

Open Report on behalf of Paul Coathup, Assistant Director for Highways & Transportation

Report to:	William Webb
Date:	27 September 2011
Subject:	Tourism Signing Policy
Decision Reference:	01929
Key decision?	Yes

Summary:

To propose the policy and pricing structure changes which have been discussed and recommended at Highways Transport & Technology Scrutiny Committee (HT&T) are accepted and adopted.

Recommendation(s):

That the changes to the Tourism Signing Policy are accepted.

Alternatives Considered:

1. That the changes are not accepted - this would mean that changes required for clarification are not included and the revised pricing to reduce the deficit experienced each year is liable to increase further.

Reasons for Recommendation:

The changes to the policy ensure that the information is relevant to the process. The revision of the fees is hoped to reduce the deficit experienced each year which is then carried by the Highways budget.

1. Background

- 1.1 The issues have been discussed at HT&T Scrutiny Committee and the members understand the policy better and the way in which this is used with tourist destinations throughout the county

2. Conclusion

- 2.1 In order for the Highways budget not to be required in the future the revision to the pricing structure is necessary.
- 2.2 The changes to the policy enable it to meet the current requirements of the tourism industry in obtaining and retaining signs to quality destinations

3. Legal Comments:

Tourism signing is within the powers of the Council as highway authority if the signs are erected on publicly maintainable highway. The Executive Councillor has the remit to amend the existing policy provided he has the delegated authority of the Leader.

4. Resource Comments:

Approval of this report will agree a new policy and set new charges for the signposting of tourist attractions in Lincolnshire. The new charges of £150 (£175 April 2012) for the initial fee and £100 design charge will not cover the actual cost to the Council but will make a significant contribution towards the overall signposting deficit. This position will be reviewed again in April 2013.

Any Council contribution will be funded from within the existing Highways and Transport revenue budget.

5. Consultation

a) Has Local Member Been Consulted?

n/a

b) Has Executive Councillor Been Consulted?

Yes

c) Scrutiny Comments

HT&T Scrutiny supports the proposals in the report.

d) Policy Proofing Actions Required

n/a

6. Appendices

These are listed below and attached at the back of the report

Appendix A	The revised policy document with tracked changes.
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7. Background Papers

The following background papers as defined in the Local Government Act 1972 were relied upon in the writing of this report.

Document title	Where the document can be viewed
HT&T 12/9/11	IDOX

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