

Cabinet Meeting Resolution

Executive  
Forward Plan  
Reference

**E2391**

**Planning Policy on Temporary festival banners and promotional material**

<b>Date of Meeting</b>	11-Apr-12
<b>The Issue</b>	<i>The report sets out the options and proposals for supplementary planning guidance on temporary festival banners and promotional material</i>
<b>The decision</b>	(1) To PROGRESS the process outlined in Option 3: Maximise Control and Corporate Management; and  (2) To ASK that a further report is brought to Cabinet following completion of the stages A-E so that Cabinet can consider the submission of a planning application; agree the implementation process; and agree any necessary additional funding to cover additional costs.
<b>Rationale for decision</b>	Option 3 is the most appropriate way forward as it delivers a proactive approach that will enable the Council to retain control in facilitating and managing delivery of the display of the right types of banners and promotional material in the right locations.
<b>Other options considered</b>	<b>Opt 1: Continue to use Existing Policy and Consents</b> Advantages: Minimises the need for financial commitments (within the capacity of the planning service); Potential for immediate implementation. Disadvantages: Reactive management tool with no specific guidance; No opportunity to deliver consistency; Existing permission limited in scope and durations. Financial Estimate: Zero capital; Planning Service revenue costs. <b>Opt 2: Increased Guidance</b> Advantages: Increases likelihood of receiving well considered proposals; Increases opportunity for objective assessment of proposals; Contained single task with modest financial implications. Disadvantages: Reactive approach lacking the management control to secure consistency; Opportunities likely to be restricted by consent to 09/02576/AR until 2016. Financial Estimate: Consultant fee c£10-15,000 + Corporate consultation and adoption process costs.

**The Decision is subject to Call-In within 5 working days of publication of the decision**