

**Report to OVERVIEW AND SCRUTINY BOARD**

## **Advertising A-Boards and Signage Policy Review of the scheme approved in 2018**

**Portfolio Holder:**

Cabinet Member for Neighbourhoods Services

**Officer Contact:** Helen Lockwood – Deputy Chief Executive

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### **Purpose of the Report**

The purpose of the report is to provide an update to O&S after 12 months following the implementation of the Advertising A-Boards and Sign Policy Review.

### **Recommendations**

O&S are asked to note the contents of the report and agree that no further reports required on this issue.

## **Advertising A-Boards and Signage Policy - review of the scheme approved in 2018**

### **1 Background**

- 1.1 The advertising 'A' board and signage policy was approved by the Council on the 12<sup>th</sup> December 2018 after consideration and development through the Overview and Scrutiny board. A further updated has been requested and the action taken is given below. However, it must be acknowledged that this is a relatively low level issue reported to the Council on relatively few occasions.

### **2 Current Position**

- 2.1 Since December 2018, when the policy was approved by the Council, the Environmental Health team have dealt with 5 service requests relating to the positioning of 'A' boards on either the public footway, pavement or street. On each occasion the business owner has been contacted and the sign has subsequently been removed.
- 2.2 In each case the officer has been able to discuss the positioning with the business owner and resolve the situation without the need for formal action.