

Committee(s):	Date(s):
Ashtead Common Consultative Committee	29 Jan 2013
Subject: Audit of Entrances and Rides	Public
Report of: The Superintendent of the City Commons	For Information
<p>Summary</p> <p>This report presents an Audit of Entrances and Rides undertaken by 2 of the Ashtead Common Volunteers with the support and guidance of the Superintendent and Ranger Team.</p> <p>The Audit contains a number of recommendations aimed at improving the clarity and consistency of information presented to visitors and the layout of entrances.</p> <p>Recommendation(s)</p> <p>Members are asked to:</p> <ul style="list-style-type: none"> • Note the report 	

Main Report

Background

1. A recent audit of entrances and rides conducted by two Ashtead Common Volunteers presents a number of recommendations to improve the information given to visitors regarding access to Ashtead Common.
2. In developing the terms of reference for the Audit, the Auditors worked closely with the Superintendent and Ranger Team and have been encouraged and supported by them throughout the process.
3. The recommendations presented in the audit report aim to improve:
 - The welcome given to responsible users
 - The information provided to visitors
 - The instructions given to dog walkers, cyclists and horse riders

4. In developing the recommendations the Auditors were mindful of the need to reduce visual clutter and minimise costs and workload as far as is possible without compromising the above aims.

Current Position

5. Whilst the Audit recognises that the condition and aesthetics of the 20 entrances onto Ashted Common are generally satisfactory, it identifies that current arrangements are not providing enough information to cyclists about where they can and cannot go. Partly as a result of this, some cyclists are riding where they should not, causing damage to footpath surfaces and the potential for conflict with other users .
6. The audit report recommends a number of alterations to maps, notice boards, signage and entrance furniture to promote the aims stated in paragraph 3 above. It is proposed that signage will be displayed in a consistent way across Ashted Common to ensure a clear and unified message is presented.

Options

7. The Superintendent has reviewed the recommendations presented in the audit report and is currently developing a programme for their implementation.
8. The recommendations are divided into short term and longer term objectives. Implementing the short term objectives will provide the required consistency of message; the longer term objectives will ensure this information is presented on a consistent hierarchy of signs at all entrances.
9. There is a cost implication associated with re-designing and printing new signage, installing new notice boards and purchasing materials. However, much of this expenditure relates to the longer term objectives and can be phased over a period of time.
10. The practical work required to implement the recommendations can largely be undertaken by volunteers and rangers at little direct financial cost to the City Corporation.
11. The Superintendent is currently investigating the possibility of a £2,000 corporate donation that could be used to help fund this project.

Proposals

12. In order to provide a unified and easy to understand welcome to visitors that clearly provides the information and instruction required to protect Ashted Common from inappropriate use it is proposed that the recommendations presented in the audit report are implemented.

Corporate & Strategic Implications

13. The community involvement and site protection elements of this project mean it links with all 5 aspects of the Open Spaces Vision:
 - Quality
 - Involvement

- Environment
- Promotion
- People

Implications

14. Full implementation of the short term and long term recommendations is likely to cost around £10k. However, the short term recommendations can be implemented quickly and relatively inexpensively, while the longer term recommendations can be phased in over time.

Conclusion

15. The Audit of Entrances and Rides contains a number of recommendations aimed at improving the clarity and consistency of information presented to visitors and the layout of entrances.
16. The Volunteer Auditors have invested a great deal of time in developing the recommendations and producing the appended report, for which the Superintendent and Ranger Team are very grateful.
17. The Audit represents an intelligent, logical and cost effective solution to the issue of welcoming and informing visitors to Ashted Common.

Appendices

- Appendix 1 – Audit of Entrances and Rides

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