



## **CABINET – 19TH MARCH 2014**

**SUBJECT: PROPOSED IMPLEMENTATION OF A PROTOCOL IN RELATION TO ADVERTISING ON THE PUBLIC HIGHWAY**

**REPORT BY: ACTING DIRECTOR OF CORPORATE SERVICES AND SECTION 151 OFFICER**

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- 1.1 The attached report, which proposed the introduction of a new protocol in relation to advertising on the public highway and sought the views of Members on the proposed recommendations contained therein, was considered by the Regeneration and Environment Scrutiny Committee on 18th February 2014.
  - 1.2 Members were advised that over the past few years, there has been an increase in the number of 'A' Frame Advertising Boards and other speculative advertising features placed on the public highway or attached to street furniture. This practice is in contravention of the Highways Act 1980, and it is intended that implementation of the proposed protocol will provide clarification to businesses in regards to 'A' Frame Advertising Boards.
  - 1.3 Following discussion on the content of the report, the Regeneration and Environment Scrutiny Committee unanimously recommended to Cabinet that for the reasons contained therein the draft protocol be submitted to Cabinet for approval.
  - 1.4 Members are asked to consider the recommendations.

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Appendices:

Appendix 1 Report to Regeneration and Environment Scrutiny Committee on 18th February 2014