

Cabinet



St Edmundsbury
BOROUGH COUNCIL

Title of Report:	Recommendations of the Overview and Scrutiny Committee: Outdoor Advertisements and Signs, St Edmundsbury Borough	
Report No:	CAB/SE/14/002 [to be completed by Democratic Services]	
Report to and date/s:	Cabinet	2 December 2014
Portfolio holder:	Terry Clements Portfolio Holder for Planning and Regulation Tel: 01284 827161 Email: terry.clements@stedsbc.gov.uk	
Chairman of the Committee:	Ian Houlder Chairman of the Overview and Scrutiny Committee Tel: 01284 810074 Email: ian.houlder@stedsbc.gov.uk	
Lead officer:	Steven Wood Head of Planning and Regulatory Services Tel: 01284 757306 Email: steven.wood@westsuffolk.gov.uk	
Purpose of report:	This report asks the Cabinet to consider recommendations from the Overview and Scrutiny Committee in relation to the display of "A-Boards" on the highway. Following the review of the proposals, it is considered that the Committee's aspirations regarding the regulation of "A" Boards might be better achieved through the use of the Outdoor Advertisement Regulations (2007). The Head of Planning and Regulatory Services already has the power to use these regulations and could exercise them to achieve the original objectives of the Committee.	

Recommendations:	<p>It is RECOMMENDED that in view of the Committee's wish to achieve the original objectives of its review of "A" Boards as quickly as possible:</p> <p>(1) the approach of using the Outdoor Advertising Regulation 2007 to control the use of "A" Boards through the Borough, as set out in Section 4 of Report F155, be approved;</p> <p>(2) the Street Vending Policy be amended by deleting the section relating to "A" Boards; and</p> <p>(3) the Council produces and publishes clear guidance to businesses on how the Outdoor Advertising Regulations would work in practice, including partnership working with the Highways Authority.</p>
<p>Key Decision:</p> <p><i>(Check the appropriate box and delete all those that do not apply.)</i></p>	<p><i>Is this a Key Decision and, if so, under which definition?</i></p> <p>Yes, it is a Key Decision - <input type="checkbox"/></p> <p>No, it is not a Key Decision - <input checked="" type="checkbox"/></p>
<p><i>The key decision made as a result of this report will be published within 48 hours and cannot be actioned until seven working days have elapsed. This item is included on the Decisions Plan.</i></p>	
Consultation:	<ul style="list-style-type: none"> • See Report F155 to Overview and Scrutiny Committee
Alternative option(s):	<ul style="list-style-type: none"> • See Report F155 to Overview and Scrutiny Committee
Implications:	
<p><i>Are there any financial implications? If yes, please give details</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <ul style="list-style-type: none"> • See Report F155 to Overview and Scrutiny Committee
<p><i>Are there any staffing implications? If yes, please give details</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <ul style="list-style-type: none"> • See Report F155 to Overview and Scrutiny Committee
<p><i>Are there any ICT implications? If yes, please give details</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <ul style="list-style-type: none"> • See Report F155 to Overview and Scrutiny Committee
<p><i>Are there any legal and/or policy implications? If yes, please give details</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <ul style="list-style-type: none"> • See Report F155 to Overview and Scrutiny Committee
<p><i>Are there any equality implications? If yes, please give details</i></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <ul style="list-style-type: none"> • See Report F155 to Overview and Scrutiny Committee

Risk/opportunity assessment:		<i>(potential hazards or opportunities affecting corporate, service or project objectives)</i>	
Risk area	Inherent level of risk (before controls)	Controls	Residual risk (after controls)
	Low/Medium/ High*		Low/Medium/ High*
See Report F155			
Ward(s) affected:		All Wards	
Background papers: <i>(all background papers are to be published on the website and a link included)</i>		Report F155 to Overview and Scrutiny Committee: Outdoor Advertisements and Signs, St Edmundsbury Borough.	
Documents attached:		None.	

1. Key issues and reasons for recommendation(s)

- 1.1 On 20 January 2013, the Committee considered Report D249, which provided the findings of the Task and Finish Group set up by the Committee on 16 November 2011 to look at the issue of advertising boards on the highway ("A" Boards). The Group had looked at the issue in detail in order to try and strike a balance between the concerns of residents that the proliferation of "A" Boards was detracting from the amenity of the area, and the needs of businesses to advertise their goods. The Committee proposed a scheme under the Street Vending Regulations whereby the Policy would be changed to add "A" Boards to the permitting scheme.
- 1.2 On 22 October 2014, the Committee considered Report F155, which informed Members that the Head of Planning and Regulatory Services has since reviewed the proposal and feels that the Committee's aspiration in relation to "A" Boards could be better achieved through the use of the Outdoor Advertisement Regulations 2007. The use of these Regulations, instead of the Street Vending Policy, provides the Council with greater powers to enforce. The Head of Planning and Regulatory Services already has the power to use these Regulations and could use them in a way that would still achieve the original objectives of the Committee. The Council has recently agreed an increase in staff resources of the Planning Enforcement Team, which would help with the implementation.
- 1.3 Suffolk County Council (SCC) also has powers to restrict obstructions on the highway such as "A" Boards and this proposal would not prevent SCC continuing to use its powers as Highways Authority. It is also important to note that advertising receiving consent will need to also obtain agreement/licence from the Highways Authority if the sign is to be placed on the highway.
- 1.4 The Bury St Edmunds Area Working Party considered this issue at their 7 October 2014 meeting following a presentation detailing the process. The Working Party welcomed the proposed action and supported the proposal to use the Outdoor Advertising Regulations to control the use of "A" Boards.
- 1.5 The Overview and Scrutiny Committee considered the report in detail and asked a number of questions to which the Head of Planning and Regulatory Services provided comprehensive responses.
- 1.6 In particular, discussions were held on the work previously carried out by the Overview and Scrutiny Task and Finish Group; the safety issues around "A" Boards sited on pavements; how the consultation on the Regulations would be undertaken with relevant retailers, Chambers of Commerce, Wards Members, Town and Parish Councils etc; and the process involved in applying for a permit from the Suffolk County Council Highways Authority.
- 1.7 The Committee suggested that a section could also be included in the West Suffolk Shop Front and Advertisement Design Guidance, which was about to go out to consultation. The Head of Planning and Regulatory Services explained that this document was a local planning document and agreed that a "rider" could be included setting out what retailers should and should not do with

regards to the design and size of "A" Boards.

- 1.8 The Committee was also concerned about the various stages/organisations that retailers had to go through in order to apply for an "A" Board and felt that clear guidance should be produced on how the process would work.
- 1.9 The Overview and Scrutiny Committee has put forward recommendations as provided above.