

THE VALE OF GLAMORGAN COUNCIL**COMMUNITY LIAISON COMMITTEE****REQUEST FOR CONSIDERATION OF A MATTER BY THE COMMITTEE**
(*TO BE MADE BY THE TOWN / COMMUNITY COUNCIL VIA THEIR CLERK*)

Date: 14/04/21.

Name of Town/Community Council: COLWINSTON

It is requested that the Community Liaison Committee consider the following matter. (N.B. Items that are site specific should be referred to the appropriate Council department):

Brown Signage on the A48 - request to review the Vale of Glamorgan Council Brown Signage Policy.

Reason(s) for request:

For some considerable time the Community Council has been trying to improve the signage to the village pub, the Sycamore Tree Inn. The pub, a focal point of the local community is not signposted from the A48, which adversely effects the business and sustainability of the pub/restaurant.

Recently, the VOGC proposed a revised sign into the village i.e. from the A48, which would incorporate a 'knife and fork' symbol in the style of a brown information sign. However, the VOGC will only install the sign if it is paid for by the pub at a cost of £2,000.00.

The pub, as have many in the last year, has been closed due to the pandemic and cannot afford the fee. The business has been hit very hard. Pubs generally are struggling to survive and once lost are very difficult to replace.

The VOGC's policy in respect of road signage is designed to prevent the proliferation of road signage to avoid 'clutter'. Those using the excellent new 'five-mile lane' (as an example) may be surprised that such a policy actual exists as this road contains a myriad of signs, some of a size normally associated with motorways or major A roads.

The signage on this road, which includes brown signs for local pubs, is not compatible with its rural setting, and there is little evidence that a policy aimed at reducing signage-clutter has been applied. Yet, the VOGC has determinedly, declined several request for one new sign on the A48, which would support a local community business at a now crucial time.

The justification for this stance is the aforementioned policy. Yet this policy is

out of date and its scheduled review is long overdue. Consequently, it can be argued that it does not apply.

The Community Council would, therefore, like the Liaison Committee to request an urgent review of this policy and to support the application of a policy that considers local context and the support of businesses that provide an important role in isolated rural communities such as Colwinston. In the interim, officers of the VOGC should be given the authority, and a budget, to use their discretion to assess such cases on their merits, rather than simply applying a now out of date policy.

**PLEASE RETURN TO: Room 26
Democratic and Scrutiny Services
Directorate of Resources
The Vale of Glamorgan Council
Civic Offices
Barry
CF63 4RU**

FOR COUNCIL USE ONLY:

Date Received: 19 April 2021 at 14:44.

Subject Matter: Brown Signage on the A48 - request to review the Vale of Glamorgan Council Brown Signage Policy.

Copy of request passed to Director(s)/Officer(s):

Miles Punter – Director of Environment & Housing Services.

Emma Reed – Head of Neighbourhood Services & Transport.

21 April 2021 at 11:41

Copy to Chair/Vice Chair **YES/NO**

FOR COMMITTEE AGENDA **YES/NO**

If yes: ~~Report / Slide Presentation /~~ Verbal Update

If no please state reason:

07 May 2021 at 15:43 - A revision to the VoG Policy was already scheduled for summer '21 and therefore it was timely to present a report to the committee at its (4th) October meeting as referred to the Committee from Cabinet.

10 September 2021 14:35 – A revised tourism sign report, for presentation to the VoG Cabinet, still required further consideration by Tourism and economic development teams to receive sign-off. The Report was required to be presented to Cabinet in the first instance, but this was not feasible before the 4th Oct CLC meeting. Head to take any direct questions/ issues at the meeting that can be fed into the Policy by means of a verbal update prior to Cabinet consideration.

Managing Director's comments:

The most appropriate approach would be to provide the Community Liaison Committee with the opportunity to pass comments to the Head of Neighbourhood Services & Transport so that they may directly feed into the review of the relevant policy prior to Cabinet consideration by way of the Officer providing a verbal update at the 4th October meeting.

Date of written response to Town/Community Council:

Acknowledgement of receipt: 21 April 2021 at 11:37 to Mr Protheroe at colwinstoncc@gmail.com from A.Rudman.

Meeting intention: 24 May 2021 at 15:52 to Mr Protheroe at colwinstoncc@gmail.com from A.Rudman.