

Policy & Resources Committee

Date:	1 August 2017
Title:	Promotional Signs and Structures on the Highway Policy
Contact Officer:	Cassie Pinnells, Community Services Manager

Purpose of Report

1. To provide the background to new policies on Promotional Signage and Structures on the Highway.

Background

2. The Highways Authority delegated responsibility for the removal of unauthorised signs on the highway to the Town Council in 2008, primarily to assist with control of grass cutting obstructions.
3. Procedures were put in place to control promotional signage, in line with that delegated authority.
4. Concerns were raised on the proliferation of 'A' Boards in 2011 and an attempt was made to implement policy for their control, under the same delegated authority. No consensus on the balance of town centre vibrancy versus pedestrian convenience / equality considerations was reached.
5. Further concerns have more recently been raised about other obstructions, including bins and tables/chairs.
6. The Town Council has no powers in relation to such structures, but is seen by the community as the arbiter when concerns are raised.
7. A softly softly approach is therefore proposed in relation to structures, while a more stringent approach can be taken to promotional signage.
8. The original draft policy, which attempted to cater for both has therefore been separated into two policies.

Resource Appraisal

9. There are no additional resource implications attached to this policy apart from officer time in ensuring conformance with the policies and associated procedures.

Risk Assessment

10. There would be a risk of fly-posting proliferation without the Promotional Signage Policy.

11. There would be a risk of inappropriate highway obstructions without the Structures on The Highway Policy

Legal Powers: Local Government Act 1972 s 111, Highway Act 1980 s132 / s143 / s149 / s152

Recommendation

It is recommended that:

- i) The new Promotional Signage policy be adopted***
- ii) The new Structures on the Highway Policy be adopted***