

## WMCA Housing & Land Delivery Board

<b>Date</b>	10 April 2019
<b>Report title</b>	Hoardings and Signage for Development Sites
<b>Portfolio Lead</b>	Councillor Mike Bird
<b>Accountable Chief Executive</b>	Jan Britton, Chief Executive, Sandwell Metropolitan Borough Council Deborah Cadman, Chief Executive, West Midlands Combined Authority
<b>Accountable Employee</b>	Gareth Bradford, Director of Housing and Regeneration Pat Willoughby, Senior Reporting Officer Rob Lamond, Report Author
<b>Report has been considered by</b>	

### Recommendation(s) for decision:

The Housing and Land Board is recommended to:

1. Agree:
  - (a) The approach to hoardings and signage for all WMCA development sites set out in this report
  - (b) The draft designs for the hoardings as presented at the meeting
  - (c) Delegate authority to the Director of Housing & Regeneration, in consultation with the Portfolio Lead for Housing & Land, to agree minor revisions to the hoarding designs (which do not change their sense or purpose) for deployment.

### 1. Purpose

The purpose of this report is to provide the Housing & Land Delivery Board with an update on progress and to introduce proposed designs for hoarding panels and sign boards to be used on development sites that WMCA is acquiring, funding, and/or supporting.

## 2. Background

- 2.1 WMCA's Housing & Land portfolio continues to work at significant pace to deliver its key work streams and projects as agreed at WMCA Board in January 2019. Investment in development schemes, remediation of sites, brokering new partnerships with investors/developers and land acquisitions are all ongoing and demonstrate WMCA's role in unlocking housing and employment delivery in the region.
- 2.2 Hoardings and barriers used on development sites play an important role in health and safety, site security and protection. Signage also offers significant opportunities for branding, marketing and awareness, providing large scale physical structures to communicate key messages. For WMCA sites, hoardings provide the means to:
- embed public awareness of WMCA and its activities
  - communicate the collaborative working of WMCA, local authorities, LEPs and partners
  - demonstrate the new and evolving Housing & Regeneration role of WMCA
  - inform the local community about regeneration projects in the region
  - convey the significant investment being attracted to the West Midlands
  - communicate key information and branding, and
  - reinforce the message that the region is ambitious, confident and the UK's growth capital.
- 2.3 All hoarding designs will incorporate the logos of the relevant local authority, Local Enterprise Partnership and other partners where appropriate. The signage used on sites will also need to recognise the various levels of WMCA involvement e.g. through direct acquisition, direct funding, part funding or other involvement in the scheme. Agreement to the application of WMCA signage and guidance for its usage will be a condition of future partnership and funding agreements.
- 2.4 The Housing & Regeneration Team is working closely with colleagues in the Communications Team to align the approach to signage with the wider communications strategy of WMCA. The designers working on the project have been involved in previous work to develop the WMCA brand strategy and the design of the Investment Prospectus launched at MIPIM in March 2019, and are familiar with the style and requirements of the design brief.
- 2.5 Design proposals for the range of hoardings required will be presented via PowerPoint slides on the day of the meeting.

## 3. Next steps

- 3.1 If Members are content to agree the hoarding designs, officers will finalise the imagery, text and logos to prepare a high quality, final version for publication and deployment on a site by site basis.

- 3.2 Members are asked to delegate authority to the Director of Housing & Regeneration, in consultation with the Portfolio Lead for Housing & Land, to agree further minor revisions if required.

#### **4. Financial Implications**

There are no direct financial implications as a result of the recommendation to develop hoardings and signage for development sites, with all costs being included in existing budget provision.

#### **5. Legal Implications**

Section 113A(1)(a) of the Local Democracy, Economic Development and Construction Act 2009 gives the CA a power of competence appropriate for the purposes of carrying-out any of its functions. Part 4 of The West Midlands Combined Authority Order 2016 (2016 No 653) confers that the functions relating to any Economic development and regeneration in the constituent councils are exercisable by the CA. Part 3 of The West Midlands Combined Authority (Functions and Amendment) Order 2017 confers functions corresponding to the functions of the Homes and Communities Agency has in relation to the combined area.

There will be some requirements to manage reputational risk but there has been engagement with the Communications teams as highlighted in paragraph 2.4 above. Any specific requirements can be incorporated into the terms and conditions of the grant agreements and legal can advise upon the specific contents in due course.

#### **6. Equalities Implications**

None

#### **7. Inclusive Growth Implications**

None

#### **8. Geographical Area of Report's Implications**

This report relates to the whole of the WMCA area and/or three LEP geography.

#### **9. Other Implications**

None



**West Midlands**  
Combined Authority

**10. Schedule of Background Papers**

None