

**EXECUTIVE RESPONSE TO THE OVERVIEW & SCRUTINY TASK & FINISH GROUP REPORT  
TOURIST AND TEMPORARY EVENT SIGNAGE REVIEW**

**REPORT BY DIRECTOR FOR PLACES AND COMMUNITIES**

**REPORT TO CABINET MEMBER: ENVIRONMENT, PLANNING AND HOUSING**

**DATE REPORT CONSIDERED AND DECIDED BY CABINET MEMBER:**

**SCRUTINY COMMITTEE FINAL CALL IN DATE:**

**DATE DECISION TO BE IMPLEMENTED:**

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**CLASSIFICATION:** Open

## **Wards Affected**

County-wide

## **Purpose**

To approve the Executive response to the review of Tourist and Temporary event signage

## **Key Decision**

This is not a Key Decision.

## **Recommendation(s)**

**THAT: The response be approved**

## **Key Points Summary**

- In July 2011 Overview and Scrutiny Committee commissioned a Task and Finish group to review Tourist signage (Brown signs)
- The review was completed and in March 2012 the Overview and Scrutiny Committee agreed the findings and recommendations and in April 2012 wrote to the executive requesting a response to the recommendations.
- The Executive's response is attached.

## **Alternative Options**

- 1 There are no alternative options. There is a legal requirement for the Executive to respond to the Overview and Scrutiny Committee.

## **Reasons for Recommendations**

- 2 Overview and Scrutiny Committee have recognised that the current Tourist Signage and

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Further information on the subject of this report is available from Rob Hemblade. Parks, Countryside and Leisure  
Development Manager  
on Tel: (01432) 261981

Temporary Event policies need to be revised the Executive have accepted the related recommendations.

## Introduction and Background

3 In July 2011 the Overview and Scrutiny Committee commissioned a Task and Finish group to undertake a review of Tourist Signing (Brown Signs). At the first meeting of the group the scope was reviewed and Temporary event signage was added as it had a close bearing on the subject. The final agreed scope for the review was therefore:

- The review Tourist signing policy
- To review Tourist signing delivery
- To review the guidance provide on temporary event signage
- To review the temporary event signage delivery

## Key Considerations

4 At the meeting of Overview & Scrutiny Committee on 19 March 2012, the Committee agreed the findings of the Task and Finish Group and made a number of recommendations to the Executive arising from the review.

5 The eight recommendations of the task and finish group were that:

### *Recommendation 1*

- a) That the Herefordshire Tourist Signing Policy be reviewed;*
- b) That all criteria requirements are reviewed with the emphasis on encouraging more businesses to apply for brown signs and in particular :*
  - I. The requirements for a national quality scheme are reviewed and, where appropriate, a local quality assurance scheme is used instead of a national quality scheme or as an alternative.*
  - II. All quality assurance schemes should be relevant and valid*
  - III. The criteria around the "i" Tourist Information Centre is revised.*

### *Recommendation 2*

*The current Guidance note entitled Guidance Note: Signs placed within the highway boundary in Herefordshire should be reviewed and in particular the following points should be addressed:-*

- a) The different rules for commercial and non-commercial events should be removed*
- b) Directional signage should be allowed early than 72 hours in advance*
- c) The rapid removal of signs by the event organiser after an event should be rigorously enforced.*

### *Recommendation 3*

*Wherever possible, usage should be made of symbols rather than words and local communities should be encouraged to make more use of multiple signage.*

### *Recommendation 4*

*Redundant signs should be removed as soon as possible after the highway authority have*

*been made aware of the fact that they are no longer required.*

#### *Recommendation 5*

*A review should be carried out to ensure reasonable costs are met but that the Herefordshire Council should not seek to make a profit on the administration of tourism signing responsibilities.*

#### *Recommendation 6*

*That a wider review of all highway signage and delivery is carried out with a priority being to reduce sign clutter wherever possible.*

#### *Recommendation 7*

*A review of all signage across the authority is carried out and all guidance documents relating to signage issued by either the planning or highway authority are reconciled with current regulations*

#### *Recommendation 8*

*In revising both the 'Herefordshire Tourist Signing Policy' (at recommendation 1) and the guidance note: Signs placed within the highway boundary in Hereford (at recommendation 2) the Executive consider the role of the Town and Parish councils could play in respect of these areas, in line with the localism agenda*

- 6 The action plan attached sets out the Executive's response to the recommendations. Essentially, a simple policy statement outlining the executive's commitment to supporting rural business, whilst ensuring road safety and minimising any environmental impact, will be drafted and consulted upon.

## **Community Impact**

- 7 Emphasis will be placed on the proactive role local members and parish councils can play in these processes as signage has a financial and visual impact at a local level and it is in the interest of local communities that they take an active role.

## **Equality and Human Rights**

- 8 All reports and guidance notes will be subject to an Equality Impact Assessment. It is important that the council has due regard to the relevant part of the general duty under legislation covering the legislation equalities.

## **Financial Implications**

- 9 All actions proposed will be met from within existing agreed budgets.

## **Legal Implications**

- 10 Legal Services will be consulted on the draft policy and guidance notes

## **Risk Management**

- 11 There are number of risks involved within the reviews which include increasing the affecting road safety, increasing business costs, reducing tourism and reputational. These risks will be explored and appropriate mitigation measures put in place. There is a particular risk that that a disparity between the Highways Agency policy for the A49 and the revised Herefordshire Council Policy may become apparent. This will be mitigated through consultation and developing on the already close working relationship.

## **Consultees**

- 12 None identified for this report but consultation will take place as set out in response

## **Appendices**

- 13 Executive Response

## **Background Papers**

- Task & Finish Group Report on Tourist and Temporary Event Signage Review – March 2012