

Written statement of a non-key decision
Cabinet member Infrastructure and transport

Title	Spend the accepted Stronger Towns Funding for Greening the City
Decision maker	<p>Cabinet member Infrastructure and transport</p> <p>Information about cabinet, including the names and contact details of the cabinet members, can be found here:</p> <p>http://councillors.herefordshire.gov.uk/mgCommitteeDetails.aspx?ID=251</p>
Date of decision	23 January 2023
Report exemption class	Open
Purpose	<p>To approve the acceptance and spend of Stronger Towns £403,655.00 funding to complete delivery of the three elements of the project; community grants, sedum bus shelters, and active travel measures on the Great Western Way in Hereford.</p> <p>Greening the City aims to improve the appearance, environment and perception of the City of Hereford significantly and will complement, and add value to, a number of current and planned policy initiatives including Hereford City Centre Improvements Project, Hereford City Centre Transport Project, countywide Active Travel Measures and two projects that have received funding as part of the Accelerated Funding phase – e-Bikes and tree planting. These “sense of place” elements will look to change perceptions of the city by introducing significant amounts of greening. This will lead to a more welcoming and unique place to visit and spend time within, leading to increased footfall in the city centre as well as longer dwell times.</p> <p>The Greening the City project will be delivered within three elements:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Active Travel Measures on the Great Western Way, between Widemarsh Common and Barton Road <input type="checkbox"/> Installation of sedum bus shelters at locations identified within the city; this will add to and support the existing roll out programme; <input type="checkbox"/> Community greening grants – these grants will be offered to community groups to undertake greening to areas in need of visual improvement, more greenery or greater biodiversity.
Decision	<p>That:</p> <p>a) To accept and spend the £403,655 (capital) of Stronger Towns funding offered by government,</p> <p>b) Authority is delegated to the Service Director for Highways</p>

	and Transport in consultation with the Cabinet Member Infrastructure and Transport to make all operational decisions required to complete the implementation of the Stronger Towns, Greening the City project.
Reason for the decision	As set out in the report. Documents relating to this decision are available at http://councillors.herefordshire.gov.uk/mglIssueHistoryHome.aspx?IId=50043295
Options considered	<p>1. Do nothing. Not delivering Greening the City would significantly reduce the budgetary pressure on the overall Towns Fund programme and enable all other Towns Fund projects to proceed - benefiting a wide range of community projects. However, there would be nothing within the Towns Improvement Programme to address the connectivity issues north / south across the city. Communities south of the river would not benefit from improved walking and cycling routes in the city centre.</p> <p>2. Deliver a wider range of active travel measures as opposed to green infrastructure or signage. Whilst this option would benefit the connectivity elements to the Town Improvement Plan and enable an increased focus on improving the connectivity across the city, this option would detract from the desire to improve green infrastructure and wayfinding elements of the project; these were identified as important within the community consultation completed in preparation for the submission of the outline business case.</p> <p>3. Deliver a wider range of green infrastructure measures as opposed to active travel measures or signage. Improving the visual appearance of the city through the targeted use of green infrastructure has been identified during the community consultation as a key driver for the project and one of the critical success factors. Adopting this route would detract from the active travel and improved wayfinding elements of the project that were identified as important within the community consultation. In addition, there is uncertainty whether the project would get sufficient private sector engagement to spend the whole budget on green infrastructure. This is particularly an issue when green infrastructure would be required to be located on private sector owned land or buildings.</p>
Declarations of interest (see below)	
Call-in expiry date (decisions are not subject to call-in where special urgency provisions apply)	27 January 2023

Councillor:	Date 23 January 2023
Cabinet member Infrastructure and transport (Councillor John Harrington)	

- a record of any conflict of interest declared by any executive member who is consulted by the member which relates to the decision;

and

- in respect of any declared conflict of interest, a note of dispensation granted.