

HAMPSHIRE COUNTY COUNCIL

Executive Decision Record

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| Decision Maker: | Executive Member – Environment and Transport |
| Date: | 3 April 2012 |
| Title: | ‘A Boards’ Policy |
| Reference: | 3731 |
| Report From: | Director of Economy, Transport and Environment |

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1. The decision:

- a) That a policy that will enable the regulation of A Boards on the public highway through a licensing scheme (Appendix 1 – as amended on Page 11 in bold) be formally adopted and added to the Department’s Highway Maintenance Management Plan suite of policies.

2. Reasons for the decision:

- 2.1. The widespread encroachment of portable advertising boards (‘A’ Boards) on the public highway may be considered by some to be an unsightly nuisance. They also constitute an obstruction of the highway which could prevent its legitimate use, and are therefore unauthorised under the terms of the Highways Act 1980.
- 2.2. Whilst all of these factors are acknowledged it is also accepted that controlled use can reduce the negative influence of such items on the street scene, promote safer access for highway users and disabled groups, assist in promoting tourism, aid in maintaining the vitality of town centres and provide a service for the benefit of the public. A combination of all of these factors enhance the economic sustainability of town and rural businesses, and communities.
- 2.3. The adoption of a formal policy that regulates the type of boards that are acceptable and controls the placement of boards on the public highway through the application of a licensing process will ensure that safety and rights of highway users will be protected whilst facilitating the placement of A Boards on the public highway.

3. Other options considered and rejected:

3.1. A policy of self regulation by traders through the application of guidance notes controlled by the District Council was considered but such a scheme would/could result in a lack of control and thus make any scheme unworkable and inconsistent.

4. Conflicts of interest:

4.1. Conflicts of interest declared by the decision-maker: **None**

4.2. Conflicts of interest declared by other Executive Members consulted: **None**

5. Dispensation granted by the Standards Committee: none.

6. Reason(s) for the matter being dealt with if urgent: not applicable.

7. Statement from the Decision Maker:

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| Approved by: | Date: |
| ----- | 3 April 2012 |
| Executive Member for Environment and Transport Councillor M J Kendal | |