

**Committee:** Council

**Agenda Item**

**Date:** 29<sup>th</sup> June 2010

**13**

**Title:** "Uttlesford says no" strapline

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Item for decision

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## Summary

1. Since the publication of the Airport White Paper in 2003 the Council has expressed its opposition to a second runway at Stansted Airport with a strapline at the foot of every letter and agenda saying "Uttlesford Says No to More Runways at Stansted". With the withdrawal of the planning application for a second runway, and the clear statement of government intentions, it is considered that the slogan should now be removed

## Recommendations

2. That the Council endorses removal of the strapline "Uttlesford says no to more runways at Stansted" from its correspondence and other documents

## Background Papers

None

## Impact

3.

Communication/Consultation	The message is out of date
Community Safety	None
Equalities	None
Finance	None
Health and Safety	None
Human Rights/Legal Implications	None
Sustainability	Removal of the strapline will save paper by enabling the contents of a letter to fit on a single page
Ward-specific impacts	None
Workforce/Workplace	Positive

## Situation

4. Since the publication of the Airport White Paper in 2003 the Council has expressed its opposition to a second runway at Stansted Airport with a strapline at the foot of every letter and agenda saying "Uttlesford Says No to More Runways at Stansted". This is in addition to extensive lobbying and the vigorous efforts of the Council and its partners through the planning process.
5. With the withdrawal of the planning application for a second runway, and the clear statement of government intentions, it is considered that the slogan should now be removed.
6. Retention of the strapline would appear incongruous at a time when there is no obvious threat from airport expansion – indeed traffic continues to decline. The slogan has done its job and Officers consider its removal would be appropriate.
7. The Government will be reviewing aviation policy (a Bill on Airport Economic Regulation forms part of the Queen's Speech for example) and the Council will need to engage in the debate with Government policymakers at the appropriate time.

## Risk Analysis

8.

Risk	Likelihood	Impact	Mitigating actions
The Council retains the slogan	3 The Council will wish to continue to show its opposition to growth at the airport	3 The Council will look out of date and out of touch, and unresponsive in the light of government policy and the withdrawal of the planning application for a second runway in the face of that policy.	Remove the slogan from the Council's correspondence and other communications. The Council's policy towards the airport will need to evolve with new Government Policy as it emerges.

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.