

Appendix 2

Update to Place Overview Committee regarding progress of review/stakeholder engagement of current policies and processes for 'A' boards (advertisement boards situated on the public highway).

Gary Parton, Network Co-ordination and Compliance Manager.

'A' Board Policy and Process review.

Following the recommendation from Committee in December 2018 an initial "Engagement/briefing note" outlining the issues, background, considerations and recommendations was issued to all Town and Parish Councils via SALC (Shropshire Association of Local Councils).

This was issued on 18/04/2019 with a request that responses, feedback, views and advice on forming a practical, effective and agreed way forward which fully takes into consideration stated issues and all those affected be received by 31/05/2019.

Councils were asked for their views and ideas on the main recommendation which was that policy, process, enforcement and "day to day" management be devolved to applicable Town and Parish Councils.

Written responses were received from Shrewsbury Town Council; Oswestry Town Council; Wem Town Council; Shawbury and Myddle and Broughton Parish Councils.

Summary of responses per council:

Shrewsbury:

Members felt that the current policy has led to a proliferation of 'A' boards and that some historic areas are in danger of losing their historic ambiance. There is a recommendation to include other information facilities such as the "Wayfinding Scheme" in the review and that opportunities should be made available to work alongside the Business Improvement District to develop an "A' board policy bespoke for Shrewsbury".

Oswestry:

The feasibility of devolved responsibility was well received by elected members, however there were questions as to how, practically any enforcement would be carried out and requests for more information on the consent process and health and safety / liability issues. The council are interested in further dialogue.

Wem:

Would welcome discussions with Shropshire Council over the delegation of authority to the Town Council for the management of A Boards in the town.

Myddle and Broughton

Not an issue with this Council.

Shawbury

Not seen as an issue with this Council.

Due to a limited initial response, and in-order to gain as broad a representation from all Shropshire Town and Parish Councils as possible, the briefing/engagement note was re-issued on 1st July requesting further responses be received by 15th August this year.

In addition to the engagement note issued to Town and Parish Councils a similar note was issued on 08/07/2019 (with a stated response end date of 31st August to representative disability/mobility/visually impaired groups across Shropshire with a view to gaining valuable feedback and views on a revised policy and process for the placement of 'A' boards across the County.

The information received from both engagements will assist in forming a subsequent report back to scrutiny and overview for final recommendation.