

APPENDIX 1 ACTION PLAN

	Recommendation Banners	Action	Timescales
1	That officers carry out a further engagement /consultation exercise, prior to Christmas 2023, with Town and Parish Councils to further identify “best practice”, provision for specific retail centres, and any local conditions that could be included. This with a view for any subsequent revised policy/process to be implemented by April 2024.	<p>Action to date: Initial engagement with Town and Parish councils was carried out in 2020. This focused on gaining feedback on a proposal to devolve the entire administration & licencing process (plus any required enforcement measures) to local Councils. Further recommendations from the Task & Finish Group report of 26th March 2020 included that Shropshire Council retain the licencing powers.</p> <p>New action in progress: Further engagement being planned. Stage 1 ESHIA assessment drafted.</p> <p>Further action: “Benchmarking” exercise with other Authorities via regional “Midlands Highway Alliance Plus” to identify variances and any best practice.</p> <p>Action completed: Meeting planned with Shrewsbury Town Council to define and finalise content of further engagement.</p>	<p>N/A</p> <p>During July/August 2024. July 2024.</p> <p>July 2024.</p> <p>27th June 2024.</p>
2	That, taking account of consultation responses, a revised policy and process report for “Banners, Bunting and Christmas	Action to date:	N/A

	<p>“Illuminations” is drafted for consideration and further comment/feedback by the Committee.</p>	<p>As above.</p> <p>New action in progress:</p> <p>Further engagement being planned. Stage 1 ESHIA assessment drafted.</p> <p>Further Action:</p> <p>“Benchmarking” exercise with other Authorities via regional “Midlands Highway Alliance Plus” to identify variances and any best practice.</p> <p>Action completed:</p> <p>Meeting planned with Shrewsbury Town Council to define and finalise content of further engagement.</p>	<p>During July/August 2024. July 2024.</p> <p>July 2024.</p> <p>27th June 2024</p>
3	<p>Whilst Shropshire Council retain the legislative licencing function, that views are sought on possible devolvement of the administrative process to Town and Parish Councils outlining the model set by Shrewsbury Town Council as an example.</p>	<p>Action to date:</p> <p>As above.</p> <p>New action in progress:</p> <p>Further engagement being planned. Stage 1 ESHIA assessment drafted.</p>	<p>N/A</p> <p>During July/August 2024. July 2024.</p>

		<p>Further action:</p> <p>“Benchmarking” exercise with other Authorities via regional “Midlands Highway Alliance Plus” to identify variances and any best practice.</p> <p>Action completed:</p> <p>Meeting planned with Shrewsbury Town Council to define and finalise content of further engagement.</p>	<p>July 2024.</p> <p>27th June 2024.</p>
4	<p>That Officers gain feedback via engagement/consultation on a proposal for an annual licence that could be issued, on application and for specific applicants/locations.</p>	<p>Action to date:</p> <p>As above.</p> <p>New action in progress:</p> <p>As above.</p> <p>Further action:</p>	<p>N/A</p> <p>As above.</p> <p>As above.</p>

		As above. Action completed: As above	As above.
	Recommendation – Temporary Signage		
1	That Committee members approve the proposal to amend the current administration fee of £102.00 per application to £250.00 per application (further amended ‘extension’ fee proposal from current £97.00 to £110.00) to allow for a recovery of Officers time involved in carrying out 3 scheduled compliance inspections.	All actions completed. The agreed revised administration and extension fee has been in place since April 1 st , 2024, and revised scheduled compliance inspections are taking place.	
2	That Committee members approve the proposal to remove the current condition stating that signs can only be situated within half a mile/two junctions from the Development.	All actions completed. This condition has been removed. Current condition allows no more than 3 directional signs per development to mitigate any proliferation.	
3	That a revised process and fee is implemented as soon as feasible and by April 1 st 2024 at the latest.	All actions completed. A review of existing licences and development signage is currently taking place with a view to contacting sign owners to remove redundant/unlicensed signage if applicable.	May 2024 ongoing.