

25. REVIEW OF ADVERTISING ON BUS SHELTERS POLICY

RR10724

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The purpose of this report is to advise the Board that the Council policy relating to Advertising on Bus Shelters is being monitored and reviewed. The policy (copy attached) has been in operation for five years.

The Council is promoting greater use of public transport, which could lead to an increased demand for bus shelters. Furthermore with the advent of the Orbiter bus route there is likely to be more demand for shelters within residential areas. Advertising in residential areas is a sensitive issue. For these reasons an examination of the policy is considered necessary in order to determine whether any changes need to be made.

Each of the Community Boards is being asked for their views on the policy and its operation to date. In addition market research has been undertaken to ascertain public opinion about the acceptability of bus shelters with advertising on arterial roads or main roads in residential areas. All the above information will be incorporated in a report to the Environment Committee.

Matters the Board may wish to comment on include:

- the content of the policy
- the process for approving a bus shelter with advertising
- the criteria for selecting sites
- any difficulties in interpreting the policy
- any difficulties in assessing cumulative effects of advertising
- weighing public opinion about the desirability of a bus shelter with advertising in a particular location
- whether there is a limit to the number of bus shelters with advertising which should or can be provided, i.e. is there likely to be a saturation point?
- whether any difficulties have arisen with the advertising matter placed on bus shelters

Recommendation: That the Community Board discuss the operation of the policy to date and report any problems and issues that have arisen.

For discussion.