

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member – Environment and Transport
Date:	3 April 2012
Title:	Temporary Policy Guidance for banners/signing on the highway relating to the Olympics and Diamond Jubilee
Reference:	3811
Report From:	Director of Economy, Transport and Environment

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1. Executive Summary

- 1.1. The purpose of this paper is to pre-empt a potential influx of requests for signing and banners relating to the Olympics and the Queen’s Diamond Jubilee and seek to issue guidelines to enable authorisation in a controlled manner to help promote Hampshire’s support of these events.
- 1.2. This paper seeks to
 - set out the reasons why this is necessary; and
 - establish some key guidelines for area highway offices to adhere to.

2. Contextual information

- 2.1. Whilst the arrangements for how Hampshire County Council deals with requests for street parties this summer have been agreed, it is recognised that in some locations organisations may well wish to promote the Summer’s events by placing banners, signing or bunting outside of the sanitised environment of a road closed street party.
- 2.2. Hampshire County Council’s current policy is to remove unauthorised signs under Section 132 of the Highways Act.
- 2.3. This paper seeks to make recommendations as to the principles behind the approval or not of any such requests:
 - requests for signs/banners should be risk assessed and agreed by the local office and any locations should not infringe upon sight lines or visibility splays, and should not be on roads of a speed limit greater than 40mph;
 - the size of any sign should be agreed locally, bearing in mind the location, any planning constraints, and the views of other stakeholders;

- the time period should be agreed locally, however it should be relevant for the event and normally erected a maximum of two weeks prior to the event, in any case this temporary change to our policy on unauthorised signs expires on 16 September 2012, a week after the end of the Paralympics;
 - any banner/sign which is requested on a roundabout central island should be limited in size to that already approved for the sponsorship of roundabouts, namely 1.0m x 0.3m and 0.2m off the ground;
 - indemnity insurance will be required by the applicant, this is the standard £10 million, however a risk assessment process may allow this to be reduced;
 - the applicant should be made aware that they should contact the local planning authority to ensure they are fully compliant with any planning regulations;
 - any signage agreed should be directly relevant to the national celebrations and of a non commercial advertising nature;
 - the highway authority retains the right to remove in the event of complaints or unforeseen safety concerns;
 - any requests for signing attached to lamp columns needs to be approved in the normal process of consultation with the street lighting PFI contractor;
 - for banners/signing erected for a lengthy period of time the applicant should have an inspection process in place to maintain any signs safely; and
 - the normal terms of a banner license will apply.
- 2.4 There is a small risk of challenge over the legality of our ability to authorise such signs, we have no power to authorise any signs placed on the highway other than for highway purposes. However in the context of the desire to embrace the Summers events this could be seen to be minimal and a risk worth taking to help communities. The time limited nature of this recommendation leads to a limited risk.

3. Finance

- 3.1. There is no financial impact of this except for the waiving of any license fee in a bid to support the promotion of the events, in a similar fashion to that agreed for street parties.

4. Recommendation

- 4.1. That the guidelines outlined in the report be approved for a limited period up to 16 September 2012, that being a week after the end of the London Paralympics.

Rpt/3811/PB

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	no
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Other Significant Links

Links to previous Member decisions:		
<u>Title</u>	<u>Reference</u>	<u>Date</u>
Direct links to specific legislation or Government Directives		
<u>Title</u>	<u>Date</u>	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

<u>Document</u>	<u>Location</u>
None	

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

1.1. No issues relating to EIA.

2. Impact on Crime and Disorder:

2.1. No impact upon Crime and Disorder.

3. Climate Change:

3.1. How does what is being proposed impact on our carbon footprint / energy consumption?

No impact on Hampshire County Council's footprint/consumption.

3.2. How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

N/A.