**Wayfinding Project**

**1.0 The Wayfinding Ambition**

1.1 The Wayfinding ambition is to create a user-centred city information system, across multiple channels, which will promote sustainable and active modes of transport and encourage exploration of the City and the wider region.

1.2 The foundation of the project is a royalty-free bespoke mapping system which will be used to create on-street and printed maps. However, the point of innovation is the digital shift and the ambition to create an interactive digital platform to deliver information and alter people’s patterns of urban mobility.

1.3 Wayfinding would ‘glue’ together the entire journey experience - from pre-journey, journey to post-journey - enabling citizens and visitors make more informed choices through tailored transport, visitor and wayfinding information services.

**2.0 Background**

2.1 The Wayfinding project is aligned with a number of strategies:

* The City of Edinburgh Council 2030 Transport Vision
* Transport for Edinburgh Strategy for Delivery 2017-2021
* Active Travel Plan 2016
* Edinburgh 2020: The Edinburgh Tourism Strategy
* Edinburgh Old and New Town World Heritage Management Plan

**3.0 Progress: Scoping Exercise**

3.1 To develop the project further, City ID was commissioned to undertake a scoping exercise which involved a series of 11 workshops involving a broad range of City stakeholders. A number of key issues were identified:

* Increasing the number of people (i.e. residents, workers and visitors) walking and cycling to their destination over other modes of transport
* Improving the arrival and welcome to the City and strengthening onward journey information.
* Encouraging the exploration of the City and outlying areas by sustainable transport choices
* Improving information on accessible/ barrier-free routes through the City
* Highlighting the range and breadth of Edinburgh and the region’s offer
* Promoting Edinburgh as a unique place

3.2 A scoping, concept and development plan was produced, recommending how the City takes forward the Wayfinding project to address the challenges and capture the environmental, economic, inclusion and health benefits.

**4.0 Next Steps: Deliverables and Phasing**

4.1 Funding has been secured to undertake the next phase. City ID will develop the digital mapping resource and there will be stakeholder engagement in developing the design and the content of the mapping. A core city centre map and project demonstrator will be produced.

4.2 The sequence and scale of the roll-out will be according to the funding available and would initially focus on the city centre. The suggested Wayfinding products are as follows:

* City Print Map
* Interactive PDF Map
* On Street Wayfinding: Street signs and shelter products
* Digital