

## Record of officer decision

<b>Decision title:</b>	<b>Install temporary Covid 19 safety message signage in areas of heavily trafficked footways in Hereford City and the market towns of Leominster, Ross, Bromyard, Ledbury and Kington</b>
<b>Date of decision:</b>	23 October 2020
<b>Decision maker:</b>	Director for Economy and Place
<b>Authority for delegated decision:</b>	Council constitution 3.7.9 all necessary decisions in the case of emergencies
<b>Ward:</b>	Ross East, Ross West, Ledbury North, Bromyard West, Bromyard Bringsty, Kington, Leominster East, Leominster South, Hinton and Hunderton, Central, Widemarsh, College, Aylestone Hill.
<b>Consultation:</b>	Emergency consultation with senior officers.
<b>Decision made:</b>	To place temporary Covid 19 safety message signage across Hereford City and the market towns of Leominster, Ross, Bromyard, Ledbury and Kington.
<b>Reasons for decision:</b>	<p>To continue to reinforce the Covid 19 social distance messaging across the county.</p> <p>Signs will be deployed in heavily trafficked footways including area of Hereford City centre and the high streets of Leominster, Ross, Bromyard, Ledbury and Kington.</p> <p>Messages will be updated as necessary in consultation with public health and the communications team.</p>
<b>Highlight any associated risks/finance/legal/equality considerations:</b>	<p>The escalating situation of Covid 19 across the county requires a rapid response to help reinforce the safety messaging. For this reason the Council's partner, BBLP have provided costings and will be procuring and installing the signage across the county.</p> <p>BBLP will take into account the suitability and restrictions at each location.</p> <p>£10k has been allocated for advertising and signage from the Outbreak Control Grant. The initial cost to procure and install signs £6,400. This and any additional costs to replace signs will be allocated to the Covid 19 project code.</p>
<b>Details of any alternative options considered and rejected:</b>	Audible messaging utilising the Council's existing CCTV network, installation of a PA system were considered and discounted due to considerable cost and extent of work required to install and update equipment.
<b>Details of any declarations of interest made:</b>	None

Signed

Richard Ball  
Director for Economy & Place

Date: 23 October 2020

