

**AGENDA ITEM**

**REPORT TO CABINET**

**17 JUNE 2024**

**REPORT OF PLACE  
SELECT COMMITTEE**

**CABINET DECISION**

**Lead Cabinet Member: Environment & Transport – Cllr Clare Gamble**

**SCRUTINY REVIEW OF (UNAUTHORISED) ROADSIDE ADVERTISING**

**SUMMARY**

The attached report presents the outcomes of the Place Select Committee's review of (Unauthorised) Roadside Advertising.

**REASONS FOR RECOMMENDATION(S) / DECISION(S)**

This topic was included on the Scrutiny Work Programme for 2023-24. The review is now complete, and the recommendations have been endorsed by the Place Select Committee for submission to Cabinet.

**RECOMMENDATIONS**

- 1) That further information and guidance regarding the planning regulations for roadside advertising be placed on the planning area of the website.
- 2) That the online reporting system is reviewed to make it easier for members of the public to report an issue.

**DETAIL**

1. The attached report outlines the outcomes of the Scrutiny Review of (Unauthorised) Roadside Advertising. The review examined the control of advertising on or adjacent to the highway, which includes fly posting and trailers specifically designed to be left on or adjacent to the highway.
2. Concern has previously been raised regarding an increase in unauthorised material being placed on or adjacent to the highway. The removal of signs can generate adverse comments from businesses and event organisers. The organisers of smaller events, in particular, often feel aggrieved as the display signs and/or flyers are often the only publicity for their events.
3. The aim of the review was for the Council to adopt a coordinated approach for the efficient and effective control of inappropriate roadside advertising allowing, where appropriate and safe to do so, legitimate advertising. During the review the committee found that the powers to enforce the legislation on roadside advertisements were held between community safety and planning services and were satisfied that mechanisms are in place to deal with any issues efficiently and effectively.

4. The Committee has taken evidence from Council departments (Community Services; and Planning) and considered evidence from Officer Transport Group as well as Teesside & District Society for the Blind and Guide Dogs for the Blind.

#### **COMMUNITY IMPACT IMPLICATIONS**

5. Promotion of local events can assist with social inclusion; however inappropriate advertising can be harmful to the local street scene environment. In certain circumstances the inappropriate siting of roadside advertising can constitute a hazard to pedestrians and/or a distraction to motorists.

#### **CORPORATE PARENTING IMPLICATIONS**

6. There are no corporate parenting implications identified at this stage.

#### **FINANCIAL IMPLICATIONS**

7. There are no direct financial implications for the Council arising from the recommendations.

#### **LEGAL IMPLICATIONS**

8. There are no legal implications identified at this stage.

#### **RISK ASSESSMENT**

9. The review is categorised as low to medium risk. Existing management systems and daily routine activities are sufficient to control and reduce risk.

#### **WARDS AFFECTED AND CONSULTATION WITH WARD/COUNCILLORS**

10. All wards will be affected by the recommendations.

#### **BACKGROUND PAPERS**

11. None.

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