

**Committee:** Cabinet

**Agenda Item**

**Date:** Thursday 27 March 2014

**14**

**Title:** Uttlesford District Council A-board Approach

**Portfolio Holder:** Cllr Howard Rolfe and Cllr Alastair Walters      Key decision: No

## Summary

1. Recently a number of concerns regarding 'A' Boards on the highway have been raised. These have been considered by a working part of Councillors and officers and this report updates Cabinet on this work.

## Recommendations

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2. Adopt the Uttlesford District Council A-Board Approach.
3. Encourage businesses to work within the existing Essex County Council policy and the Uttlesford Guidelines for Businesses – A-Boards.
4. Cabinet's view is sought as to whether the Council should require businesses to apply for consent for A-Boards and if so whether a charge should be levied as we do for tables and chairs, but officers are not recommending a charge.

## Financial Implications

5. Nil – implementation is through existing staff.

## Background Papers

6. None.

## Impact

7.

Communication/Consultation	Consultation undertaken during January with Saffron Walden and Dunmow Town Teams.
Community Safety	None.
Equalities	Seeking to improve the situation for the visually impaired, wheelchair users, people with pushchairs, etc. EIA completed.
Health and Safety	Minimise the potential hazard for pedestrians.

Human Rights/Legal Implications	None.
Sustainability	None.
Ward-specific impacts	Effects all wards potentially but town and village centres specifically.
Workforce/Workplace	Implementation via the Economic Development Officer role.

## Situation

8. Within Uttlesford the powers under the enabling legislation to remove A-boards and other advertising material from the public highway rest with Essex County Council (ECC) as the Highway Authority.
9. ECC's Policy for the placement of 'A' Boards and advertising material on publicly maintained highways, pavements and grassed areas was published in February 2013.
10. A-boards can create a hazard, particularly to the disabled with mobility impairment, wheelchair users, people using pushchairs or mobility scooters and particularly to those with impaired sight. However, A-boards are perceived by businesses as an important way of attracting custom.
11. Uttlesford District Council does not have delegated powers to enforce ECC's Policy. Generally the approach of local authorities in Essex is not one of banning A-boards but of exercising a degree of control.
12. The council currently charges for issuing consents under the Highway Acts for items to be placed on the highway. Cabinets view is sought as to whether the Council should require businesses to apply for consent for A-Boards and if so whether a charge should be levied as we do for tables and chairs.

## Risk Analysis

Risk	Likelihood	Impact	Mitigating actions
Businesses and others do not comply with the ECC A-board policy	2. Potential for some businesses to place a-boards in locations that may be considered hazardous	2. Potential for complaints to be received by UDC and/or personal injury claims made against a-board owner	The District Council requests ECC to enforce it's a-board policy or seeks delegated powers from ECC to enforce the A-board policy

1 = Little or no risk or impact

2 = Some risk or impact – action may be necessary.

3 = Significant risk or impact – action required

4 = Near certainty of risk occurring, catastrophic effect or failure of project.