

Place Select Committee
Review of (Unauthorised) Roadside Advertising
Draft Outline Scope

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Which of our strategic corporate objectives does this topic address?	
<p>One of the Councils four key policy principles is creating economic prosperity and the appropriate advertising of businesses and events can assist with achieving this aim.</p> <p>This review will also contribute to the following area of the Council Plan 2023-2026 vision:</p> <p>A place where people are healthy, safe and protected from harm. This means the Borough will be a place where:</p> <ul style="list-style-type: none"> • People live in cohesive and safe communities • People are supported and protected from harm 	
What are the main issues and overall aim of this review?	
<p>Over the last few years there has been a notable increase in the amount of unauthorised advertising material being placed on, or adjacent to the highway. This varies from fly posting on the back of road signs, to trailers specifically designed to be left on, or adjacent to the roadside, including on walls and fencing, and has led to increasing concern within the Council, and from the public. The removal of unauthorised signing can be controversial as the removal of signs can generate adverse comments from businesses and event's organisers. The organisers of smaller events, in particular, often feel aggrieved as the display of signs and or flyers in the locality are often the only publicity for their events.</p> <p>The control of advertising on or adjacent to the highway covers many different service areas (highways, planning, enforcement etc.) and each service tackles the issue as they deem appropriate.</p> <p>Members of the public tend not to be aware of the legal position regarding advertising signs and can be confused about the process for authorisation and therefore may not be aware they are committing an offence or causing a problem.</p> <p>Promotion of local events can assist with social inclusion however inappropriate roadside advertising can also be harmful to the local street scene environment.</p>	

In certain circumstances the inappropriate siting of roadside advertising can constitute a safety hazard to pedestrians and /or a distraction to motorists.

The proposed outcome of the review would be for the Council to adopt a coordinated approach to the control of roadside advertising allowing, where appropriate and safe to do so, legitimate roadside advertising while controlling, efficiently and effectively, inappropriate roadside advertising.

The Committee will undertake the following key lines of enquiry:

What are the main issues surrounding unauthorised roadside advertising?

How do these issues vary across the Borough? Which area(s) is unauthorised roadside advertising most prevalent?

What are the main methods for reporting unauthorised roadside advertising?

What role do the Council's planning, highways and enforcement teams play in dealing with this issue?

How can a coordinated approach to publicise and encourage authorised roadside advertising be developed?

Who will the Committee be trying to influence as part of its work?

Council, Cabinet, public.

Expected duration of review and key milestones:

8 months (reporting to Cabinet in September 2024)

Approve scope and project plan – February 2024

Receive evidence – March – May 2024

Draft recommendations – June

Final report – July 2024

Report to Cabinet – September 2024

What information do we need?

Existing information (background information, existing reports, legislation, central government documents, etc.):

Background information. Existing reports.

HM Government, *Outdoor advertisements and signs: a guide for advertisers* (2007), accessible via: <https://www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers>

Who can provide us with further relevant evidence? (Cabinet Member, officer, service user, general public, expert witness, etc.)

Council Officers

What specific areas do we want them to cover when they give evidence?

- Background information
- Evidence relating to key lines of enquiries

Cleveland Police	<ul style="list-style-type: none"> • Reporting and enforcement of illegal roadside advertising
Royal National Institute of Blind People (RNIB)	<ul style="list-style-type: none"> • Issues and concerns for those with visual impairments
How will this information be gathered? (eg. financial baselining and analysis, benchmarking, site visits, face-to-face questioning, telephone survey, survey)	
<p>Committee meetings, reports, research, benchmarking, site visits (TBC).</p>	
How will key partners and the public be involved in the review?	
<p>Committee meetings, information submissions, site visits (TBC).</p>	
How will the review help the Council meet the Public Sector Equality Duty?	
<p>The Equality Act 2010 protects everyone from discrimination on grounds of nine Protected Characteristics (including – but not limited to – age, gender, disability, ethnicity), and advance equality of opportunity for those with Protected Characteristics. Public bodies must have due regard to the need to encourage people from protected groups to participate in public life or in other activities where their participation is disproportionately low.</p>	
How will the review contribute towards the Joint Strategic Needs Assessment, or the implementation of the Health and Wellbeing Strategy?	
<p><u>Stockton-on-Tees Joint Health and Wellbeing Strategy 2019-2023</u>: All people in Stockton-on-Tees live in healthy places and sustainable communities.</p>	
Provide an initial view as to how this review could lead to efficiencies, improvements and/or transformation:	
<p>The control of advertising on or adjacent to the highway covers many different service areas (highways, planning, enforcement etc.) and each service tackles the issue as they deem appropriate. This can lead to different departments tackling issues inconsistently and multi handling the same complaint. A coordinated approach should set out clear responsibilities and avoid double handling issues with any complaint being dealt with efficiently using the appropriate control mechanism.</p>	

Project Plan

Key Task	Details/Activities	Date	Responsibility
Scoping of Review	Information gathering	January 2024	Scrutiny Officer Link Officer
Tri-Partite Meeting	Meeting to discuss aims and objectives of review	22.01.2024	Select Committee Chair and Vice Chair, Cabinet Member(s), Director(s), Scrutiny Officer, Link Officer
Agree Project Plan	Scope and Project Plan agreed by Committee	13.02.2024	Select Committee
Publicity of Review	Determine whether Communications Plan needed	TBC	Link Officer, Scrutiny Officer
Obtaining Evidence		11.03.2024 15.04.2024 May 2024	Select Committee
Members decide recommendations and findings	Review summary of findings and formulate draft recommendations	June 2024	Select Committee
Circulate Draft Report to Stakeholders	Circulation of Report	TBC	Scrutiny Officer
Tri-Partite Meeting	Meeting to discuss findings of review and draft recommendations	TBC	Select Committee Chair and Vice Chair, Cabinet Member(s), Director(s), Scrutiny Officer, Link Officer
Final Agreement of Report	Approval of final report by Committee	July 2024	Select Committee, Cabinet Member, Director
Consideration of Report by Executive Scrutiny Committee	Consideration of report	TBC	Executive Scrutiny Committee
Report to Cabinet/Approving Body	Presentation of final report with recommendations for approval to Cabinet	September 2024	Cabinet / Approving Body