

Report title: Bristol Legible City Project Development

Wards affected: Citywide

Strategic Director: Barra Mac Ruairí, Strategic Director, Place

Report Author: Nat Roberton

RECOMMENDATION for the Mayor's approval:

1. That funding for continued investment in the BLC project as set out in the appended BLC business case is approved.
2. That funding will be repaid out of revenue derived from the BLC advertising concession.
3. To authorise the Strategic Director Place to procure the following project resources to support the BLC project.
 - A specialist design services framework to allow purchase of design products necessary to the project including cartography, graphic design, information design, industrial design, product design, app development.
 - A manufacturing contract for the production and repair of the special project products.
 - A cleaning and maintenance contract for all street-based BLC products.

Key background / detail:

a. Purpose of report:

The report outlines the proposed approach to secure the ongoing maintenance and development of the Bristol Legible City (BLC) project through the tendering of a new legible city advertising concession for existing small format advertising sites across the city and establishing various support contracts.

b. Key details:

1. The BLC project was developed in the late 1990s to improve people's understanding and experience of the city through the use of identity, information and transportation projects.
2. The project was the first of its kind and has since been replicated nationally and internationally.
3. In response to these major changes, and in support of Bristol's ambitions as a forward-looking and innovative city, it is proposed that the BLC project is brought up to date and expanded as a concept to meet the challenges of the next decade

4. BLC offers a valuable opportunity to realise the Bristol's ambition to increase the city's liveability objectives by developing a city information system the increases transport integration.
5. The BLC project supports and promotes modal shift to more sustainable forms of transport and increased active-travel.
6. BLC resources support the city's increasing visitor economy making it easier to find key destinations and providing a consistent, trusted and welcoming identity for Bristol.
7. There is strong stakeholder support for the project with council departments, transport groups, transport providers and groups representing the local economy all keen to see the project's continuation and development.
8. Investment is needed now to upgrade existing project resources as well as to develop digital resources.
9. Income from the BLC associated advertising concession could be used for this investment with significant benefits relative to funding.
10. Investment would enable:
 - the upgrade of the existing pedestrian wayfinding system to rapidly updatable, illuminated mapping.
 - The development of copyright-free digital mapping for the city for use by local groups and business.
 - The development of online journey planning resources.
 - The development of leisure mapping for cyclists and walkers.
 - The development of neighbourhood mapping resources for local communities to promote local services and assets and encourage increased active travel.
11. Investment in the BLC project is a value for money way of meeting the city's corporate objectives.

**BRISTOL CITY COUNCIL
CABINET
Tuesday 2nd Feb 2016**

REPORT TITLE: Bristol Legible City Project Development

Ward(s) affected by this report: Citywide

Strategic Director: Barra Mac Ruairí, Strategic Director, Place

Report author: Nat Robertson / Bristol Legible City Project Manager

Contact telephone no. 0117 9222960
& e-mail address: nat.roberton@bristol.gov.uk

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- 1.5 Since the project's inception Bristol has continued to grow and develop as a successful city. There has been significant change seen in the recent years and more change is anticipated with major investment in transport infrastructure and significant investment in the city's Temple Quarter Enterprise Zone which includes the Bristol Arena project.
- 1.6 In response to these major changes, and in support of Bristol's ambitions as a forward-looking and innovative city, it is proposed that the BLC project is brought up to date and expanded as a concept to meet the challenges of the next decade including:
- Advancement in digital and information technologies.
 - An expanding visitor economy.
 - Changing patterns of work, leisure and travel including a focus on modal shift to sustainable forms of transport and increased active travel.
 - Increased expectation from residents and visitors alike for high quality city information services such as wayfinding and transport information.
 - Positioning Bristol as a city with a strong knowledge economy and at the forefront of digital innovation.
- 1.7 BLC is ideally placed to service the needs of city's developing need for a more user-centred approach to city information. The project offers resources that would be instrumental in developing a wide range of applications realising the value of many of the city's existing information resources e.g. open source data and GIS asset information.

2. The future of Bristol Legible City

- 2.1 A review of the BLC project followed by an exhibition and consultation was carried out earlier in 2015, prompted by the need to re-tender the associated advertising tender.
- 2.2 The review considered the contribution the BLC project has made to the city and the wider context and looked at the broader potential of the project to develop information resources that would be useful to residents, visitors, business and city services. A broad range of stakeholders were invited to an exhibition and consultation event to consider and comment on the findings of the review and to help define the future aspirations of the project.
- 2.3 There was overwhelming support for the project in its aims, what it has achieved to date and its aspirations for the future. This support came from stakeholders including walking, cycling and public transport organisations such as TravelWest, Network Rail and First Group, as well as groups representing the local economy and innovation such as Destination Bristol, Bristol Futures and the Watershed.
- 2.4 The Strategic Director Place also expresses strong support for the project as a key contributor to creating a liveable city that promotes sustainable transport and successful places.
- 2.5 The following areas of development were identified as a priority for the project.

- The upgrading and extension of the existing pedestrian wayfinding system to include new rapidly updateable, backlit mapping across the central area and into the enterprise zone.
- The development of wayfinding and information resources for all modes of transport with a focus on revealing the cycle network into and across the city as well as making bus network information more user-friendly.
- The development of a royalty-free mapping suite as a user-friendly interface for all city information systems, and for use and adaptation by residents, local business and local digital developers.
- The development of digital products to allow on-the-move and online wayfinding resources including live updates of events and activities in the city.
- A renewed emphasis on improving the visitor's welcome by providing user-friendly information online and at major points of entry to the city.
- The establishment of the necessary support services to enable continuation of the project including a manufacturing contract, a cleaning and maintenance contract and a specialist design services contract.

Taken together these resources provide the hardware and software for a city information system that enables the development of an increased range of new and innovative products and applications.

Below are some examples of the work being developed by the BLC project to provide a user-centred information and wayfinding system for the city.



Fig. 3 New illuminated BLC map unit



Fig. 4 BLC transport information

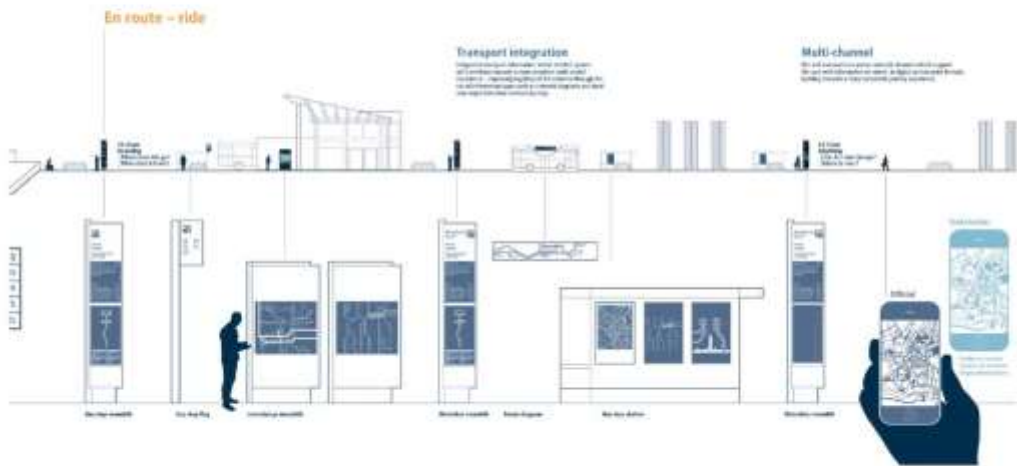


Fig. 5 Whole journey, user-centred design



Fig. 6 Development of iPoint for MetroBus



Fig. 6 Enhanced mapping

3. Benefits

3.1 With reference to stakeholder feedback as well as evidence from the BLC project and, the following benefits are likely outcomes of the continuation and development of the project.

- A positive and welcoming city image for residents and visitors.
- Products and resources which are useful to a broad range of users including residents and local community groups, local businesses and local digital developers. In addition to this the development of high-quality, royalty-free mapping resources would enable innovations such as neighbourhood produced mapping to enable local health services to prescribe exercise.
- Shared benefits such as the promotion of sustainable transport by providing users with clear, user-friendly information at all stages of their journey.
- Supporting better public health by making it easier for people to feel confident to walk, cycle and use public transport.
- Great value for money with high returns for investment. There is a growing body of evidence that demonstrates investment in walking, cycling and public transport is worth several times the cost in terms of benefits to local economies in terms of spend, commercial rental values and public health.

4. Investment

4.1 It is important to ensure the high standards of the project's physical and design assets are maintained, developed, and protected. For the potential of the BLC project to be realised it is essential that ongoing investment will be needed. Advertising revenue from associated advertising sites can be used to provide the funding needed to deliver the wider project objectives. Strengthening the existing link between revenue generated from the public realm and investment in the public realm will help to make the city more liveable and welcoming.

A business plan for the project tracking investment against advertising income is included as a supporting document to this cabinet report.

5. Policy

5.1 The BLC project makes significant contributions to the objectives of local and national policy regarding development and transport.

The BLC project provides consistent and trusted high-quality wayfinding information where it is most needed to allow users to make intelligent choices about how they access and understand the city. This allows people to consider all modes of movement and encourages modal shift from car to more sustainable and active transport modes. This directly supports the ambition of the corporate vision and the corporate plan specifically 'Keep Bristol Moving' and 'Building Successful Places' as well as the city's 'Health and Wellbeing Strategy'.

6. Implementation

If the tendering of the advertising contract is authorised and investment into the BLC project is confirmed the following two phases of development are presented. The cost planning of the two levels has been developed to reflect the range of income offered by the advertising concession.

Level 1 – The essentials

This phase maintains the current project and protects existing and past investment.

- All existing BLC pedestrian wayfinding equipment will be upgraded to a good standard quality and with updated information. This will include replacing all maps on the map monolith units as well as updating all fingerslats across the fingerposts.
- In addition to this any gaps in the wayfinding system in the central area will be identified and new equipment be installed where needed.
- The paper map will be reviewed and improved with two print runs per annum being assured.
- The manufacturing, design services and cleansing & maintenance contracts will be put in place to service the project over the coming five years.
- Adequate internal staffing resource will be made for the ongoing management of the project to ensure the project assets and resources are kept in good order.

Level 2 – Realising the full potential of the project

This phase delivers the aspirations set out by project stakeholders as part of the project review and puts the project back at the forefront of city information initiatives rivalling and exceeding work being undertaken in major centres of innovation such as New York and Birmingham.

- The development of a royalty-free mapping resource for the whole city as a user-friendly interface for a range of wayfinding and information products and applications.
- The development of new legible city wayfinding street products to serve public transport needs such as interchange information units.
- The development of online journey planning resources as well as mobile apps.
- The development of user-friendly public transport information resources.
- The development of leisure mapping for cyclists and walkers across the city.
- The development of Neighbourhood Mapping to enable local communities to map and promote local services, assets and businesses.

7. Specialist Resources

For the BLC project to continue to operate several specialist design and production services will need to be called on. In addition, contracts will need to be in place to supply cleaning and maintenance services. For this reason it is recommended that cabinet delegate authority to the Director of Place to authorise the procurement of the following contracts.

- A specialist design services framework needed to develop cartography, graphic design, information design and product design. The term of the framework will be 4 years and is anticipated to go to market first quarter 2016. It will be procured using an open process.

Total value estimated to be - £250,000

- A cleaning and maintenance contract needed to ensure the upkeep of the street-based wayfinding assets. The term of the contract will be 5 years with an option to extend by 24 months. The contract is planned to go to market first quarter 2016. It will be procured using an open process.

Total value estimated to be - £200,000

- A manufacturing contract needed to allow upgrade, fabrication and installation of the street-based products. The term of the contract will be 5 years. The contract is planned to go to market first quarter 2016. It will be procured using an open process.

Total value estimated to be - £500,000

Consultation and scrutiny input:

a. Internal consultation:

Planning
Transport (including walking and cycling)
Legible City Steering Group
Highways
Public Health
Bristol Futures
Property

b. External consultation:

BLC review workshops consultation with over 40 individuals and groups consulted including -

Destination Bristol
The Civic Society
Neighbourhood Planning Network
Sustrans

Other options considered:

Option 1 Tender the BLC advertising contract and implement only level 1

This would involve upgrading the existing pedestrian wayfinding system to improve mapping on all map units, fill gaps in the system with new units and to update the fingerpost system and to continue printing the paper map.

However taking this approach would not provide the full scope for innovation possible with this project to develop an integrated transport information system or valuable digital resources for public and commercial uses.

Risk management / assessment:

FIGURE 1							
The risks associated with the implementation of the BLC project decision :							
No.	RISK Threat to achievement of the key objectives of the report	INHERENT RISK (Before controls)		RISK CONTROL MEASURES Mitigation (ie controls) and Evaluation (ie effectiveness of mitigation).	CURRENT RISK (After controls)		RISK OWNER
		Impact	Probability		Impact	Probability	
1	Revenue from the advertising contract is not allocated to fund the update and development of the BLC project.	High	Medium	A strong case for investment has been made including support from strategic stakeholders within the city.	High	Low	
2	Lack of adequate staffing resource and expertise which would affect quality, standing and reputation of the project.	High	Medium	Adequate funding, training and support realised through advertising revenue and procurement of specialist expertise.	Medium	Low	
3	Lack of project advocacy between the city council and its key partners.	High	Medium	Continued promotion of the project across the council through the legible city steering group and external project partners.	Medium	Low	

FIGURE 2							
The risks associated with <u>not</u> implementing the BLC project decision:							
No.	RISK Threat to achievement of the key objectives of the report	INHERENT RISK (Before controls)		RISK CONTROL MEASURES Mitigation (ie controls) and Evaluation (ie effectiveness of mitigation).	CURRENT RISK (After controls)		RISK OWNER
		Impact	Probability		Impact	Probability	
1	Development of the Bristol Legible City Project stalls with loss of potential for innovation and influence offered by this world-leading project.	High	Low	Without core funding from the legible city advertising tender it is difficult to see how the project could be continued. Therefore there is no mitigation for the loss of income.			
2	Loss of funding for the upkeep and development of the Bristol Legible City wayfinding project.	High	Medium	Funding could be sought from alternative sources but these sources would represent a cost to the council.	High	Medium	

Public sector equality duties:

Before making a decision, section 149 of the Equality Act 2010 requires that each decision-maker considers the need to promote equality for persons with the following “protected characteristics”: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation. Each decision-maker must, therefore, have due regard to the need to:

i) eliminate discrimination, harassment, victimisation and any other conduct prohibited under the Equality Act 2010.

ii) advance equality of opportunity between persons who share a relevant protected characteristic and those do not share it. This involves having due regard, in particular, to the need to:

- remove or minimise disadvantage suffered by persons who share a relevant protected characteristic.

- take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of people who do not share it (in relation to disabled people, this includes, in particular, steps to take account of disabled persons' disabilities);

- encourage persons who share a protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

iii) foster good relations between persons who share a relevant protected characteristic and those who do not share it. This involves having due regard, in particular, to the need to tackle prejudice and promote understanding.

Guidance:

**** Insert a note on how the public sector equality duties are relevant to the proposals and how these duties have been taken into account in developing the proposals. Where an equality impact assessment has been undertaken, summarise its findings here, and provide a link to the full document, or include the equality impact assessment as an appendix. Where no equality impact assessment has been undertaken, give the reasons why this has not been carried out.***

Equality Impacts

The equality team have been consulted on this report and have advised that the recommendations given above do not present any issues in terms of equalities. The equality team have advised that the EQIA process is followed with any relevant project work that comes out of the development of BLC. The design and implementation of all BLC resources and assets is already done in such a way as to consider all users.

Eco impact assessment

The following assessment has been provided the Environmental Programme Manager.

The significant impacts of this proposal are -

Maintenance and development of signage, including online development, will encourage sustainable modes of travel such as walking and cycling, leading to a variety of benefits such as improved public health, reduced congestion and improved local air quality. Negative impacts include physical resources such as materials for signage, and electricity for the provision of online information.

The proposals include the following measures to mitigate the impacts -

In a citywide context, the negative impacts are considered to be minor and no mitigation is proposed.

The net effects of the proposals are -
Positive

Resource and legal implications:

Finance

a. Financial (revenue) implications:

The Bristol Legible City project consists of upgrades and extensions of the on street wayfinding system and the development of new information and digital design resources / assets to support transport integration projects throughout the city. The project is proposed to be funded through the legible city digital advertising contract. The project itself does not generate any direct revenue and is not self-financing. Should external funding not materialise, the project will be reviewed.

Please see attached the exempt appendix for the detailed financial analysis.

Advice given by Tian Ze Hao Finance Business Partner
Date 07/12/2015

b. Financial (capital) implications:

Total Capital cost of the Bristol Legible City project is proposed to be funded through revenue contributions from the new on street digital advertising contract. Should this funding not materialise, the project will be reviewed. Short term prudential borrowing needs arise in the early stages of capital development. The project is also seeking opportunities to secure Public Health funding to deliver Public Health outcomes as part of the legible City project enhancement.

The proposed capital development will give the project a firm grounding for seeking opportunities to secure future external grants including Horizon 20 20 and innovateUK Technology Catapult, relating to intelligent mobility, transport and digital technologies.

Please see attached the exempt appendix for detailed financial analysis.

Advice given by Tian Ze Hao – Finance Business Partner
Date 07/12/2015

Comments from the Corporate Capital Programme Board:

As with the Strategic Director Place the CCPB stated support for the project as a key contributor to creating a liveable city that promotes both sustainable transport and successful places.

c. Legal implications:

The three resource contracts, (including the proposed design services framework – which is limited to 4 years) given their anticipated values will each need to be tendered in compliance with the Public Contract Regulations 2015, and the Councils own procurement rules. Call offs under the framework may run beyond the framework term.

Advice given by Eric Andrews **Insert name / job title** Senior Solicitor
Date 16.12.15 **Insert**

d. Land / property implications: NONE

Advice given by

Date

Insert

e. Procurement Implications:

The procurement of resources has been developed with the support of Procurement and will provide a robust value for money solution.

Advice given by Laura Durham - Procurement Officer

Date 18/12/2015

Appendices:

Appendix 1 – Project Development – Exempt pursuant to Schedule 12A Local Government Act 1972 – information relating to the financial or business affairs of any particular person (including the authority holding that information)

Access to information (background papers):

Appendix 2 Bristol Legible City 2.0 - Summary

Bristol Legible City 2.0

Summary

The upgrade and evolution of Bristol's world class initiative – Bristol Legible City – to respond to people, their movement, experience and use of the city.



Metadata

Title: Bristol Legible City 2.0
Document identifier: BLC Summary_V1_MR_07.07.14
Version: 02
Creator name: Mike Rawlinson, Jason Smith, Tom Eves
Creator organisation: Bristol City Council & City ID

Format: A4 Portrait

Distribution

Name: Nat Robertson

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Nat Robertson
Legible City Officer
Bristol City Council
0117 922 2960
nathaniel.roberton@bristol.gov.uk

City ID

Jason Smith
Projects Director
City ID
0117 917 7000
jason.smith@city-id.com

Introduction

Bristol Legible City is a significant home-grown success story for Bristol and is acknowledged internationally as a global exemplar of a highly innovative approach to communicating and experiencing a city.

Bristol City Design Group commissioned a review of Bristol Legible City to better understand the context of the initiative and its wayfinding system in the city today, almost 15 years since the first projects were implemented.

This review was conducted through stakeholder engagement surveys to understand the functional status and condition of the existing wayfinding system.

Two phases of review workshops were undertaken to understand the needs of stakeholders. The first series of workshops focused on reintroducing the concept of Bristol Legible City, its current status, its history, its global impact as well as lessons learnt from a review of best practice from other cities. The second series of workshops outlined potential key themes and recommendations.

In total, over 40 city partners and organisations attended the workshops to learn about the initiative and past projects, raise issues, input ideas and discuss future opportunities.

Unanimous support was received for BLC's continued role in supporting the regeneration of the city through laying the foundations for developing a second, major phase of the project.

This document summarises the findings and recommendations of the review and for the future development of Bristol Legible City.

Context

Bristol Legible City was a ground breaking vision for the design and implementation of integrated information, identity and transport solutions to improve the user experience and understanding of the city.

Then

The greatest opportunity for Bristol to realise the potential of its future, is to build a city that functions efficiently and creatively across every facet of its offer, delivering an experience and quality of life that is second to none.

Bristol Legible City, from its first outputs delivered during 1999, was and still is, a unique and innovative concept to improve people's understanding and experience of the city through the implementation of identity, information and transportation projects. Its planning principles, visual identity, design resources and physical outputs are embedded throughout the city and continue to influence and improve the experience of visitors and residents.

It provided a unique and unified approach to planning, designing and implementing a range of diverse projects. These projects help to reveal, animate and connect destinations and movement networks to make Bristol a more legible city. It put the user experience at the centre of the design and decision making process and established a strategic approach to promote and improve many aspects of living, working or visiting the city.

Its influence can be seen most visibly through its visual identity and range of projects that Bristol City Council continue to integrate across transport infrastructure, information services and public arts projects. It has established itself as a valuable city asset that remains a high quality legacy.

Bristol Legible City has provided a legacy of over 40 projects and supporting design resources that are of high value to the city. The existing investment provides robust foundations to evolve and develop the next generation of new identity, information and transport projects to connect, reveal, animate and choreograph the users' experience of Bristol.

Now

Bristol Legible City is a vital low cost/high return programme that ensures existing and new developments are integrated into the city. The benefits of this approach are well documented and evidenced, with major cities around the world realising the benefits of improving city legibility to increase walking, cycling and use of public transport to promote healthy and more economically prosperous cities.

Bristol Legible City was ahead of its time but it was also a project of its time, and although it has been well managed and maintained to its original standards, it has not evolved to respond to:

- _The needs and expectations of the city's users today
- _The advances and opportunities technology provides through digital products and services, including mobile applications and improved on-street information
- _The needs of city partners, organisations, businesses and communities to provide more tailored and dynamic information services
- _The barriers to improving people's understanding and using the city's transportation networks
- _City momentum, policy and initiatives to promote sustainable transport choices
- _City focus on promoting environmental sustainability, health and well being initiatives

With the BLC advertising contract up for renewal, now is an opportune time to review both the functional status and condition of the existing wayfinding system and to engage with stakeholders in the future development of the initiative, particularly responding to the points noted above. The following pages provide a brief overview of the review and stakeholder workshop sessions undertaken in determining a way forward for BLC.

The existing system has been reviewed and evaluated to define the evidence base, needs and priorities to evolve BLC to respond to the opportunities and challenges of the city context today.



BLC product and services review

A detailed review was undertaken to evaluate the condition of the existing on-street wayfinding products across the city. This also included research and review of printed and digital information products and services available to users that incorporate visitor, transport and wayfinding information such as printed maps and guides and web and mobile sites and journey planners.



Surveys

Surveys were conducted at key entry points and nodal points within the city including Temple Meads Station, Bristol Coach Station and Millennium Point car-park to review product recognition, use and functionality. 45 detailed interviews were conducted along with user observational studies, route shadowing with follow up questioning when possible.



Workshops

In order to understand the needs of stakeholders and the people they are providing services for, two phases of workshops were undertaken:

Workshop Sessions 1 – Conducted over three days, sessions focused on introducing Bristol Legible City current status, its history, global impact and best practice from other cities.

Over 40 attendees from city partners and organisations attended to learn about the project, have discussions, raise any concerns and input ideas and opportunities. Unanimous support was received of BLC's value and continued role in communicating the city.



Workshop sessions 2 – Conducted over two days, 6 themed workshop sessions were held with city stakeholders. It provided the opportunity to focus on specific key themes and project areas in more detail to define how BLC could evolve to meet the needs of city information providers, residents, visitors, businesses and city investors.

Stakeholder engagement

The workshops provided the opportunity to re-introduce Bristol Legible City to citywide stakeholders, listen to opinions and gain positive and passionate feedback on its potential future role in the city.

What's changed?

The biggest single factor impacting the original Bristol Legible City (BLC) concept since it was conceived has been a technological, mobile and social revolution in the way we search, access, receive, socialise and communicate through wireless and mobile technologies.

In 1999, when BLC was launched, mobile phones and Geospatial Information Systems(GIS) were in their infancy – Google Maps and wireless local area networks(WiFi) were still years away. The fact that BLC has not evolved with the technology has provided real and some perceived limitations to the information systems ability to meet the needs of the city and its users today.

In this relatively short space of time significant advances have also been made in graphical production technologies, graphics medias and lighting technology. There has also been major advances in Geospatial Information System capabilities, data recording, storage, management and manipulation that bring major advances in information and mapping reproduction for static (fixed information), active (real-time, non-interactive) and interactive mapping for situated on demand applications.

However, BLC's philosophical approach and framework remains robust and has stood the test of time, however it does need to be conceptually and practically evolved to one that supports and enables new digital information products and services to be developed.

In short, BLC primarily needs to evolve in how it is implemented, maintained and distributed for the next generation of integrated visitor information and transport products and services.

Stakeholder feedback

With ever increasing competition between cities, there is a clear understanding that there is a pressing need to radically improve peoples' experience of Bristol to ensure the city's long term success and competitive advantage.

BLC was widely acclaimed during the stakeholder sessions as a highly innovative and successful initiative that has served the city well in to improving peoples' experience and perception of the city. It was also acknowledged that BLC has and continues to provide a vital role in supporting the city's combined efforts to improve peoples' experience and perception of the city.

Stakeholders unanimously acknowledged and supported that BLC should be evolved to meet the needs of the people in Bristol today. The Mayor commented that BLC should clearly be re-kindled to regain the impetus of this forward thinking initiative.

Key objectives defined to address feedback from the stakeholder workshops include:

- _Integrate visitor, wayfinding and transport information
- _Reveal the city's activities, events, tourism, cultural and retail offer
- _Target specific needs of visitors to improve their knowledge and experience of the city
- _Make Bristol's transport networks easier to understand
- _Help to deliver citywide connectivity and promote more sustainable movement choices
- _Evolve BLC wayfinding information and design resources and capabilities to meet the needs of technology advances and the advent of ubiquitous mobile information services
- _Maximise economic potential by extending visitor stays and increasing visitor spend
- _Reinforce local identity, civic and cultural pride
- _Promote healthier lifestyle choices
- _Support Green Capital 2015
- _Celebrate and promote 'Bristol Legible City' as a highly innovative Bristol originated city communication and regeneration initiative



Project development aims and objectives

Bristol's planned development, projects and initiatives are significant drivers for a second major act – BLC 2.0. It is more relevant than ever to improve the way people connect and interact with the city, its neighbourhoods, regeneration areas and both existing and new destinations.

Evolution not revolution

The emphasis moving forward is to build upon and consolidate the existing Bristol Legible City investment and legacy, not through reinventing but evolving the wayfinding system to meet the needs of Bristol City users today and in the future.

BLC has provided a legacy of projects and design resources that are of high value to the city, including a unique graphic and product visual language that is more comprehensive, consistent and joined-up than most other cities around the world. The existing investment provides robust foundations to evolve and develop the next generation of new identity, information and transport projects. These will aim to connect, reveal, animate and choreograph the users' experience of Bristol.

The evolution of BLC is vital to communicating, connecting and experiencing Bristol. It will promote the city as a creative and enjoyable place to live-in and visit.

Integration

The key focus will be the provision of more user focused and integrated visitor and travel related information across all media in respect of walking, cycling and public transport. In particular, the next phases of the initiative should demonstrate the relevance and benefits of Bristol Legible City to communicate and support citywide connectivity and its integration into the wider communities of Bristol beyond the central area.

Wayfinding for all

This will be achieved through enabling the sharing and distributing BLC resources as widely and freely as possible to improve the consistency, quality and cost efficiency of information provided to residents, visitors, businesses and investors in the city.

This will require some further investment in consolidating, improving and extending the existing BLC resources. But most importantly in developing the design resource management systems to enable this to happen in a consistent, flexible yet controlled manner.

BLC 2.0 system development aims

The following system development aims have been distilled from the stakeholder sessions:

1. Provide integrated visitor, transport and wayfinding information which communicates to people what to visit, the best means of transport to get there, and how to find their way.
2. Provide a city information system that contains data, standards, design resources and tools which together create a BLC mapping portal that amplifies, extends and facilitates people's understanding, experience and use of Bristol.
3. Provide an easy way for city stakeholders to understand, access, and use the mapping portal so that it can be widely adopted and used as freely as possible.

Key recommendations

Recommendations are listed by theme and are split into three categories. An overview of the key recommendations is provided below.

BLC 2.0 evolution

Looking to the future there are significant opportunities to deliver upon the aims and objectives through the next generation of BLC products and services.

Along with the renewing the Bristol Legible City advertising contract, there are a number of major regeneration and development projects, including Temple Meads Station, Temple Quarter Enterprise Zone and Metro Bus, that together over the next two years provide the opportunity to use and reinvigorate the BLC initiative.

BLC provides an existing and well proven strategic framework through which new developments can be integrated, city users and stakeholders needs addressed and together their potential maximised for the greater good of the prosperity of the city.

The key findings from the review defines the strategic conceptual direction, recommendations and priorities for BLC's development over the next 5 years.

Key themes

Three key themes (right) were established through the stakeholder workshops to direct and capture the primary focus of the discussions, feedback, ideas, opportunities and recommendations for BLC 2.0.

The key themes focus on meeting the immediate needs of the city over the next 2 years, prioritising upgrading the existing on-street wayfinding system and visitor maps, whilst also supporting Bristol Green Capital through the year with a tailored, flexible and more dynamic wayfinding system to communicate Green Capital events and activities and support visitors and residents finding their way around Bristol.

Further projects will focus on making Bristol's transport network easier to understand and use, promoting the development of new and intuitive information design solutions to promote greater legibility of the transport network. Extending BLC design principles beyond walking to cycling and to all public transport services is an essential next step.

Improving 'network legibility' will help connect and 'glue' together the journey experience for all users from wherever their journey starts and through all modes of travel.

New products and services will be delivered through a variety of communication media spanning, on-street wayfinding and information products, to new print and digital services for web and mobile users. To seamlessly augment the on-street experience with new digital services a BLC mapping and communications portal will be developed.

The design resources – through online system guidelines – will be made available as widely possible to all parties who want to use and develop them.

Theme 1 - Upgrading the system

1.1 Improving and extending the network

1.2 Updating system hardware

1.3 Information evolution

1.4 Cleaning and maintenance

1.5 Printed and digital products and services

Theme 2 - New opportunities

2.1 Making Bristol's transportation network easy to understand

2.2 Creating a positive a welcome and user experience

2.3 Supporting green, health & wellbeing, and citizen innovation initiatives

Theme 3 - City mapping and communication portal

3.1 Creation of BLC royalty free mapping suite

3.2 Creation of BLC data and mapping engine including: design resources, standards/guidelines and design tools

3.3 Creation of BLC online mapping and communication portal to support smart city projects and enable the development of map based products and services