

## READING BOROUGH COUNCIL

### REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

<b>TO:</b>	POLICY COMMITTEE		
<b>DATE:</b>	24 SEPTEMBER 2018	<b>AGENDA ITEM:</b>	7
<b>TITLE:</b>	LICENCE FOR ADVERTISING ON HIGHWAY LAND: DELEGATION OF AUTHORITY TO HEAD OF TRANSPORTATION AND STREETCARE		
<b>LEAD COUNCILLOR:</b>	CLLR PAGE	<b>PORTFOLIO:</b>	STRATEGIC ENVIRONMENT PLANNING & TRANSPORT
<b>SERVICE:</b>	TRANSPORTATION AND STREETCARE	<b>WARDS:</b>	ABBEY
<b>LEAD OFFICER:</b>	SAM SHEAN	<b>TEL:</b>	0118 937 2138
<b>JOB TITLE:</b>	STREETCARE SERVICES MANAGER	<b>E-MAIL:</b>	<a href="mailto:sam.shean@reading.gov.uk">sam.shean@reading.gov.uk</a>

#### 1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 To seek approval to delegate authority to the Head of Transportation and Streetcare, in consultation with the Head of Legal and Democratic Services and the Lead Councillor for Strategic Environment Planning and Transport, to enter into licence agreements to permit advertising development on the public highway, subject to the obtaining of statutory planning consent.

#### 2. RECOMMENDED ACTION

- 2.1 That the Head of Transportation and Streetcare, in consultation with the Head of Legal and Democratic Services and the Lead Councillor for Strategic Environment Planning and Transport, be granted delegated authority to enter into licence agreements to permit advertising development on the public highway, subject to the obtaining of statutory planning consent.

#### 3. POLICY CONTEXT

- 3.1 To secure the most effective use of resources and assets in the delivery of high quality, best value public service.
- 3.2 To make travel more secure, safe and comfortable for all users of the public highway.

#### 4. PROPOSAL BACKGROUND

- 4.1 The Council's medium Term Financial Plan (MTFP) features saving ref: DENS03-A which aims to deliver £500k of additional annual income by the end of financial year 2019/20.

- 4.2 The Council is currently engaged in two procurement exercises to secure developer interest and expect to be in receipt of viable development proposals during the third quarter of this financial year (Oct - Dec).
- 4.3 The development will be focused on Council owned and managed land extensively within or adjacent to the public Highway.
- 4.4 The development would be subject to value for money consideration and the developer obtaining the required statutory consents from both the Council's Highway and Planning Teams.
- 4.5 All advertising development within the Council's estate will be compliant with the Council's advertising and sponsorship policy.
- 4.6 In order to develop within the Highway estate a Licence must be granted by the local authority under section 115E of the Highways Act 1980. Currently no delegation exists for officers of the Council to grant such a licence and consent must be obtained from Committee.
- 4.7 The process of obtaining Committee consent for each and every development proposal that is received is considered to be protracted and counterproductive to the delivery of required savings in an expedient fashion.

## **5. PROPOSAL**

- 5.1 That subject to statutory consent having first been obtained, that the Head of Transportation and Streetcare, in consultation with the Head of Legal and Democratic Services and the Lead Councillor for Strategic Environment Planning and Transport, be granted delegated authority to grant licence agreements under section 115E of the Highways Act 1980.

## **6. CONTRIBUTION TO STRATEGIC AIMS:**

- 6.1 The Council's Corporate Plan 2018 - 21 sets out the following priorities, which this proposal contributes towards the delivery of;
  - Securing the economic success of Reading
  - Ensuring the Council is fit for the future

## **7. COMMUNITY ENGAGEMENT:**

- 7.2 All proposals will be the subject to the statutory planning consultation process.

## **8. EQUALITY IMPACT ASSESSMENT:**

- 8.1 Under the Equality Act 2010, Section 149, a public authority must consider whether the decision will or could have a differential impact on: racial groups; gender; people with disabilities; people of a particular sexual orientation; people due to their age; people due to their religious belief. Approval of the decisions to carry out any of the improvement work will not have a differential impact on any of the above.
- 8.2 It is not considered that an Equality Impact Assessment (EIA) is relevant to the decision.

**9. LEGAL IMPLICATIONS:**

9.1 The Council's Head of Legal and Democratic Services will prepare the necessary legal documentation.

9.2 A licence under Section 115E of the Highways Act 1980 will be entered into.

**10. FINANCIAL IMPLICATIONS:**

10.1 The annual licence income generated by each licence granted will contribute directly to the delivery of the agreed corporate saving target DENS03-A.

10.2 Business rates will be established following completion of the development and formal assessment of rateable value by the Valuation Office Agency (VOA). This will deliver further financial benefit to the Local Authority, particularly in view of the pan-Berkshire Business Rates Retention Pilot.

**11. BACKGROUND PAPERS**

11.1 RBC - advertising and sponsorship Policy.