

## Report of the Town Clerk

### Berwick Signage Project

#### Background

1. As part of the work of the Berwick Coastal Community team an informal group of officers has met with Virgin Trains East Coast to discuss the quality of signage between Berwick Railway Station and the town centre.
2. As part of their franchise arrangements Virgin Trains East Coast have a responsibility to fund works intended to improve the passenger experience.
3. These discussions have broadened into a wider discussion of the customer experience of Berwick as a tourist destination, with signage and customer information at its heart.
4. In those discussions essentially three phases of work have been identified
  - a. Phase 1 is the work envisaged by Virgin Trains East Coast, which could be funded to a maximum of £20k, for signage between the station and the town centre,
  - b. Phase 2, which has been broadly endorsed by the members of the informal group, would see the designs and principles developed as part of Phase 1 extended to the remainder of the town centre and tourist locations, and
  - c. Phase 3, which is at this stage only supported by Town Council officers, would seek to develop design codes and principles for Northern and Southern Gateways to the town, preparatory to seeking external funding for them.
5. In order to enable initial feasibility work on Phase 1, Town Council is asked to commit up to £5k from existing underspends or the general reserves to enable the funding from Virgin Trains East Coast to be accessed.

#### Recommendations

1. That the Town Clerk is granted delegated authority to make the necessary virements to enable up to £5k worth of development and feasibility work to be undertaken, and
2. That the Town Clerk be granted delegated authority, within the Financial Regulations, to seek estimates for the work and to appoint contractors after consulting the chair of the Budget and Administration Committee.