

Pre-Initiation Matrix for: BHH Public Art Projects

1. DOCUMENT DETAILS (Version Control)

Version	Status (Draft or Approved)	Date	Author/ Editor	Details of Change
1	Draft	12.11.20	Aliis Kodis	n/a

2. PROJECT DETAILS

Project/ Programme Name	BHH Public Art Strategy and, BHH History and Heritage Wayfinding Trail / Community Projects
Project/ Programme Sponsor	Ross McLean
Project/ Programme Manager	Aliis Kodis
Proposed Start Date	Winter 20/21
Proposed Completion Date of Project	BHH Public Art Strategy: Autumn 2021 BHH History and Heritage Wayfinding Trail: Spring 2022
Date of PIM completion	18/11/2020
Date Approved	Tbc
Where approved	Tbc

Summary of scores	Score	Low / Med / High
Corporate Plan Assessment	21	-
Project Risk	19	Med
Impact Assessment on EBC	15	-
Corporate or Local Area Project	Local Area Project	
Cost Scale (£0-£500k / £500k – £1m / £1m+)	£0 - £500,000)	

3. PROJECT ASSESSMENT

Proposed project or service improvement idea	Public Art wayfinding trails and public realm enhancement
What is the proposed deliverable for the project?	A series of Artist-led wayfinding interventions throughout the Local Area of BHH informed through community engagement. Works could include free-standing “sculptural” pieces, embedded interventions, play spaces and play structures, street furniture, lighting or any other medium considered appropriate following community engagement. The History and Heritage project focuses on improving accessibility to and from the three rail stations and other key destinations.
Who and what is the target market/ sector of the community?	The Local Community of BHH plus visitors to the area
What are the positive impacts of/ outcome of the proposal?	Environmental improvement, enhanced image of the area, increased levels of physical activity and public

	transport use, greater sense of community cohesion, reduced traffic congestion
Are there any negative outcomes of the proposal?	Public art can be controversial and subjective, some residents may not like the finished artworks
Has a financial viability assessment been carried out? If so by who? Please attach a copy	Not applicable
Why does EBC need to make an intervention? Could external agencies take this forward?	<p>£106 monies collected within BHH identify a requirement to provide public art within the local area.</p> <p>The <i>History and Heritage Wayfinding Trail</i> project has been granted £65,000 in match funding from the SWR Customer and Communities Improvement Fund (CCIF) with a further £20,000 agreed to be spent from £106 monies in BHH. The Council are required to progress this project under the terms and conditions of the CCIF.</p>
Who has been consulted on the proposed project or service improvement?	The BHH LAC; each of the three parish clerks and LAM.
Has consideration been given to the need for an Equality Impact Assessment to be carried out?	Yes
Finance Team Commentary – Comments and Observations regarding the Proposal.	(tbc by Finance)
Does the project require a Data Protection Impact Assessment (DPIA)? (see Legal if unsure)	(tbc by Legal, draft DPIA completed)

4. COST BENEFIT ANALYSIS

Option Number	Option Description	Benefits Expected (and how they will be measured)	Cost	Cost / Benefit Analysis
1	Do Nothing (default)	Staff will have the time resource to progress other workstreams	Inability to spend s106 contributions resulting in potential clawback from the developer. Opportunity to improve wayfinding and deliver public realm enhancements will be missed.	Costs outweigh the benefits, potential for the Council's reputation to suffer if s106 monies are not spent as directed and opportunities to invest in the public realm are missed
2	Progress with and deliver the Public Art Strategy and <i>Phase 1 – BHH History and Wayfinding Trail</i>	Council fulfils its obligation to utilise s106 monies and the environment is improved, benefitting the image of the Borough, health and wellbeing of residents and visitors and community cohesion. A cohesive public art approach for BHH is established with buy-in from all Parishes.	Capital programme spend, staff time	Benefits outweigh the costs due to the comprehensive approach to public art within the Local Area. Once established, this will save time in the long run as the objectives and aspirations for projects will be clearly established, and the artworks will appear joined-up rather than ad-hoc interventions. Biggest opportunity to deliver Corporate Plan objectives is offered by this Option. Greater comfort and certainty to developers that their contributions are not simply disappearing into a "bottomless pit", plus a wider message is sent to the development industry that public art is taken seriously in the Borough.
3	Progress <i>Phase 1 – History and Heritage Wayfinding Trail</i> only	Council fulfils its obligation to utilise some s106 monies and deliver some of the benefits identified in Option 2	Capital programme spend, staff time, only partial benefits delivered compared with Option 2	An opportunity to streamline public art delivery within BHH will be missed, to the detriment of the community and delivery of Corporate Plan objectives.

5. CORPORATE PLAN OBJECTIVE ASSESSMENT

	Corporate Plan Objective	Score -1 Adverse Impact	Score 0 No Impact / n/a	Score 1 Contributes indirectly to 1 objective	Score 2 Potentially contributes to at least 1 objective	Score 3 Significantly contributes to at least one objective	Score 4 A 'Must Do' Project
1	Tackling congestion					3	
2	Developing Green Infrastructure				2		
3	Excellent Environment for all					3	
4	Minimising waste and managing resources			1			
5	Enabling Healthier Lifestyles/Wellbeing						4
6	Tackling Deprivation					3	
7	Increased provision and more diverse mix of housing						
8	Ensuring appropriate infrastructure including employment land					3	
9	Enabling the right skills and employment mix						
10	Reinvigorating town and local centres					3	
Corporate Plan Score		22					
Describe how the idea contributes to the Corporate Aims?		<p>Green Borough Improving the environment for active travel and access to public transport will tackle local traffic congestion and associated air pollution by reducing car usage. This project will also significantly improve the quality and functionality of this local area by making it more attractive to use by a wider range of people. It will deliver an attractive environment that better provides for people's recreational and social requirements whether they are residents, workers, visitors or investors.</p> <p>Healthy Communities Encouraging active travel and greater physical activity will benefit people's physical and mental health and well-being. There is also the potential for this project to go some way towards reducing health inequalities.</p> <p>Prosperous Place The project will support the aim of ensuring the Borough is seen as a desirable place to set up a new business or relocate an existing one by demonstrating</p>					

investment in and, creating an environment that is attractive and easy to find your way around. Further, extension of the project into local centres and other key destinations will support the creation of vibrant places that people want to explore and spend time in.

The project will help address all the local issues in the BHH area as identified in the Corporate Plan 2015 – 2025:

- Tackle local congestion and pollution on Hamble Lane
- Address health inequalities in Pilands Wood and Netley Abbey
- Support local businesses with improvements at Coronation Parade and Station Road
- Improving open spaces and neighbourhoods

6. PROJECT RISK

Risk Criteria	Score 1	Score 2	Score 3	Score 4
Delivery Timescale	Can be achieved within programme period (18 months)	Can be achieved within programme with additional support	Optimistic Programme	Unlikely to achieve Programme
Stakeholders	Internal and within single service area	Internal across more than one service area	External only	Internal and external
Operational change	Very minimal	Some new business processes and possible retraining	Significant restructure of processes and work areas	Major change e.g. large scale restructure, outsourcing
Contract complexity	No new contracts required	Single contract with known supplier	Multiple contracts with known suppliers	Contract(s) with new supplier(s)
Risk Level	No risk	Low risk	Medium risk	High risk
In-house expertise	Have done this before many times	Have done this before once or twice	Have done similar before, but not the same	Have not done anything like this before
Dependencies	Very minimal links with other projects	Links with other projects but little impact	Links with other projects upon which this project depends	Other projects depend upon this project
Environment	No Impact	Indirect improvement	Direct improvement within 1.5 yrs	Immediate direct improvement

Project Risk Score thresholds	Low – score 8-15	Medium – 16-24	High – 25-32
Project Risk Score	19		
Justification of risk score (also comment on the impact of NOT proceeding with this proposal)	<p>If it is decided NOT to proceed with the projects, the Council will fail to spend its public art s106 contributions, which may result in clawback from the developer and the CCIF funding will have to be repaid. In addition, the following opportunities will be missed:</p> <ul style="list-style-type: none"> • Improvements to wayfinding for residents, workers and visitors • Delivery of public realm enhancements and evidence of investment • Opportunities to support delivery of the aims of the Corporate Plan <p>No physical works in the public realm are risk free. Whilst the project will require works on the highway, the score is considered acceptable in terms of risk. In addition the Council is currently delivering a similar wayfinding project within Hedge End, to which these initiatives may link in the future.</p>		

7. IMPACT ASSESSMENT ON EBC

Project Impact Criteria	Score 0	Score 1	Score 2	Score 3	Score 4	Score 5
Strategic contribution Priorities	None	Contributes indirectly to 1 Strategic Theme	Contributes indirectly to >1 Strategic Theme	Contributes directly to 1 Strategic Theme	Contributes directly to >1 Strategic Theme	Very Significant Impact
Financial Return Of Investment (ROI)	>10yrs/ Not applicable	5-10 yrs	3-5 yrs	2-3 yrs	1-2 yrs	<1yrs
Financial Resource – External/ Grant funded	Funding available	Guaranteed funding can be obtained	Meets invest to save criteria	Project criteria meets funding criteria	Funding streams available	No funding available
Financial Resource - Borrowing	0% Borrowing	20% Borrowing	40% Borrowing	60% Borrowing	80% Borrowing	100% Borrowing
Operational Effectiveness	None or not applicable	Improve the work of a small group of staff <6	Improve the work of a large team of staff >6	Improves work of whole department	Some improvement across whole council	Significant improvement across whole council
Service Improvement	Has no impact on the service provided	Improve the work <1 area of EBC	Improve the work of > 1 area of EBC	Improving public facing areas	Improves critical service failure and could impact public	Avoids statutory failure within EBC
Legislative	n/a	n/a	n/a	n/a	n/a	A 'must do' project

Project Impact Score	15
Justification of Score	<p>Delivering the projects will have a significant benefit for the BHH local area, with the <i>History and Heritage</i> project already funded for progression.</p> <p>This is a “must do” project as match funding of £65,000 to support delivery was awarded on 19 February 2020 from the South Western Railway Customer and Communities Improvement Fund. This project will therefore act as the catalyst for future public art interventions within the local area. Collectively, these will deliver significant and prominent public realm interventions and have a major positive impact for all those living in or visiting the area.</p>

8. PROJECTED RESOURCES REQUIRED (calculated as days per month over project duration)

Internal Resource Required	Estimated Time / FTE	External Resource Required	Estimated Time/ Cost
Arboriculture	0-2	Architectural	-
Asset Management	-	Employers Agent	-
Audit	-	D&B Contractor	-
Building Surveyors	-	Service to RIBA stage 0-7	-
Business Centre	-	Master Planning	-
Comms	0-2	Retail	-
Country Parks	-	Design	-
Countryside	-	QS (Cost Planner)	-
Democratic & Elections	-	Building Surveying	-
Development Management	0-2	Site Surveying	-
Digital	-	Landscape Architects	-
DS Technical Services	-	Property Services	-
Economy	-	Project Management	-
EH Primary Authority	-	Civil Engineering	-
Engineering	-	Consulting Engineers (M&E)	-
Environment	4-12	BREEAM	-
Environmental Health (Environment)	-	Asbestos Surveys	-
Environmental Health Economy	-	Wildlife Surveys	-
Facilities	-	Strategic Environmental Assessment	-
Finance	-	Structural Engineers	-
Health and Wellbeing	-	Road Engineers	-
Health and Wellbeing (Specialisms)	-	Flood Risk Engineer	-
Housing and Development	-	Renewables	-
Housing Enabling Specialist	-	Traffic Modelling	-
HR	-	Interior Design	-
IT	-	Contract Administration	-
Legal	0-3		
Performance & Governance	-		
PMO	0-2		
Programme / Project Management -Housing	-		
Programme / Project Management - Regen	-		
Revenue	-		
Service Improvement	-		
Street Scene	0-4		
Support and Performance	-		
Sustainability	-		
Urban / Landscape Design	4-12		
Waste and Recycling	-		