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Advertising 'A' Board and Sign Draft Policy Consultation

Cambridge City Council

Final Report
May 2017



Project details and acknowledgements	3
Executive Summary	4
Introduction	7
Methodology	8
Results	10
Conclusions	24
Appendix A : Consultation questionnaire	27
Appendix B : Data tables	28

Project details and acknowledgements

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Executive Summary

In 2014 Cambridge City Council commissioned the City Centre Accessibility Review to gain an objective understanding of accessibility issues in and around the city centre. The review made a number of recommendations for future action. These were varied, but focused on free standing pavement signage, such as advertising A-Frame boards, chalk boards, swing boards, free standing flags, directional signs and information signs.

Following on from the review, work was undertaken by Cambridge City Council to plan and draft an Advertising 'A' Board and Sign Policy that is cost effective, appropriate and enforceable, whilst balancing the need for free and unimpeded access, and not unduly penalising businesses. To understand peoples' views of the draft Advertising 'A' Board and Sign Policy, M·E·L Research was commissioned to deliver a consultation to gain feedback from various stakeholders (including residents, businesses and access groups).

The survey was initially carried out through an online consultation, followed by a top up telephone survey. Overall, 417 responses were received. The key findings from the survey were:

- The consultation provided views from a good mix of businesses and those who describe themselves as either a resident of the City, general member of the public and from a group or association.
- Of those consulted a tenth had children in the household still requiring a pram, a tenth had a disability and a slightly higher proportion (15%) were responsible for someone with a disability.
- Just over a third of the businesses who took part were classified as 'retail' and a fifth were 'accommodation and food services', the majority of businesses occupied fixed permanent premises.
- Just under half of the businesses consulted used some form of free standing advertising structure/s,
 - The main reason for use was to attract customers/business.
 - Just under half of the businesses who used some form of free standing advertising structures would maybe or definitely consider using other forms of advertising.
- There were differences in levels of agreement around the issues or hazards free standing advertising structures bring to the City. Those who described themselves as a business were significantly more likely to disagree, compared to respondents who were not a business; such as a resident, member of the public etc.

Agreement with the draft policy controlling the use of free standing advertising structures with the City



Strongly / slightly agree



Strongly / slightly disagree

Agreement with the draft policy guidelines

The A-Board / advertising structures must be placed against the building line or boundary of the property



73%



15%

The signs or displays must be robust and self-weighted. The use of sand bags will not be permitted. It must be of sufficient weight or design to prevent it being blown over

89%

6%

All A-Board / advertising structures must be temporary in nature (not fixed, chained etc.) so they can easily be removed from the street when the property is closed.

92%

5%

A-Board / advertising structures must not obstruct public access (e.g. street cleaning) nor sight lines of vehicle drivers or pedestrians.

96%

2%

A-Board / advertising structures and other advertising structures must be such that they can be easily detected and negotiated by the visually impaired and those with mobility difficulties.

95%

2%

A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.

81%

8%

Agreement with the draft policy enforcement

Businesses found to be using an A-Board / advertising structure in breach of the guidelines will be notified and asked to comply



89%



5%

A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of

74%

19%

Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them

75%

17%

Considerations to the draft policy

- Educate businesses before the policy is implemented
- Businesses that are in breach of the policy would prefer to be consulted and educated
- Maintain a positive relationship with businesses
- Proper enforcement of the policy when it comes into force
- Work with businesses to provide innovative ways to advertise.

Introduction

In 2014 Cambridge City Council commissioned the City Centre Accessibility Review to gain an objective understanding of accessibility issues in and around the city centre. For Local Government to fulfil the Equality Duties, it has to ‘take steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled including, in particular, steps to take account of disabled persons’ disabilities’.

The review made a number of recommendations for future action. These were varied, but focused on free standing pavement signage, such as advertising A-Frame boards, chalk boards, swing boards, free standing flags, directional signs and information signs. The free standing pavement signage and advertising structures are often used to promote businesses products and services, for example, those used outside coffee shops, pubs and restaurants.



Following on from the review, work was undertaken by Cambridge City Council to plan and draft an Advertising ‘A’ Board and Sign Policy that is cost effective, appropriate and enforceable, whilst balancing the need for free and unimpeded access and not unduly penalising businesses.

This consultation was about the council’s draft policy to limit the use of ‘A’ boards and free standing pavement signage. The policy only applies to advertising structures placed upon public roads, highways¹ or public open spaces. To understand peoples’ views of the draft Advertising ‘A’ Board and Sign Policy, M·E·L Research was commissioned to deliver a consultation to gain feedback from various stakeholders, such as;

- Businesses and trading associations,
- access groups,
- residents and interest groups, and;
- general public who visit the City Centre.

The objective of the consultation was to understand;

- Current use of advertising ‘A’ Boards (as previously defined)
- Main reasons for using advertising ‘A’ Boards
- Considerations of other types of advertising
- Levels of agreement with the policy including enforcement
- Other aspects that should be taken into account regarding the policy

¹ As per the 1980 Highways Act

Methodology

Sampling method

The survey was initially carried out through an online consultation using various sampling frames;

- Experian database of business in Cambridge City Council
- Council resident groups
- Council access groups
- Circulation of online consultation link in the council magazine 'Cambridge Matters'

Paper versions of the consultation survey were also available on request. . This was followed up with an interviewer-administrated telephone consultation with businesses which hadn't yet completed the online consultation.

Overall 417 responses were received, made up of 190 responses from the 'Cambridge Matters' magazine, 170 responses from the Experian database of businesses and 58 follow up responses from the telephone consultation. No paper surveys were received.

Sampling tolerances

The overall confidence interval gives an indication of the precision of results. With 417 completed interviews, this means that overall, where 50% of respondents report they were satisfied with a certain aspect, the true figure could in reality lie within the range of 45.2% to 54.8 %.

Table 1: Overall confidence interval

Size of sample	Approximate sampling tolerances		
	10% or 90%	30% or 70%	50%
	±	±	±
417 surveys	2.88	4.40	4.80

Consultation period

The consultation period ran for 10 weeks from the 20th February to the 30th April 2017. Table 2 overleaf presents the consultation period for each methodology used.

Table 2: Consultation period

Method	Feb-17				Mar-17				Apr-17			
	6	13	20	27	6	13	20	27	3	10	17	24
Online												
Telephone												
Postal												

Reporting

Within the main body of the report, where percentages do not sum up to 100 per cent, this is due to computer rounding. The 'base' or 'n' figure referred to in each chart and table is the total number of respondents answering a question with a valid response. Percentage figures for questions are also only reported for valid responses, meaning that this excludes respondents who were unable to provide a response, e.g. those answering 'don't know'. Where a percentage figure does not appear in a chart, this is 3% or less.

Results

This section presents the results of the consultation. Due to the different methodologies undertaken, the online (self-completion) and telephone (interviewer administrated) surveys are presented as combined figures and broken down separately within the demographic findings, only to highlight any variations. The remaining results are presented combined. A full breakdown of responses by survey methodology is provided in Appendix B.

Demographics

The table below presents the demographic profile of those who took part in the consultation:

- Gender was fairly evenly split between male (55%) and female (45%) and results were fairly similar when comparing self-completion and interviewer administrated methodologies.
- The age groups of the respondents were biased towards the older age brackets. There were some variations between methods used; a higher proportion of younger respondents took part in the telephone survey compared to the online method.
- The majority (89%) did not have children in the household requiring a pram, did not have a disability (90%) and were not responsible for someone with a disability (84%).

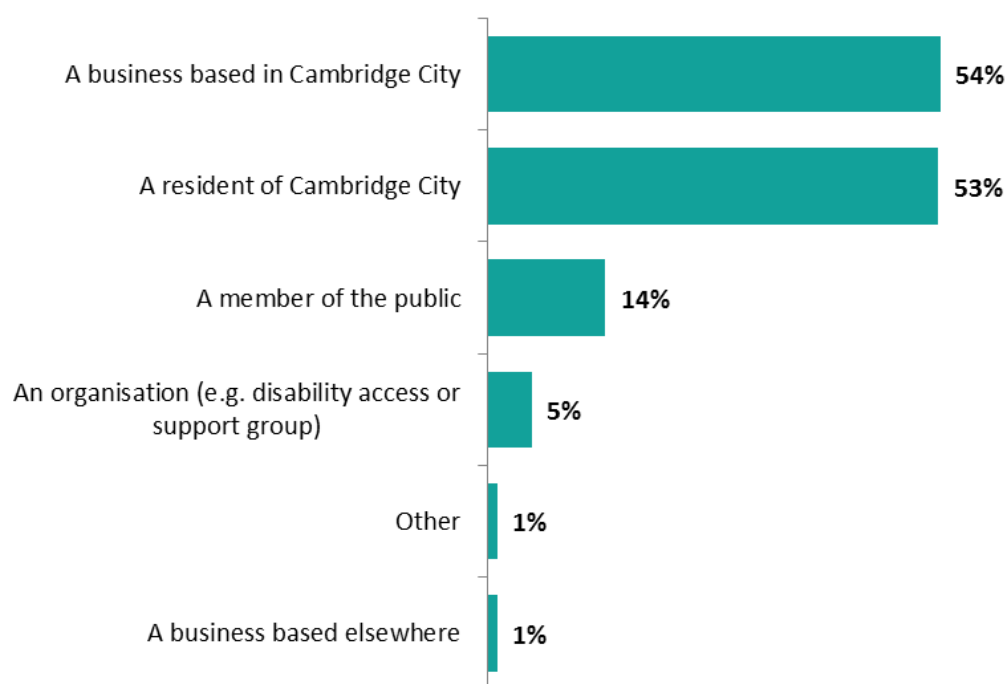
Table 3: Demographics of respondents combined and by methodology

	Combined (n=417)	Methodology	
		Self completion-online (n=359)	Interviewer administrated- telephone (n=58)
Gender			
Male	55%	54%	57%
Female	45%	46%	43%
Age group			
18-34	12%	8%	38%
35-54	40%	39%	45%
55+	47%	53%	16%
Prefer not to say	0%	0%	2%
Children in the household requiring prams, pushchairs			
Yes	11%	11%	7%
No	89%	89%	91%
Prefer not to say	0%	0%	2%
Disability			
Yes	9%	10%	3%
No	90%	90%	93%
Prefer not to say	0%	0%	3%
Responsible for someone with a disability			
Yes	15%	17%	7%
No	84%	83%	90%
Prefer not to say	0%	0%	3%

Who took part in the consultation?

To understand the types of individuals who took part in the consultation, respondents were asked what best described them. A business based in Cambridge City and resident of Cambridge City were most commonly cited at 54% and 53% respectively.

Figure 1: What best describes you (combined)? Base – 415 (multi code response)



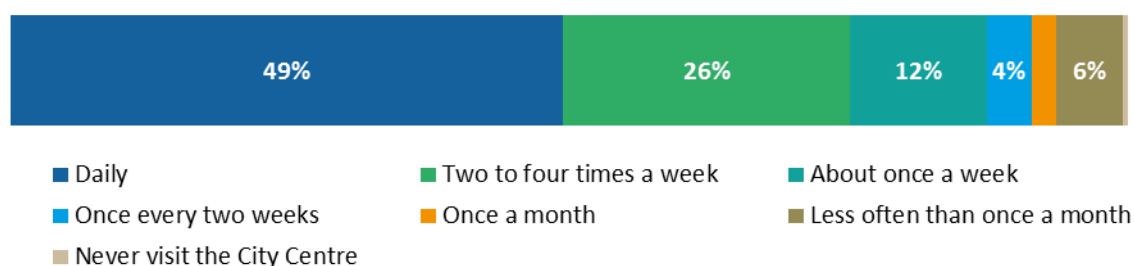
All respondents were then asked how often they visit the City Centre. Around half (49%) visited on a daily basis, whilst 26% visited two to four times a week and 12% said about once a week (see Figure 2).

To further understand the types of respondents and how often they visit the City Centre, results were analysed by those who replied as a business versus those who didn't (residents, members of the public, access groups etc.)

- Respondents who classified themselves as businesses were significantly² more likely to visit the City Centre daily (65%) compared to non-businesses (39%), meaning that the result is reliable and wouldn't occur by chance.
- Non-businesses are significantly more likely to visit two to four times a week at 34% compared to businesses at 4%.

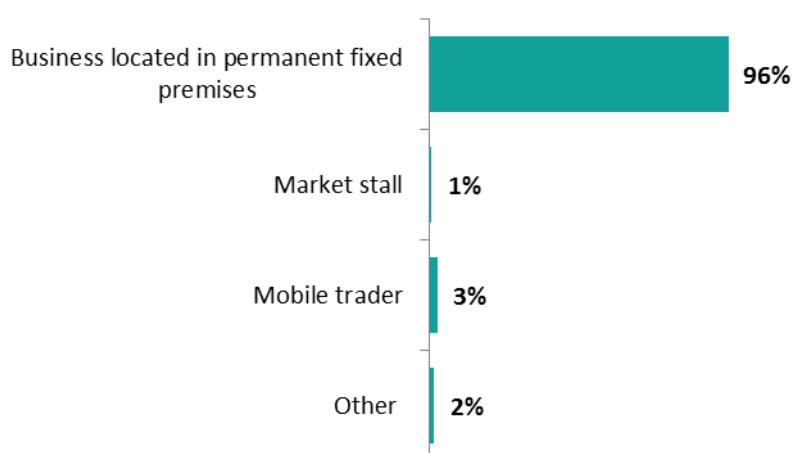
² The result is significant at $p < 0.05$.

Figure 2: How often do you visit the City Centre? Base - 415



Respondents who stated they were responding as a business were asked what best described the type of premises they occupied. The majority (96%) described their businesses as located in a permanent fixed premises.

Figure 3: What best describes the type of business premises you occupy? Base - 216



Businesses were then asked to state how many employees they had. Just over two fifths (42%) of businesses were classified as micro (0-9 employees). When compared to Cambridge City as a whole, micro businesses were under represented, whilst businesses with 10 employees were over represented.

Figure 4: Business size of sample compared to Cambridge City (Local Units³) Base- 211

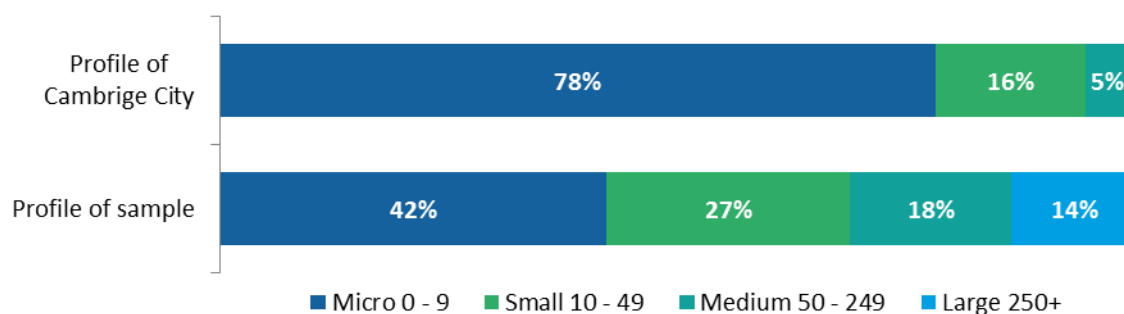


Table 4 presents the broad industry classification of businesses that took part in the consultation and compares this to the profile of Cambridge City as a whole. Given the nature of the consultation and business most likely to use free standing pavement signage 'Retail' and 'Food & Accommodation' business sectors were over represented when compared to the City. 'Professional, scientific & support services' business sectors were under represented.

Table 4: Broad industry classification of businesses compared to Cambridge City Profile (Local Units³)

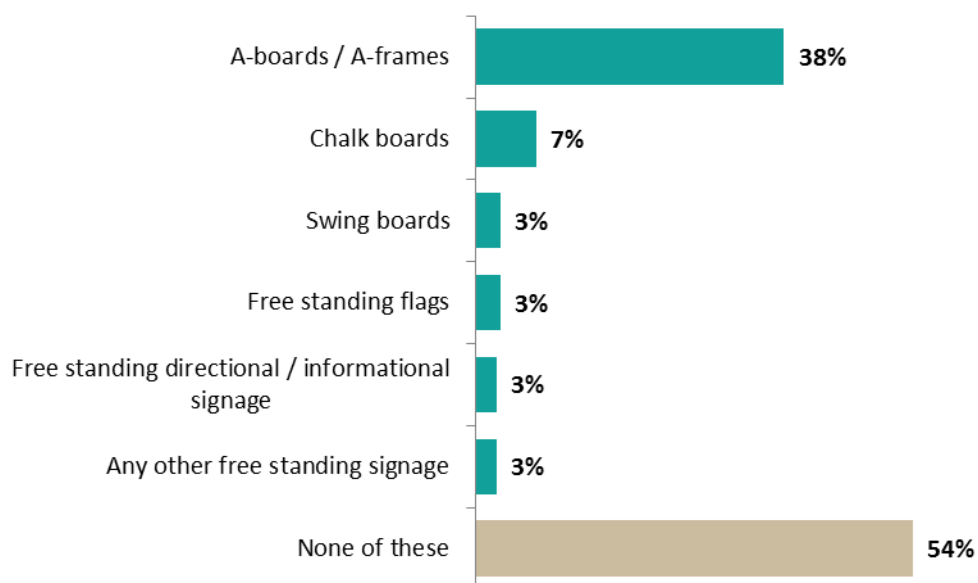
	Cambridge City profile		Sample profile	
	Count	%	Count	%
1 : Agriculture, forestry & fishing (A)	105	2%	0	0%
2 : Mining, quarrying & utilities (B,D and E)	20	0%	1	0%
3 : Manufacturing (C)	190	3%	3	1%
4 : Construction (F)	355	5%	0	0%
5 : Motor trades (Part G)	85	1%	0	0%
6 : Wholesale (Part G)	180	3%	0	0%
7 : Retail (Part G)	710	11%	78	35%
8 : Transport & storage (inc postal) (H)	90	1%	4	2%
9 : Accommodation & food services (I)	555	8%	42	19%
10 : Information & communication (J)	805	12%	3	1%
11 : Financial & insurance (K)	140	2%	2	1%
12 : Property (L)	220	3%	7	3%
13 : Professional, scientific & technical (M)	1285	20%	19	9%
14 : Business administration & support services (N)	505	8%	6	3%
15 : Public administration & defence (O)	50	1%	1	0%
16 : Education (P)	335	5%	16	7%
17 : Health (Q)	390	6%	12	5%
18 : Arts, entertainment, recreation & other services (R,S,T and U)	520	8%	26	12%
Total	6545	100%	220	100%

Use of Advertising 'A' boards

Respondents who were responding on behalf of a business were asked if they used free standing advertising structures. Just over half (54%) said they didn't, whilst almost two fifths (38%) said they used 'A' boards/frames and 19% used other form/s of free standing pavements signage.

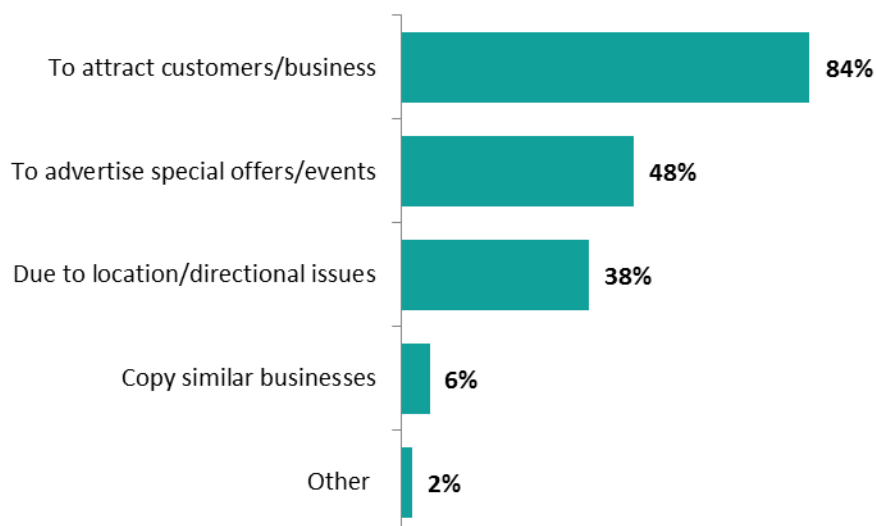
³ An Enterprise is the smallest combination of legal units (generally based on VAT and/or PAYE records) which has a certain degree of autonomy within an Enterprise Group. An individual site (for example a factory or shop) in an enterprise is called a local unit.

Figure 5: Do you use any of the following free standing pavement signage in Cambridge City (combined)? Base – 227 (multi code)



Businesses (47%) who said they use some form of free standing pavement structures were then asked why. ‘To attract customers/business’ was most commonly cited at 84%, followed by ‘to advertise special offers/event’ (48%) and ‘due to location/directional issues’ (38%).

Figure 6: What are your main reasons for using free standing pavement signage (combined)? Base – 86 (multi code)

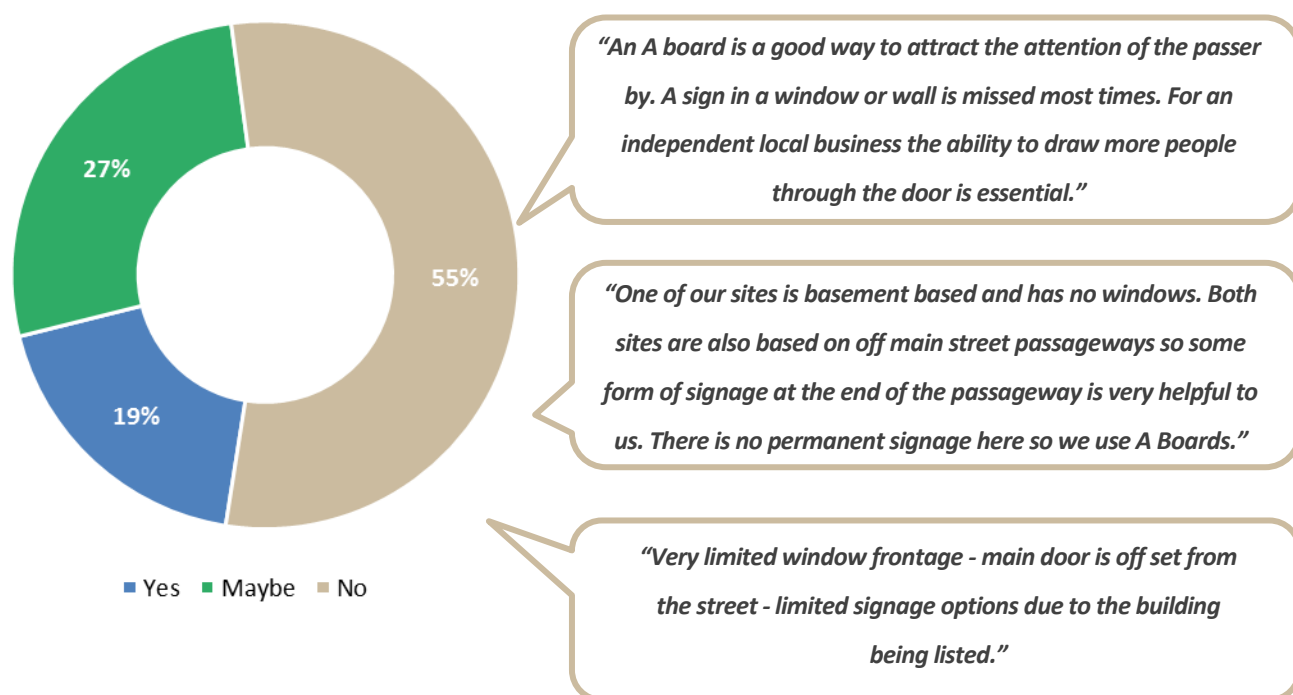


Businesses that used free standing advertising structures were then asked if they would consider using other types of advertising, such as window or wall mounted posters. Over half (55%) said they would not consider this, whilst 45% said either yes (19%) or maybe (27%).

To understand why businesses were not open to using other forms of advertising, businesses were asked to give reasons. The majority of comments focused on ‘A’ boards being the most effective form of

advertising and that some businesses were tucked away or hidden and 'A' boards are a necessity to attract passers-by. Figure 7 presents some comments provided:

Figure 7: Would you be willing to other types of advertising (combined)? Base – 86 (multi code)



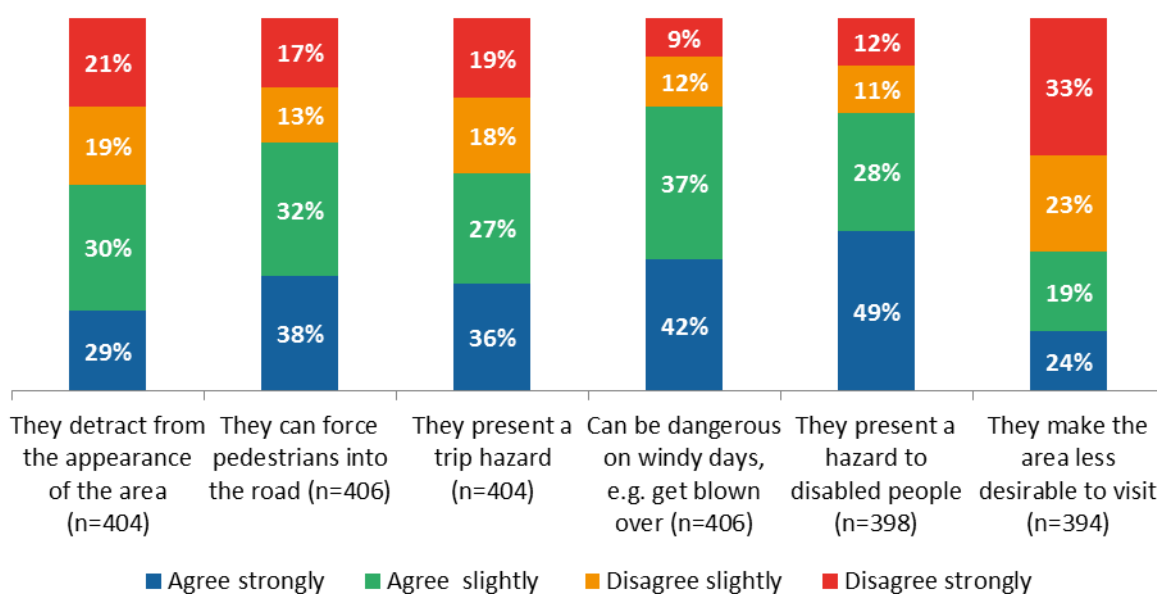
Use of free standing pavement signage in the City

To understand the concerns and issues respondents had with the use of free standing pavement structures in the City, respondents were asked their level of agreement with various statements.

Due to the variations in agreement with the statements, further analysis was carried out for those respondents who classified themselves as a business compared to those who were not.

- For all statements, businesses were significantly less likely to agree compared to non-business respondents.
- This was most so for the statement 'free standing advertising structures making the area less desirable to visit' (60% of non-businesses agree vs. 23% of businesses), followed by 'detracting from the appearance of the area' (74% of non-businesses agree vs. 42% of businesses).

Figure 8: To what extent to you agree or disagree with the following statements (combined)?



Respondents were asked if there are any other issues or concerns relating to free standing pavement structures that should be taken into account by the Council. The majority of responses focused around the council taking a more flexible approach to free standing pavement structures and some respondents provided other suggestions for using 'A' boards, such as:

"Enforcing a limit on the number permitted for each business, and areas where they are, and are not permitted."

"Sensibly placed and secured boards are never a problem. Action is only required to remove those causing an obstruction."

"There should be appropriate fixed signage at the end of each street listing the businesses on them."

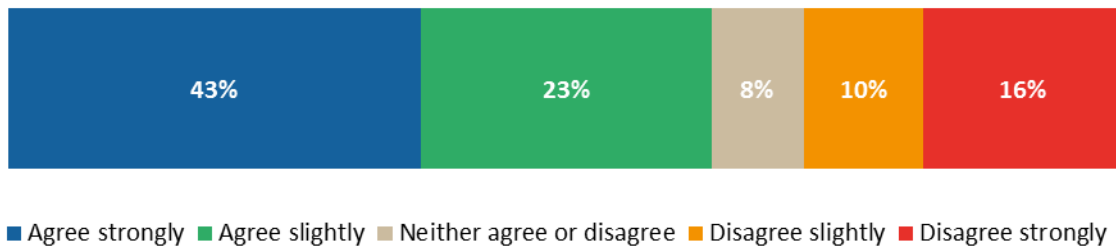
Agreement with the draft policy

The Council's draft policy aims to control the use of 'A' boards and other types of free standing advertising structures within Cambridge City. The potential effect of this proposal will be to significantly reduce the number of 'A' boards and other free standing pavement structures. Respondents were asked their level of agreement with this.

Combined results show that 67% either slightly (23%) or strongly (43%) agree that the council should control the use of 'A' boards and other types of free standing advertising structures.

- When compared by business versus non-business respondents, results showed that businesses were significantly less likely to agree with the councils draft policy (50% agree) compared to non-business respondents (78% agree).

Figure 9: Level of agreement with the Councils draft policy to control the use of free standing pavement signage (combined). Base - 413



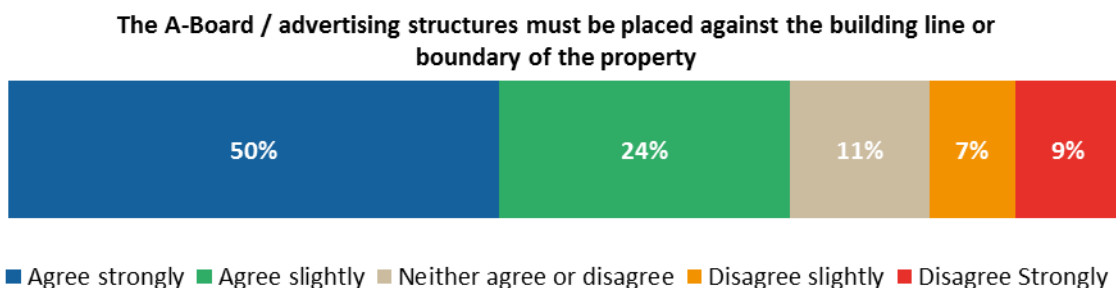
Agreement with the draft policy guidelines

Respondents were provided with the draft policy guidelines and asked to state their level of agreement with each statement. Figure 10 to 15 presents the findings for each statement.

Agreement with 'A' boards/advertising structures having to be placed against the building line or boundary of property was at 74%, with 24% stating they slightly and 50% stating they strongly agreed. Those that disagreed (15%) were asked why. A common response was that having the board against the building line defeats the idea of having one.

"One of the key reasons for using 'A' frames is to draw attention to the position of the business and how to get there. Putting that against the building line would defeat the whole purpose of using one."

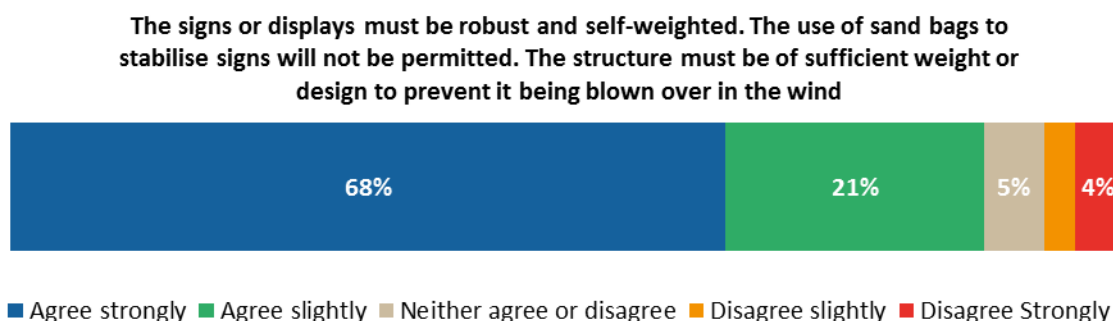
Figure 10: Level of agreement (combined) Base - 407



Almost nine in ten (89%) either slightly (21%) or strongly (68%) agreed that signs must be robust and self-weighted, that the use of sandbags will not be permitted and that the structure should be of sufficient weight or design to prevent it being blown over in the wind. Only 6% disagreed with this statement.

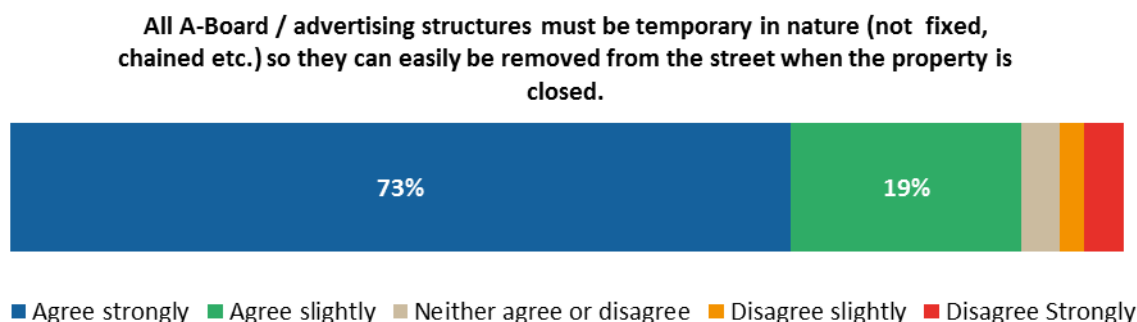
Commons reasons for why they disagree were that sandbags should be allowed and that if it is self-weighted then will be too heavy to maneuverer.

Figure 11: Level of agreement (combined) Base - 410



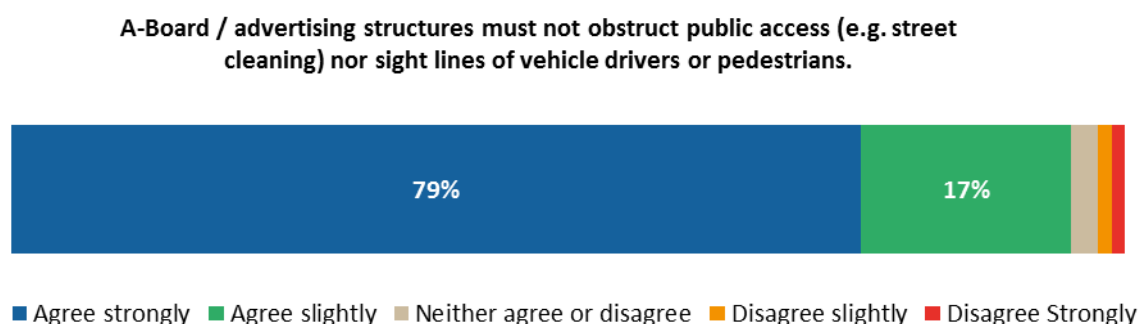
Again, the majority (92%) either slightly (19%) or strongly (73%) agreed that all 'A' board/advertising structures should be temporary in nature (not fixed or chained). Only 5% disagreed with this. When asked why they disagree, concerns were raised over the structures being stolen (if not chained).

Figure 12: Level of agreement (combined) Base - 413



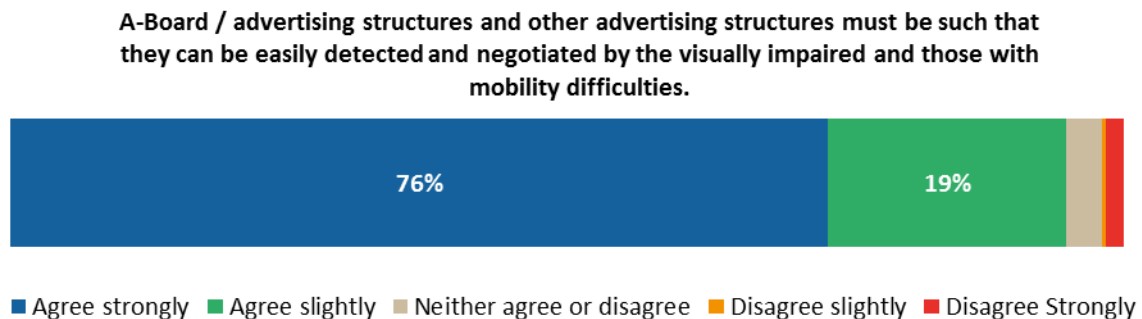
The majority (96%) either slightly (17%) or strongly (79%) agreed that 'A' board/advertising structures must not obstruct public access (e.g. street cleaning) nor sight lines of vehicle drivers or pedestrians.

Figure 13: Level of agreement (combined) Base - 414



The majority (95%) either slightly (19%) or strongly (76%) agreed that 'A' board/advertising structures must be easily detected and negotiated by the visually impaired and those with mobility difficulties.

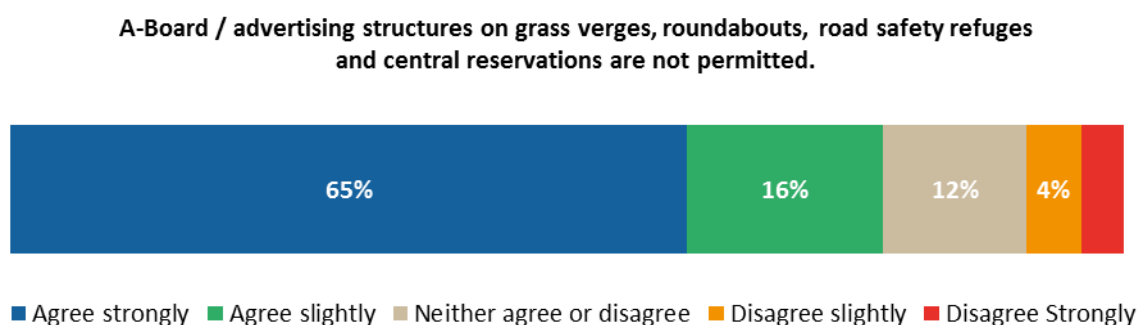
Figure 14: Level of agreement (combined) Base - 415



Eight in ten (81%) either slightly (16%) or strongly (65%) agreed that the 'A' Board/advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted. A further 12% were ambivalent and 8% disagreed. When asked why respondents disagreed, common responses focused on respondents not seeing any issue with structures being placed on empty areas (as long as they do not obstruct line of sight).

"They are used in many places with no problem so why would there be a problem in Cambridge."

Figure 15: Level of agreement (combined) Base - 411

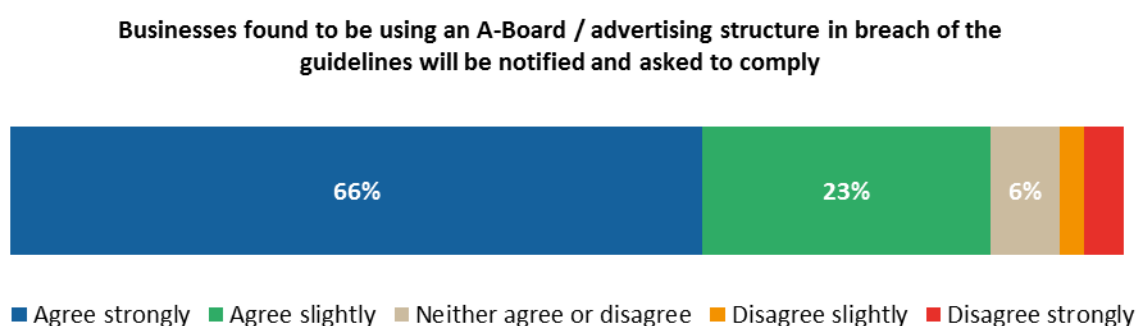


Agreement with the draft policy enforcement

When enforcing any action under the draft policy, the Council would follow specific procedures. Respondents were therefore asked their level of agreement with each of the proposed enforcement procedures.

Almost nine in ten (89%) respondents agreed that businesses that are found to be using 'A' board/advertising structures in breach of the guidelines will be notified and asked to comply. Of those that disagreed (5%), a common reason cited was that council staff should come and speak to businesses first.

Figure 16: Level of agreement (combined) Base – 411



Three quarters (74%) either slightly (21%) or strongly (53%) agreed that businesses not complying after the 48 hours' notice (formal letter) will have the 'A' board/advertising structure removed and the business informed that they have 28 days to reclaim the board and pay the £70 charge. Around a fifth (19%) disagreed with this level of enforcement. When asked why respondents disagreed, some felt the time period to comply (48 hours) was not long enough, that the fine was too much and others felt this was a heavy handed approach taken by the Council:

"48 hours is nowhere near long enough to assume someone has received and opened their post in a business situation."

"Being heavy handed creating conflict between the business community and city council."

"£70 seems rather a lot."

- When compared by businesses versus non-businesses, significantly less businesses agreed with this element of the policy (62% agreed) compared to non-businesses (82% agreed).

Figure 17: Level of agreement (combined) *Base – 411*

A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of



■ Agree strongly ■ Agree slightly ■ Neither agree or disagree ■ Disagree slightly ■ Disagree strongly

Three quarters (75%) of respondents either slightly (23%) or strongly (53%) agreed that if a business commits a second policy breach, they will receive a formal written notice warning that the Council will consider taking legal action. Whilst 17% disagreed with this statement, when asked why common responses were that the action was too extreme and that the offence was not important:

“Formal notice, legal action after a second warning; seems extreme.”

“I think it’s a bit ridiculous to take legal action over something on the pavement.”

“This goes too far, just remove, dispose and charge them.”

“This just is not a serious issue. Let local council officers use their discretion / common sense.”

- When compared by businesses versus non-businesses, significantly less businesses agreed with this element of the policy (65% agreeing) compared to non-businesses (83% agreeing).

Figure 18: Level of agreement (combined) *Base – 411*

Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them



■ Agree strongly ■ Agree slightly ■ Neither agree or disagree ■ Disagree slightly ■ Disagree strongly

Respondents were then asked if they had any other suggestions on approaches or enforcement actions that the Council should take into account. Respondents’ suggestions and approaches have been coded

and presented in Figure 19. Just over a quarter (27%) said they didn't have any further comments to make. 17% said that the council shouldn't be so heavy handed and rather take a more positive, educational approach to businesses.

"Actually go and speak to business owners. Find out why they need the signs. Businesses in Cambridge are struggling, and constantly shutting down because they are losing customers."

"Education not punishment."

14% said they were satisfied with what has already been suggested; whilst 10% felt the fines and enforcement weren't severe enough.

"48 hours is too generous. If an A board is out it means the shop/business is usually staffed and such it should be brought to their immediate attention, at most it should be 24 hours in case the business needs to consult their superiors."

"Daily removal of signs for reoffending businesses. Increase in the business tax rate of reoffending businesses."

Other comments provided included;

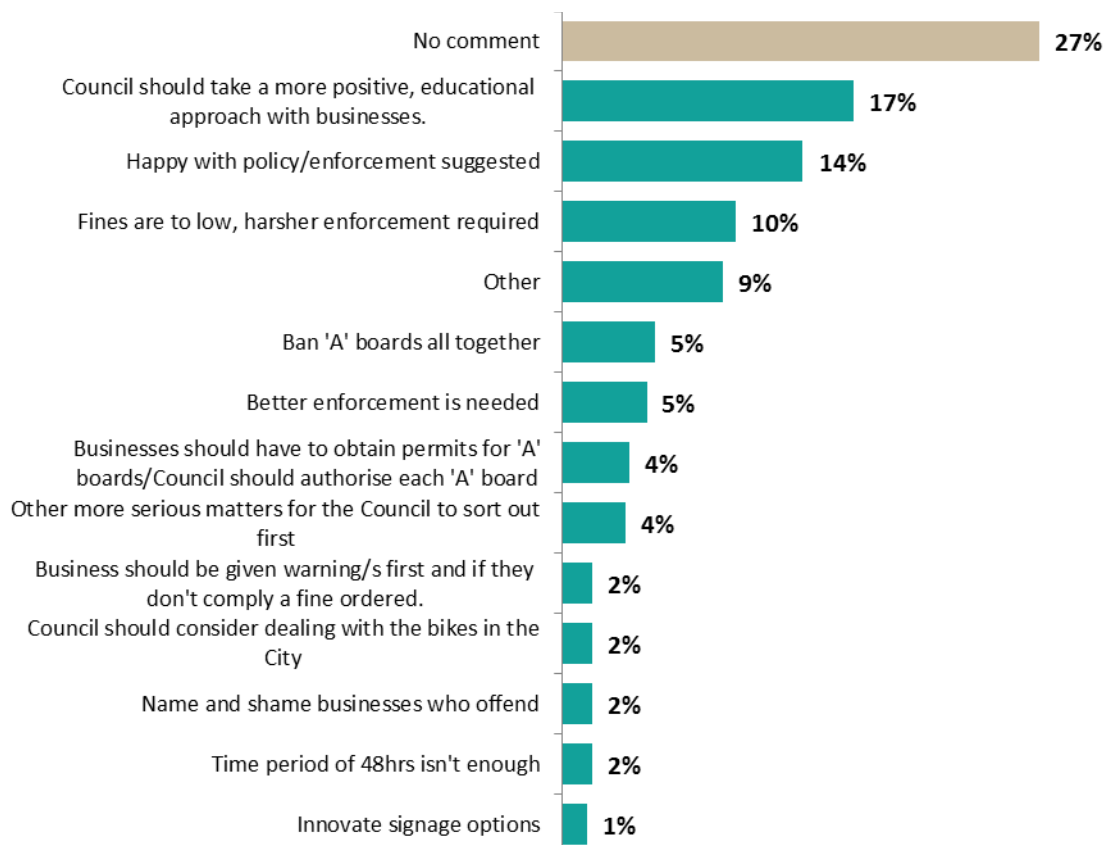
"'A' boards should be banned altogether. That is fairer to all businesses and also the sensible approach to sustainable management of the central areas of the city. Businesses already have their shop windows to display offers and other information."

"Daily monitoring of the Policy to ensure that it is enforced."

"A simple process of applying to have an 'A' board and a reasonable discussion of what is safe and provides the maximum effectiveness for business."

"What about assisting with funding for 'official' sanctioned business noticeboards? I believe we were once offered one for All Saints Passage that was prohibitively expensive."

Figure 19: Do you have any other approaches or enforcement suggestions? *Base 411*



Conclusions

The consultation provided views from a good mix of businesses and those who describe themselves as either a resident of the City, general member of the public or from a group or association. Of those consulted, a tenth had children in the household still requiring a pram, a tenth had a disability and a slightly higher proportion (15%) were responsible for someone with a disability.

Just over a third of the businesses who took part were classified as 'retail' and a fifth were 'accommodation and food services'. The majority of businesses occupied fixed permanent premises.

Just under half of the businesses consulted used some form of free standing advertising structure/s. The main reason being to attract customers/business. Just under half of businesses who used some form of free standing advertising structures would maybe or definitely consider using other forms of advertising.

There were differences in levels of agreement with the issues or hazards that free standing advertising structures bring to the City. Those who described themselves as a business were significantly more likely to disagree, compared to respondents who didn't classify themselves as a business (such as a resident, member of the public etc.).

Draft policy guidelines

Agreement with the draft policy guidelines was less contentious, with nine in ten agreeing that *'the signs or displays must be robust and self-weighted. The use of sand bags to stabilise signs will not be permitted. The structure must be of sufficient weight or design to prevent it being blown over in the wind'*. Of those that disagreed, this was most likely due to the prohibiting of sandbags.

Three quarters agreed that *'the A-Board / advertising structures must be placed against the building line or boundary of the property'*. Of those that disagreed (16%), comments were that the whole purpose of having an 'A' board etc. is to place it in a position to signpost people to a store.

Eight in ten agreed that *'A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.'* Of those that disagreed (8%), respondents didn't see any issues with structures being placed on empty land as long as it didn't interfere with line of sight.

Draft policy enforcement

Although larger proportions of respondents who took part in the consultation agreed with all three aspects of the policies enforcement approach, there were significant variations between businesses and non-business respondents.

Reasons for disagreeing focused on the council taking more of a positive, educational one-to-one approach with business. Concerns were also raised over the time period of 48 hours; some felt this might not be enough time. These respondents felt that potential legal action was too extreme and thought council staff enforcing the policy will need to use common sense.

Considerations to the draft policy

- Educate businesses before the policy is implemented
- Businesses that are in breach of the policy would prefer to be consulted and educated
- Maintain a positive relationship with businesses
- Proper enforcement of the policy when it comes into force
- Work with businesses to provide innovative ways to advertise.

Appendix A: Consultation questionnaire

Appendix B: Data tables

Appendix A : Consultation questionnaire

Cambridge City Council 'A' Board Policy Consultation 2017

Background to this consultation

The City Centre Accessibility Review was commissioned by the council in 2014 to gain an objective understanding of accessibility issues in and around the city centre. For Local Government to fulfil the Equality duties, it has to 'Take the steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled including, in particular, steps to take account of disabled persons' disabilities'.

The review made a number of recommendations for future action. These were varied, but focused on free standing pavement signage, such as advertising A-Frame boards, Chalk Boards, Swing Boards, free standing flags, directional signs and information signs.



These free standing pavement signage and advertising structures are often used to promote businesses products and services, for example, those used outside Coffee Shops, Pubs and Restaurants, to promote menus, special offers, sporting events, etc.

Following on from the review, work has been undertaken by Cambridge City Council to plan and draft an Advertising 'A' Board and Sign Policy that is cost-effective, appropriate and enforceable, whilst balancing the need for free and unimpeded access and not unduly penalising businesses.

This survey is about the council's draft Policy to limit the use of 'A' boards and free standing pavement signage. The Policy only applies to advertising structures placed upon public roads, highways (as per the 1980 Highways Act) or public open spaces.

Please see attached draft 'A' board Policy.

To help us with our consultation, an independent market research company, called M·E·L Research, are conducting this survey on our behalf. They are an accredited Market Research Society (MRS) Company Partner who operate under the MRS Code of Conduct and the Data Protection Act 1998.

Responses to the survey will be analysed and reported by M·E·L Research and all information will be kept confidential. Participants will not be personally identifiable in any reports.

About you

Q1 Which of the following best describes you? [Please tick any that apply]

- ☐ A resident of Cambridge City
- ☐ A business based in Cambridge City
- ☐ A business based elsewhere
- ☐ An organisation (e.g. disability access or support group)
- ☐ A member of the public
- ☐ Other (please specify below)

Q2 On average, how often do you visit Cambridge City Centre?

- | | | |
|--|---|---|
| <input type="radio"/> Daily | <input type="radio"/> Once a month | <input type="radio"/> Varies |
| <input type="radio"/> Two to four times a week | <input type="radio"/> Every 2 to 3 months | <input type="radio"/> Never visit the City Centre |
| <input type="radio"/> About once a week | <input type="radio"/> Every 4 to 6 months | |
| <input type="radio"/> Once every two weeks | <input type="radio"/> Once a year | |

If you are a resident, disability access/support groups or a member of the public please go to Question 7

Q3 Do you currently use any of the following free standing pavement signage in Cambridge City? [Please tick all that apply]

- ☐ A-boards / A-frames
- ☐ Chalk boards
- ☐ Swing boards
- ☐ Free standing flags
- ☐ Free standing directional / informational signage
- ☐ Any other free standing signage
- ☐ None of these

Q4 What are your main reasons for using free standing pavement signage? [Please tick all that apply]

- ☐ To attract customers/business
- ☐ To advertise special offers/events
- ☐ Copy similar businesses
- ☐ Due to location/directional issues
- ☐ Other (Please specify below)

Q5 Would you consider using other types of advertising, such as window or wall mounted posters? [Please tick one only]

- ☐ Yes
- ☐ Maybe
- ☐ No

Q6 Please specify your main reasons for not considering the use of other types of advertising

Use of free standing pavement signage in the City Centre

Q7 To what extent do you agree or disagree with the following statements about the use of free standing pavement signage in the City Centre? [Please tick one for each option]

	Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	Don't know / not sure
They detract from the appearance of the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They can force pedestrians into the road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They present a trip hazard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They can be dangerous on windy days, as they might get blown over	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They present a hazard to disabled people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They make the area less desirable to visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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The Council's draft policy aims to control the use of A-Boards and other types of free standing advertising structures within Cambridge City. The potential effect of this proposal will be to significantly reduce the number of A-boards and other free standing pavement signage.

☐ Agree strongly
 ☐ Disagree slightly
☐ Agree slightly
 ☐ Disagree strongly
☐ Neither agree or disagree
 ☐ Don't know / not sure

To what extent do you agree or disagree with the following aspects of the draft policy... **[Please tick one for each option]**

[illegible]

A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.

☐

☐

☐

☐

☐

☐

Q11 If you disagreed with any of the above aspects, please write your reasons for each below?

The A-Board / advertising structures must be placed against the building line or boundary of the property

The signs or displays must be robust and self-weighted. The use of sand bags to stabilise signs will not be permitted. The structure must be of sufficient weight or design to prevent it being blown over in the wind

All A-Board / advertising structures must be temporary in nature (not fixed, chained etc.) so they can easily be removed from the street when the property is closed.

A-Board / advertising structures must not obstruct public access (e.g. street cleaning) nor sight lines of vehicle drivers or pedestrians.

A-Board / advertising structures and other advertising structures must be such that they can be easily detected and negotiated by the visually impaired and those with mobility difficulties.

A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.

Draft Advertising ‘A’ Board and Sign Policy - Enforcement

When enforcing any action under the draft policy, the Council would carry out the following. To what extent do you agree or disagree that the following aspects of the draft policy... [Please tick one for each option]

Q12

Agree strongly

Agree slightly

Neither agree or disagree

Disagree slightly

Disagree strongly

Don't know / not sure

Businesses found to be using an A-Board / advertising structure in breach of the guidelines will be notified and asked to comply (service of formal letter)

☐

☐

☐

☐

☐

☐

A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of

☐

☐

☐

☐

☐

☐

Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them

☐

☐

☐

☐

☐

☐

Q13 If you disagreed with any of the above aspects, please write your reasons for each below?

Businesses found to be using an A-Board / advertising structure in breach of the guidelines will be notified and asked to comply (service of formal letter)

A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of

Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them

Q14 **In your opinion, what other approaches or enforcement should be taken into account?**

About you

Q15 **Are you....**

☐ Male ☐ Female ☐ Prefer not to say

Q16 **How old are you?**

☐ 18-24 ☐ 35-44 ☐ 55-64 ☐ Prefer not to say
☐ 25-34 ☐ 45-54 ☐ 65 and over

Q17 **Are there any children in your household that still require pushchairs/prams/buggies?**

☐ Yes ☐ No ☐ Prefer not to say

Q18 **Do you consider yourself to have a long standing illness, disability or infirmity?** (The definition of a disability in the The Equality Act 2010 is a "*physical or mental impairment which has a sustained and long term adverse effect on a person's ability to carry out normal day to day activities*")

☐ Yes ☐ No ☐ Prefer not to say

Q19 **Are you responsible for anyone with a long standing illness, disability or infirmity?**

☐ Yes ☐ No ☐ Prefer not to say

If you are a resident or member of the public please go to Question 24

If you are a disability access/support group please go to Question 23

If you are a business please go to Question 20

Business information

Q20 **So we can understand the types of businesses who have taken part in the consultation please provide the following information about your business:**

Business Name

Q21

What best describes the type of business premises you occupy? [Please tick any that apply]

☐

Business located in permanent fixed premises (e.g. office)

☐

Market stall

☐

Mobile trader

☐

Other [please specify below]

How would you best describe your business / what your business does? (e.g. retailer, plumber, solicitor, pub, etc)

Q22

How many employees does your business have? (please write numbers below i.e. 50)

In Cambridge City

Nationally

Organisational information

Q23

So that we can understand the types of groups that have taken part in the consultation please could you provide the following information:

Organisation/groups name

Organisation's aims/area of interest

Future consultation

Q24

Would you be willing to be involved in further consultations carried out by Cambridge City Council?

☐ Yes

☐ No

Q25

Please completed your preferred contact details below. This information will only be passed to Cambridge City Council and will not be used for any other purpose other than consultations carried out by the council.

Name

Address

Postcode

Email

Telephone number

Appendix B : Data tables

Table B1: What best describes you?

	Combined	Self completion	Telephone
<i>Base</i>	<i>415</i>	<i>357</i>	<i>58</i>
A resident of Cambridge City	222 53.49%	205 57.42%	17 29.31%
A business based in Cambridge City	223 53.74%	173 48.46%	50 86.21%
A business based elsewhere	5 1.21%	3 0.84%	2 3.45%
An organisation (e.g. disability access)	22 5.30%	21 5.88%	1 1.72%
A member of the public	58 13.98%	57 15.97%	1 1.72%
Other	5 1.21%	4 1.12%	1 1.72%

Table B2: How often do you visit the City Centre?

	Combined	Self completion	Telephone
<i>Base</i>	<i>417</i>	<i>359</i>	<i>58</i>
Daily	206 49.40%	175 48.75%	31 53.45%
Two to four times a week	107 25.66%	101 28.13%	6 10.35%
About once a week	51 12.23%	44 12.26%	7 12.07%
Once every two weeks	17 4.08%	13 3.62%	4 6.90%
Once a month	9 2.16%	8 2.23%	1 1.72%
Every 2 to 3 months	7 1.68%	5 1.39%	2 3.45%
Every 4 to 6 months	3 0.72%	1 0.28%	2 3.45%
Once a year	1 0.24%	0 0.00%	1 1.72%
Varies	14 3.36%	12 3.34%	2 3.45%
Never visit the City Centre	2 0.48%	0 0.00%	2 3.45%

Table B3 (Businesses only) Do you use free standing advertising structures?

	Combined	Self completion	Telephone
<i>Base</i>	227	175	52
A-boards / A-frames	86 37.89%	75 42.86%	11 21.15%
Chalk boards	17 7.49%	17 9.71%	0 0.00%
Swing boards	7 3.08%	3 1.71%	4 7.69%
Free standing flags	7 3.08%	6 3.43%	1 1.92%
Free standing directional / informational signage	6 2.64%	6 3.43%	0 0.00%
Any other free standing signage	6 2.64%	4 2.29%	2 3.85%
None of these	122 53.74%	86 49.14%	36 69.23%

Table B4: (Businesses only) If you use free standing advertising structures, why do you use them?

	Combined	Self completion	Telephone
<i>Base</i>	86	75	11
To attract customers/business	72 83.72%	64 85.33%	8 72.73%
To advertise special offers/events	41 47.67%	35 46.67%	6 54.55%
Copy similar businesses	5 5.81%	5 6.67%	0 0.00%
Due to location/directional issues	33 38.37%	31 41.33%	2 18.18%
Other	2 2.33%	0 0.00%	2 18.18%

Table B5: (Businesses only) Would you consider using other forms of advertising?

	Combined	Self completion	Telephone
<i>Base</i>	86	75	11
Yes	16 18.61%	13 17.33%	3 27.27%
Maybe	23 26.74%	21 28.00%	2 18.18%
No	47 54.65%	41 54.67%	6 54.55%

Table B6: Level of agreement with free standing pavement structures detract from the appearance of the area.

	Combined	Self completion	Telephone
<i>Base</i>	404	349	55
Agree strongly	119 29.46%	113 32.38%	6 10.91%
Agree slightly	123 30.45%	106 30.37%	17 30.91%
Disagree slightly	76 18.81%	59 16.91%	17 30.91%
Disagree strongly	86 21.29%	71 20.34%	15 27.27%

Table B8: Level of agreement with free standing pavement structures force pedestrians into the road

	Combined	Self completion	Telephone
<i>Base</i>	406	350	56
Agree strongly	153 37.69%	144 41.14%	9 16.07%
Agree slightly	131 32.27%	107 30.57%	24 42.86%
Disagree slightly	54 13.30%	46 13.14%	8 14.29%
Disagree strongly	68 16.75%	53 15.14%	15 26.79%

Table B7: Level of agreement with free standing pavement structures present a trip hazard

	Combined	Self completion	Telephone
<i>Base</i>	404	348	56
Agree strongly	145 35.89%	138 39.66%	7 12.50%
Agree slightly	108 26.73%	87 25.00%	21 37.50%
Disagree slightly	73 18.07%	59 16.95%	14 25.00%
Disagree strongly	78 19.31%	64 18.39%	14 25.00%

Table B8: Level of agreement with free standing pavement structures can be dangerous on windy days

	Combined	Self completion	Telephone
<i>Base</i>	406	348	58
Agree strongly	170 41.87%	154 44.25%	16 27.59%
Agree slightly	150 36.95%	125 35.92%	25 43.10%
Disagree slightly	48 11.82%	38 10.92%	10 17.24%
Disagree strongly	38 9.36%	31 8.91%	7 12.07%

Table B9: Level of agreement with free standing pavement structures present a hazard to disabled people

	Combined	Self completion	Telephone
<i>Base</i>	398	342	56
Agree strongly	194 48.74%	179 52.34%	15 26.79%
Agree slightly	113 28.39%	86 25.15%	27 48.21%
Disagree slightly	45 11.31%	37 10.82%	8 14.29%
Disagree strongly	46 11.56%	40 11.70%	6 10.71%

Table B10: Level of agreement with free standing pavement structures make the area less desirable to visit

	Combined	Self completion	Telephone
<i>Base</i>	394	336	58
Agree strongly	96 24.37%	92 27.38%	4 6.90%
Agree slightly	76 19.29%	70 20.83%	6 10.35%
Disagree slightly	92 23.35%	70 20.83%	22 37.93%
Disagree strongly	130 33.00%	104 30.95%	26 44.83%

Table B11: Level of agreement with the Councils policy and aims

	Combined	Self completion	Telephone
<i>Base</i>	413	355	58
Agree strongly	179 43.34%	168 47.32%	11 18.97%
Agree slightly	97 23.49%	73 20.56%	24 41.38%
Neither agree or disagree	31 7.51%	26 7.32%	5 8.62%
Disagree slightly	40 9.69%	31 8.73%	9 15.52%
Disagree strongly	66 15.98%	57 16.06%	9 15.52%

Table B12: Level of agreement with: A-Board / advertising structures must be placed against the building line or boundary of the property

	Combined	Self completion	Telephone
<i>Base</i>	407	349	58
Agree strongly	202 49.63%	181 51.86%	21 36.21%
Agree slightly	96 23.59%	72 20.63%	24 41.38%
Neither agree or disagree	46 11.30%	43 12.32%	3 5.17%
Disagree slightly	28 6.88%	22 6.30%	6 10.35%
Disagree strongly	35 8.60%	31 8.88%	4 6.90%

Table B13: Level of agreement with: The signs or displays must be robust and self-weighted. The use of sand bags to stabilise signs will not be permitted. The structure must be of sufficient weight or design to prevent it being blown over in the wind

	Combined	Self completion	Telephone
<i>Base</i>	410	352	58
Agree strongly	278 67.81%	253 71.88%	25 43.10%
Agree slightly	86 20.98%	61 17.33%	25 43.10%
Neither agree or disagree	20 4.88%	17 4.83%	3 5.17%
Disagree slightly	10 2.44%	8 2.27%	2 3.45%
Disagree strongly	16 3.90%	13 3.69%	3 5.17%

Table B14: Level of agreement with: All A-Board / advertising structures must be temporary in nature (not fixed, chained etc.) so they can easily be removed from the street when the property is closed.

	Combined	Self completion	Telephone
<i>Base</i>	413	355	58
Agree strongly	302 73.12%	271 76.34%	31 53.45%
Agree slightly	77 18.64%	59 16.62%	18 31.03%
Neither agree or disagree	13 3.15%	9 2.54%	4 6.90%
Disagree slightly	8 1.94%	5 1.41%	3 5.17%
Disagree strongly	13 3.15%	11 3.10%	2 3.45%

Table B15: Level of agreement with: A-Board / advertising structures must not obstruct public access (e.g. street cleaning) nor sight lines of vehicle drivers or pedestrians.

	Combined	Self completion	Telephone
<i>Base</i>	414	358	56
Agree strongly	326 78.74%	298 83.24%	28 50.00%
Agree slightly	70 16.91%	45 12.57%	25 44.64%
Neither agree or disagree	9 2.17%	8 2.24%	1 1.79%
Disagree slightly	5 1.21%	4 1.12%	1 1.79%
Disagree strongly	4 0.97%	3 0.84%	1 1.79%

Table B16: Level of agreement with: A-Board / advertising structures and other advertising structures must be such that they can be easily detected and negotiated by the visually impaired and those with mobility difficulties.

	Combined	Self completion	Telephone
<i>Base</i>	415	357	58
Agree strongly	316 76.15%	285 79.83%	31 53.45%
Agree slightly	80 19.28%	57 15.97%	23 39.66%
Neither agree or disagree	12 2.89%	9 2.52%	3 5.17%
Disagree slightly	1 0.24%	1 0.28%	0 0.00%
Disagree strongly	6 1.45%	5 1.40%	1 1.72%

Table B17: Level of agreement with: A-Board / advertising structures on grass verges, roundabouts, road safety refuges and central reservations are not permitted.

	Combined	Self completion	Telephone
<i>Base</i>	411	353	58
Agree strongly	266 64.72%	245 69.41%	21 36.21%
Agree slightly	65 15.82%	41 11.62%	24 41.38%
Neither agree or disagree	48 11.68%	41 11.62%	7 12.07%
Disagree slightly	18 4.38%	14 3.97%	4 6.90%
Disagree strongly	14 3.41%	12 3.40%	2 3.45%

Table B18: Level of agreement with: Businesses found to be using an A-Board / advertising structure in breach of the guidelines will be notified and asked to comply (service of formal letter)

	Combined	Self completion	Telephone
<i>Base</i>	411	354	57
Agree strongly	271 65.94%	241 68.08%	30 52.63%
Agree slightly	96 23.36%	72 20.34%	24 42.11%
Neither agree or disagree	23 5.60%	22 6.22%	1 1.75%
Disagree slightly	8 1.95%	8 2.26%	0 0.00%
Disagree strongly	13 3.16%	11 3.11%	2 3.51%

Table B19: Level of agreement with: A-Boards / advertising structures not complying after the 48 hours of the formal letter, will be removed by the Council and the business informed that they have 28 days to reclaim the board and pay the associated charge of £70. Any A-board not collected within the 28 day notice period will be disposed of

	Combined	Self completion	Telephone
<i>Base</i>	411	354	57
Agree strongly	218 53.04%	194 54.80%	24 42.11%
Agree slightly	87 21.17%	64 18.08%	23 40.35%
Neither agree or disagree	28 6.81%	26 7.35%	2 3.51%
Disagree slightly	21 5.11%	19 5.37%	2 3.51%
Disagree strongly	57 13.87%	51 14.41%	6 10.53%

Table B20: Level of agreement with: Any business which commits a second A-Board / advertising structure policy breach, will receive a formal written notice warning that the Council will consider taking legal action against them

	Combined	Self completion	Telephone
<i>Base</i>	411	354	57
Agree strongly	216 52.56%	194 54.80%	22 38.60%
Agree slightly	94 22.87%	67 18.93%	27 47.37%
Neither agree or disagree	32 7.79%	31 8.76%	1 1.75%
Disagree slightly	21 5.11%	18 5.09%	3 5.26%
Disagree strongly	48 11.68%	44 12.43%	4 7.02%



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