



Agenda Item 10

Battle of Falkirk Signage

Falkirk Council

Title: Battle of Falkirk Signage
Meeting: Executive
Date: 09 May 2023
Submitted By: Director of Place Services

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to update members on proposals to commission, design and deliver temporary signage directing people from Falkirk town centre to the Battle of Falkirk memorial in Callendar Park, in advance of the 725th anniversary on 22 July 2023.
- 1.2 This report is linked to the 2022-27 Council Plan's strategic priority of supporting a thriving economy and green transition as the signage will help to drive footfall and grow tourism activity.

2. RECOMMENDATIONS

- 2.1 It is recommended that Executive:
- notes the update contained in this report; and
 - gives delegated authority to the Council's Cultural Services Manager to commission and install interpretation and signage up to a total value of £20,000.

3. CLIMATE CHANGE CONSIDERATIONS

- 3.1 The recommendations, which are for noting, do not give rise to any material implications for the Council's climate change targets and obligations.

4. BACKGROUND

- 4.1 At the Council meeting of 1 March 2023, it was agreed that officers would bring back a report on signage that would raise awareness of, and inform and educate people about, the first Battle of Falkirk in the lead up to the 725th anniversary of the battle and would direct people to the monument in Callendar Park.
- 4.2 As members will be aware, the first Battle of Falkirk took place on 22 July 1298. Although the Scottish army, led by William Wallace, Guardian of Scotland, with his lieutenant, John de Graeme, was defeated, it was an important moment in the First War of Independence (1296-1328). Edward I wanted revenge for the defeat of his army the previous year at the Battle of Stirling Bridge. The battle was pivotal: Wallace resigned as Guardian to be replaced by Robert the Bruce and, despite his victory at Falkirk, Edward failed to capitalise on this and soon headed south.

- 4.3 The battle is an important event in Falkirk, and Scotland's history and, as such, an element of the area's heritage that contributes to its tourism offer. Existing signage in the High Street is a mix of finger posts, maps showing key locations within and beyond the town centre and directional signage to these locations, including Callendar Park. The maps reference both the first and second Battles of Falkirk and the memorials located in Falkirk Trinity churchyard. However, there is no signage providing direction to the Battle of Falkirk memorial cairn in Callendar Park. Examples of existing directional signage located on the High Street in Falkirk can be found in Appendix 1.

5. PROPOSALS

- 5.1 In order to meet the requirements of the Council decision, officers are proposing a mix of interpretative text and directions. There are sufficient existing fingerposts/direction signs/maps located along the High Street which will be adapted accordingly for the anniversary.
- 5.2 In addition, two interpretation boards will be commissioned to provide background to, and detail of the battle, as well as directing people to key locations connected to the battle including John de Graeme's grave and the battle memorial in Callendar Park.
- 5.3 Officers have been in contact with the John de Graeme Society to make use of their existing promotional materials and logos commissioned as part of the Wallace Trail and to agree narrative for two permanent interpretation boards. An example of the type of interpretation board suggested can be viewed in Appendix 2.
- 5.4 Officers from Culture and Economic Development have liaised with Falkirk Delivers as well as the Planning and Greenspace team to agree appropriate signage adaptations and locations for interpretation boards.
- 5.5 It may be possible to identify other opportunities for interpretation such as extending the Falkirk Town Centre audio tour on the Falkirk Explored app, as well as promoting the interpretation and signage via the Falkirk Leisure and Culture, VisitFalkirk and Town Centre websites and via social media.

6. IMPLICATIONS

Financial

- 6.1 It is recommended that a budget of £20,000 is allocated to this project from the newly approved Regeneration Fund.

Resources

- 6.2 The project will be delivered by staff within Culture, Economic Development and Planning and Greenspace with design input from the Corporate Marketing team and therefore no Human resources implications.

Legal

- 6.3 There are no legal implications; planning permission and listed building consent may be required if the two interpretation boards are to be fixed permanently.

Risks

- 6.4 No significant risks to the Council have been identified in relation to these proposals.

Equalities

- 6.5 A full EPIA has been completed and is provided at Appendix 3. It is anticipated that the project will not impact adversely the PSED or create circumstances that would lead to discrimination against persons who share a protected characteristic.

7. CONCLUSION

- 7.1 The signage will add to the information available to the local community and visitors about the first Battle of Falkirk in the lead up to the 725th anniversary and will raise awareness of the memorial cairn located in Callendar Park.

Director of Place Services

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Date: 26 April 2023

Contact Officer: Lesley O'Hare, Cultural Services Manager

Appendices:

Appendix 1: Examples of existing signage on Falkirk High Street

Appendix 2: Examples of permanent interpretation boards.

Appendix 3: EPIA

List of Background Papers:

None

Appendix 1

Examples of images of relevant Signs located on Falkirk High Street.



Appendix 2

Examples of permanent interpretation boards



SECTION ONE: ESSENTIAL INFORMATION

Service & Division:	Place Services Growth, Planning & Climate	Lead Officer Name:	Lesley O'Hare
		Team:	Culture and Helix
		Tel:	07803897925
		Email:	lesley.ohare@falkirk.gov.uk
Proposal:	to commission, design and deliver signage directing people from Falkirk town centre to the Battle of Falkirk memorial in Callendar Park, in advance of the anniversary on 22nd July 2023.	Reference No:	

What is the Proposal?	Budget & Other Financial Decision	Policy (New or Change)	HR Policy & Practice	Change to Service Delivery / Service Design
	No	No	No	Yes
Who does the Proposal affect?	Service Users	Members of the Public	Employees	Job Applicants
	No	Yes	No	No
Other, please specify:				

Identify the main aims and projected outcome of this proposal (please add date of each update):	
14/04/2023	To commission, design and deliver a series of signs providing direction to and interpretation about the memorial cairn commemorating the first Battle of Falkirk

SECTION TWO: FINANCIAL INFORMATION

For budget changes ONLY please include information below:			Benchmark, e.g. Scottish Average
Current spend on this service (£'0000s)	Total:	0	
Reduction to this service budget (£'0000s)	Per Annum:		
Increase to this service budget (£'000s)	Per Annum:	20	
If this is a change to a charge or concession please complete.	Current Annual Income Total:		
	Expected Annual Income Total:		
If this is a budget decision, when will the saving be achieved?	Start Date:		
	End Date (if any):		

SECTION THREE: EVIDENCE	Please include any evidence or relevant information that has influenced the decisions contained in this EPIA. (This could include demographic profiles; audits; research; health needs assessments; national guidance or legislative requirements and how this relates to the protected characteristic groups.)
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A - Quantitative Evidence	This is evidence which is numerical and should include the number people who use the service and the number of people from the protected characteristic groups who might be affected by changes to the service.
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There is no data available on the number of people from the protected characteristic groups that visit the town centre; however, overall usage is around 250,000 per month; in March 2023 footfall was 289, 593 with an average of 9,000 per day. The most recent data available on tourism visitor numbers is from 2021 when there were 583,000 visitors to the Falkirk Council area.

B - Qualitative Evidence	This is data which describes the effect or impact of a change on a group of people, e.g. some information provided as part of performance reporting.
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Social - case studies; personal / group feedback / other

Local people and visitors to the town, including people from the protected characteristic groups, will benefit from improved directional signage to the memorial cairn in Callendar Park and information about the Battle of Falkirk.

Best Judgement:	
Has best judgement been used in place of data/research/evidence?	Yes
Who provided the best judgement and what was this based on?	Wayfinding, directional and interpretation signage, in general, are important for local people and tourists alike and together can create a coherent heritage experience as well as allowing visitors to make the most of their experience in a new area.
What gaps in data / information were identified?	None
Is further research necessary?	No
If NO, please state why.	Sufficient information exists regarding the importance of directional and interpretive signage in tourism and town centre contexts.

SECTION FOUR: ENGAGEMENT**Engagement with individuals or organisations affected by the policy or proposal must take place**

Has the proposal / policy / project been subject to engagement or consultation with service users taking into account their protected characteristics and socio-economic status?	No	
If YES, please state who was engagement with.		
If NO engagement has been conducted, please state why.	It is anticipated that the planned change will enhance the experience of visiting the town centre for local people and visitors. All signage will be checked to ensure that conforms to all relevant accessibility standards.	
How was the engagement carried out?		What were the results from the engagement? Please list...
Focus Group	No	
Survey	No	
Display / Exhibitions	No	
User Panels	No	
Public Event	No	
Other: please specify		
Has the proposal / policy/ project been reviewed / changed as a result of the engagement?	No	
Have the results of the engagement been fed back to the consultees?	Yes / No	
Is further engagement recommended?	No	

SECTION FIVE: ASSESSING THE IMPACT

Equality Protected Characteristics: What will the impact of implementing this proposal be on people who share characteristics protected by the Equality Act 2010 or are likely to be affected by the proposal / policy / project? This section allows you to consider other impacts, e.g. poverty, health inequalities, community justice, carers etc.

Protected Characteristic	Neutral Impact	Positive Impact	Negative Impact	Please provide evidence of the impact on this protected characteristic.
Age		✓		Improved legibility of the town centre will have a positive benefit for older and younger people
Disability		✓		Improved legibility of the town centre will have a positive benefit for those with a disability
Sex	✓			n.a.
Ethnicity	✓			n.a.
Religion / Belief / non-Belief	✓			n.a.
Sexual Orientation	✓			n.a.
Transgender	✓			n.a.
Pregnancy / Maternity	✓			n.a.
Marriage / Civil Partnership	✓			n.a.
Poverty	✓			n.a.
Other, health, community justice, carers etc.	✓			n.a.
Risk (Identify other risks associated with this change)				

Public Sector Equality Duty: Scottish Public Authorities must have 'due regard' to the need to eliminate unlawful discrimination, advance quality of opportunity and foster good relations. Scottish specific duties include:

	Evidence of Due Regard
Eliminate Unlawful Discrimination (harassment, victimisation and other prohibited conduct):	The proposed change does not aid elimination of unlawful discrimination but neither does it have an adverse effect.
Advance Equality of Opportunity:	The proposed change does not advance equality of opportunity but neither does it have an adverse effect.
Foster Good Relations (promoting understanding and reducing prejudice):	The proposed change does not help foster good relations but neither does it have an adverse effect.

SECTION SIX: PARTNERS / OTHER STAKEHOLDERS

Which sectors are likely to have an interest in or be affected by the proposal / policy / project?		Describe the interest / affect.
Business	Yes	Improved legibility of the town centre may have a positive impact of town centre businesses
Councils	No	
Education Sector	No	
Fire	No	
NHS	No	
Integration Joint Board	No	
Police	No	
Third Sector	No	
Other(s): please list and describe the nature of the relationship / impact.		

SECTION SEVEN: ACTION PLANNING

Mitigating Actions: If you have identified impacts on protected characteristic groups in Section 5 please summarise these in the table below detailing the actions you are taking to mitigate or support this impact. If you are not taking any action to support or mitigate the impact you should complete the No Mitigating Actions section below instead.

Identified Impact	To Who	Action(s)	Lead Officer	Evaluation and Review Date	Strategic Reference to Corporate Plan / Service Plan / Quality Outcomes

No Mitigating Actions

Please explain why you do not need to take any action to mitigate or support the impact of your proposals.

Improved legibility of the town centre mean that no mitigating actions are required

Are actions being reported to Members?

Yes

If yes when and how ?

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SECTION EIGHT: ASSESSMENT OUTCOME

Only one of following statements best matches your assessment of this proposal / policy / project. Please select one and provide your reasons.

No major change required	Yes	The project will improve legibility of the town centre through additional heritage wayfinding and interpretation
The proposal has to be adjusted to reduce impact on protected characteristic groups	No	
Continue with the proposal but it is not possible to remove all the risk to protected characteristic groups	No	
Stop the proposal as it is potentially in breach of equality legislation	No	

SECTION NINE: LEAD OFFICER SIGN OFF

Lead Officer:

Signature:	<i>Lesley O'Hare</i>	Date:	14/04/2023
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SECTION TEN: EPIA TASK GROUP ONLY

OVERALL ASSESSMENT OF EPIA: Has the EPIA demonstrated the use of data, appropriate engagement, identified mitigating actions as well as ownership and appropriate review of actions to confidently demonstrate compliance with the general and public sector equality duties?		Yes
ASSESSMENT FINDINGS If YES, use this box to highlight evidence in support of the assessment of the EPIA If NO, use this box to highlight actions needed to improve the EPIA	Data was not available to inform this EPIA however there are no potential negative impacts arising from the proposal.	
Where adverse impact on diverse communities has been identified and it is intended to continue with the proposal / policy / project, has justification for continuing <u>without making changes been made</u>?	Yes / No	If YES, please describe:

LEVEL OF IMPACT: The EPIA Task Group has agreed the following level of impact on the protected characteristic groups highlighted within the EPIA		
LEVEL		COMMENTS
HIGH	Yes / No	
MEDIUM	Yes / No	
LOW	No	No potential impacts identified.

SECTION ELEVEN: CHIEF OFFICER SIGN OFF

Director / Head of Service:			
Signature:	Malcolm Bennie	Date:	14/04/2023