

NORTH LANARKSHIRE COUNCIL
REPORT

Additional Item 2

To: Economic Development Committee		Subject: The control of flyposting in town centres
From: Director of Planning and Environment		
Date:	Ref:	

1 Purpose of Report

To seek approval for the proposed joint action between Town Centre Initiatives(TCI) Ltd and the Council in targeting preventative and enforcement action on illegal flyposting in town centres.

2 Background

- 2.1 As members will know, the council has a policy on the control of flyposting (ref. Committee report/advice note attached S/PL/33/01/RmcL).
- 2.2 As members will also know, TCI's town centre management remit in North Lanarkshire includes assisting the various departments of the council to co-ordinate their services in town centres efficiently and effectively.
- 2.3 A major issue for town centre users is the poor state of public spaces, with litter, graffiti and flyposting causing concerns about the environment of town centres.
- 2.4 TCI has been in various discussions with departments of the Council and other organisations to address these problems and has co-ordinated various initiatives (e.g. "Gumbusters" in Bellshill, tackling the problem of chewing gum on pavements).
- 2.5 Both TCI and the Council face difficulties in providing as comprehensive a service in this respect as they would wish due to resource restrictions. During joint discussions between TCI and the Planning and Environment department, it was agreed to seek support for a co-ordinated and targeted plan of action on minimising illegal flyposting in town centres within the resources available and thereby contribute to improving the environment and impacting positively on other factors relating to town centre improvements.

3 Action

- 3.1 It is proposed that an action plan be established between TCI, the Council and other relevant parties in terms acceptable to all parties. The implementation of this action plan would be co-ordinated by TCI.

3.2 It is proposed that TCI identify a hit list of flyposting blackspots in the town centres, where flyposting is identified as a major concern according to pre-set criteria:

high visibility in areas of major foot traffic

- in locations where other strategic activity is in place/planned e.g. physical developments, new housing, new business development areas etc.
- sites which are the subject of public complaint, raised through town centre forums, community councils etc.

3.3 TCI will co-ordinate an action plan which would seek to support appropriate preventative and enforcement action in reducing and eventually eliminating illegal flyposting at these targeted locations.

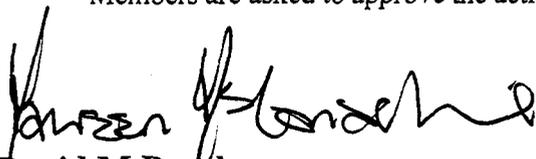
3.4 TCI will take action to integrate this work with other initiatives in relation to graffiti removal and environmental improvements to the town centres.

3.5 The action plan will include actions on consultation and the development of a media/PR plan to promote the activity, and seek public support for similar initiatives.

3.6 The Council's departments will be asked to: a) support and/or participate in this initiative for a co-ordinated, targeted plan of action on minimising illegal flyposting in town centres within the resources available; and b) agree timescales for action in relation to implementing the action plan.

4. Recommendation

Members are asked to approve the actions proposed at paragraph 3 in this report.


for **David M Porch**
Director Planning and Environment

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