community groups will also be encouraged to assist with the appearance of the gateways.

8. RECOMMENDATIONS

- 8.1 As detailed at the front of the report.