

## Full Council

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<b>Date:</b>	<b>21 June 2016</b>
<b>Title:</b>	<b>Thame Arts &amp; Literature Festival Publicity</b>
<b>Contact Officer:</b>	<b>Cassie Pinnells, Community Services Manager</b>

### Purpose of the Report

1. To provide background on the request from Thame Arts & Literature Festival (TAL) to increase town centre publicity for the event on 12 to 16 October 2016.

### Background

2. Thame Town Council is the designated authority and has powers to remove unauthorised signs and structures from the highway. The requirements of the Highways Act 1980 are followed when considering applications for signage to be placed on the highway.
  - a. To ensure the safety and convenience of all pedestrians, especially those with poor eyesight, elderly or disabled people and those with prams, wheelchairs etc.
  - b. To ensure clear visibility which is vital at road junctions, where pedestrians cross, and at other access points.
  - c. To ensure a driver's attention is not distracted by any unnecessary increase in the number of signs.
3. TAL have organised over 40 events for this year's festival programme and wish to increase publicity both in advance and during the festival.

### Proposal

4. The following 3 additional publicity proposals have been put forward by TAL for approval by Thame Town Council.
  - a. **To hang banners (as shown in Appendix 1) from the 15 floral standards within the Town Centre.** TAL used this method the first year of the event. Officers have no concerns with this request as the floral baskets would have been removed in September for the Town Fair.
  - b. **To place a banner (as shown in Appendix 2) on the bottom railings at Priest End.** To avoid driver distraction, officers normally only give permission at this location for events at this end of town, such as the annual Duck Race, St Mary's Church Lace Day and Flower Festival. TAL will be holding events at St Mary's Church and it is recommended that only smaller scale advertising is allowed for those specific events.

- c. **To erect an 8m x 5.5m open sided gazebo (as shown in Appendix 3) outside the front doors of the Town Hall on Friday 14, Saturday 15 and Sunday 16 October during the event.** This could be accommodated, but Officers have concerns with the gazebo placement on the Friday, as this may deter members of the public from entering the Information Centre, block the main pedestrian walkway and potentially obstruct the fire exit from the Town Hall. To allow the gazebo to be placed further forward, the flag pole could be removed, but the walkway may still be too narrow to give a clear passage for pedestrians. A smaller gazebo may be more acceptable.

### **Resource Appraisal**

5. TAL has applied via the Council grants system to use the Town Hall for the main ticket office which has been used since the inception of the event in 2010.
6. There are only minimal resource implications for the three proposals.

### **Risk Assessment**

7. As the designated authority the Highways Act 1980 criteria has been followed.

### **Legal Powers: Highways Act 1980**

### **Action Required**

For Council to consider the three proposals and decide the extent to which they should be accommodated.