

## **CABINET**

**8 MARCH 2016**

### **PLACING OBJECTS ON THE HIGHWAY**

- Portfolio Holders:** Councillor Phil Filmer, Front Line Services  
Councillor Rupert Turpin, Business Management  
Councillor Andrew Mackness, Corporate Services  
Councillor Jane Chitty, Planning, Economic Growth and Regulation
- Report from:** Richard Hicks, Director of Regeneration, Community and Culture
- Author:** Ruth Du-Lieu, Head of Integrated Transport

#### **Summary**

The report sets out proposals for an all inclusive policy for dealing with shop front displays, tables and chairs and A-boards on the highway, to ensure parity amongst traders and the public. Cabinet approved the draft policy for consultation on 27 October 2015.

The revised policy incorporates the findings from the public consultation exercise, as set out in Appendix 2 for approval by Cabinet. Implementation will be undertaken via a pilot in Chatham Town Centre commencing in June 2016.

#### **1. Budget and Policy Framework**

- 1.1 Implementing the policy will be in keeping with the key priorities listed in The Council Plan 2016/17-2020/21; *'Medway: A place to be proud of'*. In addition the Policy also supports Priority 2- *Improving The Local Street Scene*, in the Community Safety Plan 2013-16. Officers also propose to charge a reasonable fee for the licences.
- 1.2 Through the regulation of the parameters in which traders can operate, the Council could ensure that safety criteria from the emergency services are adhered to, along with crucial day to day health and safety regulations. The public are recognised at the forefront of this policy, with improved access to the High Street for all residents, while improving the quality and aesthetics of displays.

1.3 Currently there is confusion on the extent to which traders can use the highways for their businesses. This has manifested itself in numerous complaints from the public, retailers and traders. This was echoed by the comments received as part of the public consultation.

1.4 Approval of the Policy is a matter for Cabinet, whilst approval of fees and charges and the delegation of the function to process and determine individual applications to an officer is a matter for Full Council.

## **2. Background**

2.1 Chatham High Street has been chosen as the pilot area for the new policy. The number of unregulated businesses operating on Chatham High Street has significantly increased in recent years. Currently 45 businesses use the highways as an extension of their trade, resulting in unregulated tables, chairs and shop front displays being placed on the High Street. In addition there are currently 87 unregulated A-boards.

2.2 Key Objectives:

- Promote parity and uniform standards, ensuring equity, across shop front traders, cafes and restaurants. This will consequently improve the quality of displays, while promoting the safety of pedestrians and ensuring compliance with the regulations from the emergency services.
- Present a solution that has minimal cost to businesses and is cost neutral in terms of resources needed to implement the policy.
- Deliver an option that is acceptable and enforceable.

2.3 The Proposal:

2.3.1 The licensing of the highway will enhance the aesthetics of the public realm, promoting quality and reinforce necessary safety measures. In addition a clear policy will give traders clear guidance over what is acceptable or unacceptable; this should address the complaints and enquiries received from traders and the public enabling the council to enforce with parity where appropriate. Medway Council have the discretion to review the footprint available to accommodate tables and chairs that add to aesthetics of the area. There will be an application process and a fee.

2.3.2 In relation to A-boards, there will be a clear criteria which will enable officers to enforce policy more effectively when necessary. Traders contravening the A-board policy will be given the benefit of the doubt in the first instance and will be made aware of the policy with a deadline to rectify the contravention. If, at a later date the same trader is still contravening the policy they will be charged £40 per enforcement visit. There will be no application process for A-boards.

- 2.3.3 The highways licensing will be a one-year pilot scheme in Chatham High Street which will begin in June 2016. The area intended to trial the proposal will encompass Holborn Lane to the intersection between the High Street and Brook Road; this area will also include some side streets (see map attached, Appendix 1). At the end of the year, the pilot scheme will be reassessed and reviewed; amendments can be made along with proposals to expand this scheme on a larger scale to the rest of Medway.
- 2.3.4 With approximately 45 businesses operating on the highways adjacent to their shop/ restaurant, it is essential that these businesses comply with the safety and quality criteria established in the proposed licence agreement
- 2.3.5 To ensure the sustainability of the legislation, administrative and enforcement costs should be absorbed, as much as possible, by those businesses using the highways. Table 1 depicts costs that will be passed onto traders. Section 115F of the Highways Act allows a Council to impose conditions, including requiring payment, for the granting of permission to place structures on a highway.
- 2.3.6 Unless the Council is the owner of the subsoil beneath the highway in question (which it is understood we are not), these charges may not exceed the 'standard amount'. In this case this means those charges, which 'will reimburse the council their reasonable expenses in connection with granting the permission'. As such, making a profit from this policy is not possible and the charge proposed will only cover the costs incurred by the Council for managing this policy.
- 2.4 Costs/ resources needed:  
The non-refundable £162 fee charged upon application will allow this policy to be cost neutral for the Council, funding the necessary resources to implement and enforce the policy. There is the option of scaling the fee to the size of the highway land being used which could generate income but this was not reflected in the consultation and may deter some businesses from complying with the policy. The Council could choose to review the charging structure as part of the first year review following the pilot.  
Traders contravening the policy will be charged a £40 call out charge per enforcement visit.

## 2.5 Proposed Licensing Fees:

**Table 1**

	<i>Per annum licence Fee (£)</i>	<i>Enforcement fee (£)*</i>
Shop Front Displays & Booths	162	<b>40</b>
Tables & Chairs	162	<b>40</b>

\* A charge of £40 will be incurred per call out in the event of a trader not abiding to their licence agreement or the Council's policy, after an initial warning/ visit. Full proposed Terms and Conditions are outlined in Policy (Appendix 2).

## 2.6 Timescales:

- Submit for final approval from Cabinet; **8 March 2016.**
- Seek authority at Full Council to set the relevant fees and charges, stated in the licensing document; **28 April 2016**
- Application assessment/processing; **4 weeks from 1 June 2016**
- Expected all applications received, assessed and enforcement by **July 2016.**

By July 2016 Officers would be able to determine the traders who are not adhering to the new licensing policy, and would exercise appropriate enforcement powers.

## 3. Options

### 3.1 **Proposal in its entirety.**

This option provides the best balance of providing parity for traders and the public, while providing a safe environment within Medway's Town Centres.

Or

### 3.2 **Principles of proposal but with reduced charges to traders.**

This would not be viable to the Council, as the policy would no longer be cost neutral, given the resources needed to implement and enforce the policy. In addition this fee reflects the existing policy in neighbouring Kent County Council.

Or

**3.3 Do nothing and leave tables and chairs policy as it is, without further regulations.**

This would exasperate the current issues and conditions, which would be unacceptable to both traders and the public.

**4. Advice and analysis**

**4.1 The proposed fee for shop front displays and tables and chairs being placed on the highways, has been carefully calculated to ensure;**

- I. Clarity for traders, with uniform fees for both shop front displays and tables and chairs, the application process will be straightforward.
- II. Fees are in line with Kent County Council (KCC) who charge a non refundable £162 upon application.
- III. The income from these fees is a necessary resource for the Council in order to meet the increased demand and pressure on Council services. The selected fees would provide a cost neutral option to the Council, thereby ensuring the sustainability of the policy. Should this policy be considered for implementation in other town centres then a re-evaluation of Council resources will be required, to ensure continued sustainability.
- IV. The safety of pedestrians; there is a need to regulate items placed on highways in order to improve access to the High Street. This will help ensure that the Council meets its equality commitments and the Equality Act obligations.

**4.2 The rationale for the regulation of A-boards is to ensure that safety criteria are adhered. No charge will be incurred. KCC currently has this process in place, in order to act in the interest of traders and pedestrians. Traders contravening the A-board policy will be given the benefit of the doubt in the first instance and will be made aware of the policy with a deadline to rectify the contravention. If at a later date the same Trader is still contravening the policy they will be charged £40 per enforcement visit.**

**4.3 The findings from the Diversity Impact Assessment (Appendix 3) suggest that the licensing would have a positive impact for all members of the public, this was reflected in the results from the public consultation. The licensing would ensure that Medway's High Streets and shopping areas have continuity, with a limit imposed to prevent traders' stands straying past the rain gutters. The pavement will therefore have a designated safe area, for those with mobility disabilities or visual impairments, which will be free from any obstructions.**

## 5. Risk management

Risk	Description	Action to avoid or mitigate risk	Risk rating
<ul style="list-style-type: none"> <li>▪ Lack of internal resources to deliver</li> </ul>	Potentially additional cost to the Council. In the initial phase 45 applications may be submitted.	In order to ensure the licensing is cost neutral to the council, traders will incur charges to pay for additional resources.	C2
<ul style="list-style-type: none"> <li>▪ Unpopular with some traders</li> </ul>	Delivering this could be an issue with potential trader backlash, in response to a new process with new cost implications.	There is a clear public demand for a higher quality and safer environment on Medway's high streets manifested through a high number of complaints. Subsequently there is an expectation for the Council to provide a solution. This demand/expectation can be used to counterbalance any issues with traders who object to the policy and it's enforcement.	C2
<ul style="list-style-type: none"> <li>▪ Online application process is unclear and difficult.</li> </ul>	The application process is dependent upon the online system working smoothly. There is a risk of insufficient clarity and teething problems with a new system.	Consultation with relevant Council Officers to ensure the website is user friendly and clear. Closely monitor the initial 8-week period of applications on the webpage and improve/intervene as necessary.	D3

## 6. Consultation

- 6.1 Town Centre Managers have received multiple complaints over a significant period of time from both traders and members of the public, concerning the expansion of trade onto the highways, causing obstructions to the public and posing safety risks.
- 6.2 This report reflects the outcome of consultation with key officers, traders, residents and disability groups who could be affected by the implementation of the licensing.
- 6.3 The draft policy was also considered by the Regeneration, Community and Culture Overview and Scrutiny Committee on 28 January 2016. This is covered in more detail in paragraph 7 below.
- 6.4 A public consultation exercise was undertaken throughout November 2015. We received 115 responses both online and on paper; 35 from traders and 75

from residents. Comments were also received from Medway Labour Group and the Guide Dogs for the Blind association.

6.5 Key findings were (Appendix 4):

- 84.11% of responders agreed it would be safer for pedestrians to use the high street if their were guidelines set out to help shops lay out their pieces of furniture
- 6.54% of those who disagreed thought that shops should be allowed to set out furniture at all
- 86.92% were in favour of some uniformity in relation to how shops displayed extra pieces of furniture on the highway. There was a key message back that responders did not mind displays on the highway as long as they were within controlled, defined parameters.

**7. Regeneration Community and Culture Overview and Scrutiny Committee – 28 January 2016**

7.1 The Integrated Transport Manager presented a report setting out proposals for an all inclusive policy for dealing with shop front displays, tables and chairs and A boards on the highway to ensure parity amongst traders and the public.

7.2 This issue had been considered by Cabinet at its meeting in November 2015, following which a draft policy had been the subject of consultation, a copy of which was appended to the report.

7.3 The Committee was advised that it was intended that Cabinet would consider and adopt the policy in full at its meeting in March and then a 12 month trial would be implemented in Chatham Town Centre from June 2016. At the conclusion of the 12 month trial, a review would take place and would inform a final policy document that would be implemented throughout Medway.

7.4 The Committee discussed the report noting that the proposed policy had been the subject of consultation from which 115 responses had been received, of which the majority had been in favour of the introduction of the policy, including responses from disabled individuals, the Guide Dogs for the Blind and the Chatham Town Centre Forum.

7.5 A Member drew attention to an issue with a trader blocking the pavement in Strood South Ward and the Assistant Director Front Line Services advised that this would not be covered by the current proposed policy which was intended to be introduced as a pilot in Chatham in the first instance. However, this could be a highway obstruction and he agreed to undertake investigations. Another Member also drew attention to a similar site in Rochester High Street and the Assistant Director Front Line Services agreed to also investigate this site.

7.6 A Member requested that a further report be submitted to the Committee in the Summer of 2017 providing an update after the 12 month trial.

7.7 It was noted that the trial period would also enable officers to assess the effect that the policy would have upon events days held in other areas of Medway, should the policy be rolled out across Medway at a future date.

7.8 A Member suggested the following:

- When the policy is in place, officers walk down Chatham High Street and take enforcement action for each non complying shop keeper.
- The policy include wording to state that should approval be granted for a shop front display, tables and chairs and/or A boards, this does not give permitted rights to have future automatic approvals
- The wording of 2 (c) (i), 3 (b) (v) and 5 (b) (viii) be clarified so as to be consistent.
- Consideration be given to the £40 enforcement fee being an escalating scale for repeat offenders.

7.9 The Committee:

- a) noted the policy document intended to cover the whole of Medway and the proposed pilot for Chatham Town Centre scheduled to begin in June 2016 pending approval by Cabinet and Full Council and made the following suggested changes to the policy document:
  - The policy include wording to state that should approval be granted for a shop front display, tables and chairs and/or A boards, this does not give permitted rights to have future automatic approvals
  - The wording of 2 (c) (i), 3 (b) (v) and 5 (b) (viii) be clarified so as to be consistent.
  - consideration be given to the £40 enforcement fee being an escalating scale for repeat offenders.
- b) requested that a further report be submitted to this Committee in the Summer of 2017 on the outcome of the pilot scheme;
- c) noted that the Assistant Director Front Line Services will investigate those sites identified by Members in Strood South and Rochester High Street to assess whether their displays are causing an obstruction to the highway.
- d) noted the suggestion that when the policy is in place, officers walk down Chatham High Street and take enforcement action for each non complying shop keeper.

## **8. Director's comments**

8.1 The Director of Regeneration, Community and Culture welcomes the comments of the Regeneration, Community and Culture Overview and Scrutiny Committee. The draft policy now presented for approval by Cabinet has taken on board the Committee's particular recommendations set out in paragraph 7.9 (a) above.



## 9. Financial implications

- 9.1 The proposed fee of £162 will enable the policy to be cost neutral. Enforcement will charge £40 per call out in the event of a shop trader not abiding to their licence agreement or the Council's policy, after an initial warning/ visit.

## 10. Legal implications

- 10.1 It is a statutory duty of the Council to prevent obstructions on the highways, under section 130 Highways Act 1980. However, there is an express provision in section 115A-K Highways Act 1980 that gives the Council power to licence certain installations (including tables and chairs) that would otherwise constitute an obstruction.
- 10.2 The decision to adopt a policy will be a decision for Cabinet. The policies would then be subject of consultation. Cabinet would consider the responses to consultation before taking a decision to adopt the policy in its final form.
- 10.3 The decision about the licence fee to be charged will be a decision for Full Council.
- 10.4 Once the policy has been adopted by Cabinet and the fees determined by Full Council, it is recommended that Full Council delegate the function of processing and determining individual applications to an officer.
- 10.5 In some cases additional permissions will be required in addition to consent under the Highways Act 1980, such as planning permission and premises licence under the Licensing Act 2003.
- 10.6 Therefore, it is proposed that the following delegation to the Director of Regeneration, Community and Culture be added to the Employee Scheme of Delegation in the Constitution, subject to approval by Full Council:

Description of delegation	Responsibility delegated from
8. Director of Regeneration, Community and Culture	
8.26 Placing Objects on the Highway	
<ul style="list-style-type: none"><li>To manage the Council's functions in relation to placing objects on the highway in compliance with current legislation and policies of the Council.</li></ul>	<b>Council</b>

## **11. Recommendations**

- 11.1 That Cabinet agree the Placing Objects on Highways Policy attached at Appendix 2 to the report.
- 11.2 That Cabinet agrees for a 12 month pilot to be run in Chatham High Street commencing in June 2016, following which a review is submitted to the Regeneration, Community and Culture Overview and Scrutiny Committee and Cabinet prior to a borough wide implementation.
- 11.3 That Cabinet recommends to Full Council to approve:
- (i) The licensing fee as set out in paragraph 2.5 of the report
  - (ii) The amendment to the Employee Delegation Scheme as set out in paragraph 10.6 of the report.

## **12. Suggested Reasons for Decisions**

- 12.1 The introduction of a Highways Licensing Policy will enhance the aesthetics of the public realm, promoting quality and reinforce necessary safety measures. In addition a clear policy will give traders certainty over what was acceptable or unacceptable; this should address the complaints and enquiries received from traders and the public.

### **Lead officer contact**

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### **Background papers**

None

### **Appendices:**

Appendix 1	Map illustrating positioning of A-boards, shop front displays & table and chairs on highways
Appendix 2	Proposed Draft Highways Licensing Policy
Appendix 3	Diversity Impact Assessment
Appendix 4	Results from public consultation





MEDWAY COUNCIL – DRAFT POLICY STATEMENT  
Placing Objects on the Highway

1. Purpose

A licence for shop front displays and for the use of table and chairs on the Highways is in conjunction with the need to promote; safety, equity and visual quality across Chatham High Street. A glossary is attached at the end of the document for clarification of key terms, along with cost tables summarising charges (See Appendix [4A](#), p.6). Guidelines of appropriate street furniture are also outlined see Appendix [2B](#) (Figures 1 & 2, p.7).

2. Shop Front Displays & Booths

*Charges may apply, see below.*

~~(a)~~ The display of goods on the highways will require permission from Medway Council under the (a) Highways Act 1980.

~~(b)~~ ~~(b)~~ Before approval is given, a Council officer will measure the area and an appropriate (b) display area will be agreed. Goods must be kept within the agreed display area.

~~(c)~~ ~~(c)~~ (c) Should approval be granted for shop front displays and booths, this does not give permitted rights to have future automatic approvals.

~~(d)~~ (d) Free standing items would be no higher than 1.8m.

~~(e)~~ (e) Permission may be granted if the following criteria are met;

- i. A minimum width of 1.82.0 metres between the edge of the goods and the edge of the footway (being a kerb line or a drainage channel), to cater for pedestrians and ensure access for those with mobility issues and pushchairs. The Council will assess applications for displays on shared surface areas on an individual basis (refer to 1 for glossary, p.6).  
~~(refer to 1 for glossary, p.6).~~
- ii. All products and goods displayed must be raised by at least 1m from the ground. Stands used to accommodate this shall be covered to ground level using either synthetic green turf or black cloth.
- iii. A shop front display must be positioned immediately next to the property.
- iv. The furniture is the owner's responsibility when placed on the highway, and Medway Council will not be liable for any damage or injury caused to highway users. Therefore, the owner must hold Public Liability Insurance of at least £5 million.
- v. Only those commodities sold in the shop premises can be displayed outside the premises provided they are not any of the excluded items listed in 3 (Section 1, p. 8).

- vi. For the sale of food the criteria listed in Appendix [3C](#) (Section 2, Food regulations p.8) must be adhered to.
  - vii. The display must be of a suitable construction, to ensure minimal damage if there is a collision, the display must not have protruding parts or sharp edges.
  - viii. The display will not cause any damage to the highway, or impede surface water drainage or obstruct access to any premises.
  - ix. No clothes rails should be situated on the highways.
  - x. The shop front display must only be displayed during business hours and must be removed outside of these hours.
  - xi. A shop front display must be removed or repositioned with immediate effect if requested by an officer from Medway Council or a member of the emergency services.
- (d) The Council reserves the right to require the removal of goods within the permitted display areas during festivals or any other event. The Council also reserves the right to revoke the licence at any time.
- (ge) Each licence or annual renewal will require a one off £162 fee each year (See Appendix [4A](#) for cost table 1, p.-6). An appeals process is available and should be made to the Head of Integrated Transport.  
Any query or report of a trader deviating from the agreed upon terms, which requires a council officer to visit the site will be given the benefit of the doubt in the first instance and will be made aware of the policy with a deadline to rectify the contravention. If, at a later date the same Trader is still contravening the policy they will be charged £40 call out charge per enforcement visit.

~~(h)~~ [\(f\)](#) If approval is given for a licence and no alterations have been made to the quantity and positioning of the tables and chairs, no plans need to be submitted when renewing the licence. The £162 should be paid online to validate the licence for the next 12 months; this process needs to be completed on an annual basis.

### **3. Tables and Chairs**

*Charges may apply, see below.*

- (a) The placing of tables and chairs on the public highway outside restaurants and public houses requires a licence issued by Medway Council under Part VII of the Highways Act 1980.

~~(e)~~[\(b\)](#) A licence may be issued if the following criteria are met;

- i. The furniture will not cause any damage to the highway, or impede surface water drainage or obstruct access to any premises.
- ii. The furniture is the owner's responsibility when placed on the highway, and Medway Council will not be liable for any damage or injury caused to highway users. The owner must therefore hold Public Liability Insurance of £5 million.

- iii. The furniture shall be removed outside of opening hours.
- iv. The furniture must be positioned immediately next to the property.
- v. A minimum unobstructed footway width of 4.82.0 metres should be maintained at all times- to cater for pedestrians and ensure access for those with mobility issues and pushchairs. No furniture will be permitted in cases where the minimum standard cannot be achieved.
- vi. To view guidance measurements for tables and chairs refer to Appendix 2B (Figure 1, p. 7). These measurements should be adhered to where possible; departures from this will be subject to the Council's discretion.
- vii. There are to be no permanent fences or enclosures of the area. See Appendix 2B (Figure 2, p.7) for guidelines for free standing outdoor partitions.
- viii. The tables are to be **regularly** cleared of glasses, plates, ashtrays, etc and the surrounding area to be swept clear of litter, food and smoking deposits etc. The licensee must provide the means at tables for customers to extinguish smoking debris and safely dispose of the waste.
- ix. Waste deposited on the Highway must be removed each day at the Licensee's expense or at more frequent intervals as may be required by the Council under the Environmental Protection Act 1990.
- x. This licence does not give permission to serve alcohol. An application **must** be made to Medway Council's licensing team for a licence to sell intoxicating drink.
- xi. The area permitted for tables and chairs is to be used solely for the purpose of consuming refreshments.
- xii. No charge shall be made by the Licensee for the use of the chairs and tables.
- xiii. The table and chairs must be removed or repositioned with immediate effect if requested by an officer from Medway Council or a member of the emergency services.

(c)

(f)—Should approval be granted for table and chairs, this does not give permitted rights to have future automatic approvals.

(d) Medway Council have the discretion to review the footprint available to accommodate tables and chairs that add to aesthetics of the area.

The licensee must comply with the Public Order and Nuisance, and section 137 Highways Act (e) 1980. The Council reserves the right to revoke the licence at any time-

(g)—Each new licence and annual renewal will require £162 one off payment each year. The licence is valid for 12 months and will need updating thereafter (See Appendix 4A for cost table 1, p.6). An appeals process is available and should be made to the Head of Integrated Transport.

(f)

Any query or report of a trader deviating from the agreed upon terms, which requires a council officer to visit the site will be given the benefit of the doubt in the first instance

and will be made aware of the policy with a deadline to rectify the contravention. If, at a later date the same Trader is still contravening the policy they will be charged £40 call out charge per enforcement visit. Traders' will only pay this fee if they have deviated from the agreed upon terms. If the trader has complied with the agreed terms, no charge will be made.

~~(g)~~ ~~(h)~~ — No plans need to be submitted when renewing the licence if no alterations have been made to the quantity and positioning of the tables and chairs from that approved. The £162 should be paid online to validate the licence for the next 12 months; this process needs to be completed on an annual basis.

#### **4. Shop Front Displays & Tables and Chairs**

*Charges may apply, see below.*

~~(a)~~a) An application requesting a licence for both shop front displays and tables and chairs should be stated in the initial application.

~~(b)~~b) The cost for applying for a licence that requires both shop front displays and tables and chairs will be the same £162 in total, see Appendix 4A (for cost tables, p. 6).

c) Should approval be granted for shop front displays and tables and chairs, this does not give permitted rights to have future automatic approvals.

d) Free standing Items should be no higher than 1.8m.

~~(e)~~e) It will be necessary to submit plans of where the intended furniture would be placed on the highway.

#### **5. Advertising Boards (A-boards/ floor standing boards/signs/banners)**

*Charges may apply;*

a) The use of advertising boards (see glossary p.5) on the public highway, i.e. the footway, footpaths or carriageway will require permission from Medway Council under the Highways Act 1980.

b) Should approval be granted for advertising boards (A-boards/ floor standing boards / signs / banners), this does not give permitted rights to have future automatic approvals.

~~(c)~~c) a) No charge will be incurred for the use of advertising boards, unless officers are repeatedly required to visit the same site after a previous warning. Traders contravening the advertising board policy will be given the benefit of the doubt in the first instance and will be made aware of the policy with a deadline to rectify the contravention. If, at a later date the same Trader is still contravening the policy they will be charged £40 per enforcement visit. There will be no application process. The Council reserves the right to remove advertising boards if conditions are not met.

~~(i)~~i. All advertising boards placed on the highway must be able to be moved freely and easily. Advertising boards must be stable and kept upright. They can be



safely and discretely weighted down if required. Advertising boards should not have protruding parts or sharp edges.

- ~~iii~~.ii. Advertising boards shall not cause any damage to the highway, or impede surface water drainage or obstruct access to any premises.
- ~~iv~~.iii. Advertising boards will be the owner's responsibility when placed on the highway, and Medway Council will not be liable for any damage or injury caused to highway users. The owner must therefore hold Public Liability Insurance of not less than £5 million against any liability, loss or damage, claim or proceeding whatsoever arising under Statute or Common Law in respect of the placing of temporary obstructions on the highway or their removal there from.
- ~~v~~.iv. Advertising boards must relate to the normal business of the premises and must be removed outside of business hours. Advertising boards must not be placed on the public highway where a private forecourt is available, and should be within 2 metres of the property.
- ~~vi~~.v. Subject to available space, 2 advertising boards is the maximum number permitted per business. If a trader wishes to display more, permission must be sought from the Council's Highways Network Management Team and may be refused.
- ~~vii~~.vi. Advertising boards must not cause a visual distraction to drivers of road vehicles or obstruction to pedestrians on the highway.
- ~~viii~~.vii. Advertising boards should be easily detectable and noticeable to users who have visual impairments and situated in such a way that they can be negotiated with ease by users with mobility problems.
- ~~ix~~.viii. A minimum unobstructed footway width of 4.82.0 metres should be maintained at all times- to cater for pedestrians and ensure access for those with mobility issues and pushchairs. The drainage channel should always be kept clear from obstructions.
- ~~x~~.ix. Advertising boards must be between: 0.8 metres to 1.05 metres high and 0.45 metres to 0.7 metres wide.
- ~~xi~~.x. Advertising boards must be removed or repositioned with immediate effect if requested by an officer from Medway Council or a member of the emergency services.
- ~~xii~~.xi. Advertising boards must not contain any material or information that would prejudice the council or break current legislation or carry political information.

## **6. General**

~~a)~~ ~~(a)~~—Goods or other items placed outside of the approved area or placed in contravention of any instruction given under this Policy may be removed by the Council subject to the licence holder or his representative being given written notice in accordance with the provisions of section 115K (1) of the Highways Act 1980.

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~~b)~~ ~~(b)~~—  
b) Any expenses incurred by Medway Council in the in the removal of such items will be recovered from the licence holder in accordance with the provisions of section 115K (3) of the Highways Act 1980. Medway Council cannot be held responsible for any damage caused to items during their removal, storage and return.

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~~c)~~ ~~(c)~~—  
c) Any breach of this policy may also lead to formal action by Medway Council.

-  
d) [Medway Council has the discretion over the footprint available on the highway.](#)

~~(d)~~~~e)~~—  
(d)e) Medway Council reserve the right to terminate a licence without notice.

~~(e)~~~~f)~~—  
(e)f) No tables, chairs or temporary street furniture shall remain on the highways if their permit has expired.

g) [Clothes and Items rails are not permitted on the highway.](#)

h) [Shopping baskets and shopping trolleys are not permitted to be stacked or stored on the highway.](#)

~~(f)~~~~i)~~—  
(f)i) Any deviation from licence agreement that necessitates a visit from the Council's enforcement officers, after the first visit, will incur a £40 charge to the prospective business.

## **Appendix 4A**

### **Glossary**

**Advertising boards-** This term refers to the use of A-boards, floor standing boards, signs or banners.

**Goods-** Any: Stock, produce, wares or merchandise for sale.

**Shop Front Displays-** Refers to licenses issued for shop front displays or the placing of tables and chairs outside premises.

**Licensed Area-** An area in any street permitted by the Council as a place where street displays may be engaged in by a Shop Front Trader and includes any temporary alternative place approved by the Council.

**Licensed Holder-** The person permitted to carry out shop front displays activity from an \_\_\_\_\_authorised licensed area.

**Shared Surfaces-** A land area which is accessible to both pedestrians and vehicles, that has been design to prioritise pedestrians.

**Stand-** Encompasses anything that is used (whether constructed or adapted for this use) for example: boxes, vessels, and tables.

**The Council-** Refers to Medway Council.

#### Free Standing – i.e. suitcases

Bike Racks – would be permitted as long as rack were floor level and against shop frontage.

**Conservation Area-** “an area of special architectural or historic interest the character or appearance of which is desirable to preserve or enhance”. Historic areas of distinctive quality and character have a strong sense of place and provide continuity and stability in a rapidly changing world. The special interest of Conservation Areas stem from one or more of the following factors:

- The archaeological significance and potential of the area.
- The architectural and historic quality, character and coherence.
- The contribution made by green spaces, trees and hedges

**Table 1**

**Cost Table**

***-The fee is an annual charge that must be paid for the licence to be valid***

	<i>License Fee (£)</i>	<b><i>Call out charge per visit* (£)</i></b>
Shop Front Displays & Booths	162	<b>40</b>
Tables and Chairs	162	<b>40</b>
Shop Front Displays & Booths and Tables and Chairs	162	<b>40</b>
Advertising boards	0	<b>40</b>

*\* The call out charge incurred by a trader for additional visits from council officers, if traders have not been abiding their licence agreement or the Council's policy*

Figure 1 – Protocol for table and chair designs.



- Seat 55wx58dx44h(cm)
- Overall height 72h(cm)
- Table 70wx70dx74h(cm)



- Table 80diax74h(cm)
- Seat 54wx54dx44h(cm)
- Overall height 72h(cm)



- Seat 40wx42dx44h(cm)
- Overall height 72h(cm)
- Table 60Diax74h(cm)



- Seat 50wx52dx44h(cm)
- Armchair overall 72h(cm)
- Table 70Dia x 74h(cm)



- Seat 35wx35dx46h(cm)
- Overall height 85(cm)
- Table 70diax76h(cm)



- Table 70diax74h(cm)
- Seat 53wx50dx44h(cm)
- Overall height 79(cm)

Specified standing outdoor

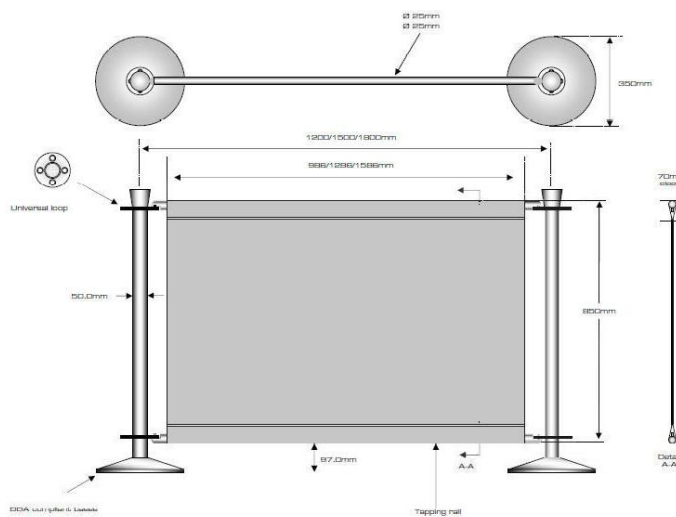


Figure 2- dimensions for free partitions

## Appendix 3C

### Section 1

Commodities which cannot be displayed on shop front displays:

- a. Alcoholic beverages, tobacco and tobacco products;
- b. Lottery tickets, phone cards, raffles, tombola and/or other games of chance;
- c. Medicines, drugs and other prescribed substances;
- d. New and used cars and motorcycles;
- e. Pets and livestock
- f. Containers of Liquid Petroleum Gas (LPG) including any which are fully or partly discharged;
- g. Explosives including fireworks;
- h. Goods posing a Health and Safety risk to the public.
- i. Any other product deemed to be inappropriate by Council Officers.

### Section 2

Food regulations which must be abided by:

- a) **All Traders must be registered as a food business with Medway Council.**
- b) All traders involved in the sale of food must comply with the requirements of the Food Safety Act 1990, Food and Safety Hygiene (England) Regulations 2013.

# Diversity impact assessment – Appendix 3

## DIVERSITY IMPACT ASSESSMENT

<b>TITLE</b> <i>Name/description of the issue being assessed</i>	Licensing Placing Items on the Highways 1 year pilot in Chatham High Street.
<b>DATE</b> <i>Date the DIA is completed</i>	23/10/2014
<b>LEAD OFFICER</b> <i>Name of person responsible for carrying out the DIA.</i>	Sunny Ee/ Elizabeth Carter

**1 Summary description of the proposed change**

- *What is the change to policy/service/new project that is being proposed?*
- *How does it compare with the current situation?*

The licensing of the highways objective is to regulate the placement of A-Boards/ floor standing boards/signs/banners, tables and chairs and shop front displays. This will change the current situation, as obstructions will not be placed on the minimum specified width of Highways that has to be kept clear for pedestrians and traffic. The licensing will ensure that:

- Safety requirements for emergency vehicles are adhered to.
- Traders hold public liability insurance of a minimum of £5 million.
- Improve the aesthesis of the High Street.
- Safety for pedestrians.

**2 Summary of evidence used to support this assessment**

- *Eg: Feedback from consultation, performance information, service user records etc.*
- *Eg: Comparison of service user profile with Medway Community Profile*

- The Licensing Policy is in response to complaints received by Town Centre Managers and Cabinet/Ward Members from both pedestrians and traders.
- This Policy has taken guidance from existing, successful schemes in neighbouring local authorities.
- The Policy is the result of collaboration between officers from the Highways team- Network Management and Enforcement, and BASS, to ensure that the Policy can be implemented.

**3 What is the likely impact of the proposed change?**  
*Is it likely to:*

- *Adversely impact on one or more of the protected characteristic groups?*
- *Advance equality of opportunity for one or more of the protected characteristic groups?*
- *Foster good relations between people who share a protected characteristic and those who don't?*

*(insert ✓ in one or more boxes)*

Protected characteristic groups	Adverse impact	Advance equality	Foster good relations
Age			✓(Older people,

# Diversity impact assessment – Appendix 3

			buggies)
<b>Disability</b>			✓
<b>Gender reassignment</b>			
<b>Marriage/civil partnership</b>			
<b>Pregnancy/maternity</b>			
<b>Race</b>			
<b>Religion/belief</b>			
<b>Sex</b>			
<b>Sexual orientation</b>			
<b>Other (eg low income groups)</b>	✓		✓

#### 4 Summary of the likely impacts

- *Who will be affected?*
- *How will they be affected?*

The legislation is uniform, and does not deviate on any grounds from the criteria stated in the licensing document. The only reason a trader is not able to use the highways for tables and chairs or displays is where it is unsafe to do so, the safety criteria is also stated in the licensing document.

Therefore, the only impacts will be positive as safety standards will be adhered to and the minimum statutory pedestrian highway will be free from any obstructions, providing a safe area for those with mobility disabilities or visual impairments.

The set charge will impact traders with lower incomes the most, however, the overall cost is considerably less per square metre than local rents and the same charge applies to all licenses equally.

#### 5 What actions can be taken to mitigate likely adverse impacts, improve equality of opportunity or foster good relations?

- *Are there alternative providers?*
- *What alternative ways can the Council provide the service?*
- *Can demand for services be managed differently?*

The set charges will encourage good relations; the uniform approach will promote equality.



# Diversity impact assessment – Appendix 3

**6 Action plan**

- *Actions to mitigate adverse impact, improve equality of opportunity or foster good relations and/or obtain new evidence*

Action	Lead	Deadline or review date
If legislation goes ahead to consult generally on the policy for a period of 4 weeks	<b>Sunny Ee</b>	<b>TBC</b>
If legislation goes ahead to consult on the policy with Service Manager at Medway Council for physical and learning disabilities and sensory services.	<b>Sunny Ee</b>	<b>TBC</b>
If legislation goes ahead to consult on the policy with the Older People’s forum	<b>Sunny Ee</b>	<b>TBC</b>
If legislation goes ahead to consult on the policy with Town Centre forums and traders	<b>Sunny Ee</b>	<b>TBC</b>
After the consultation findings have been incorporated into the policy and agreed by Cabinet to monitor any adverse affects of the policy quarterly	<b>Traffic Management</b>	<b>TBC</b>

**7 Recommendation**

*The recommendation by the lead officer should be stated below. This may be:*

- *to proceed with the change implementing action plan if appropriate*
- *consider alternatives*
- *gather further evidence*

*If the recommendation is to proceed with the change and there are no actions that can be taken to mitigate likely adverse impact, it is important to state why.*

To proceed with the change implementing an action plan if appropriate, the feedback from the groups stated above will be taken into consideration.  
Monitoring of the impacts of the Policy will be necessary to ensure objectives are being met.

**8 Authorisation**

*The authorising officer is consenting that:*

- *the recommendation can be implemented*
- *sufficient evidence has been obtained and appropriate mitigation is planned*
- *the Action Plan will be incorporated into service plan and monitored*

**Assistant Director**                      **Andy McGrath**

**Date**    **13.10.2015**

Contact your Performance and Intelligence hub for advice on completing this assessment

RCC:    phone 2443	email: <a href="mailto:annamarie.lawrence@medway.gov.uk">annamarie.lawrence@medway.gov.uk</a>
C&A:    phone 1031	email: <a href="mailto:paul.clarke@medway.gov.uk">paul.clarke@medway.gov.uk</a>
BSD:    phone 2472 or 1490	email: <a href="mailto:corppi@medway.gov.uk">corppi@medway.gov.uk</a>
PH:      phone 2636	email: <a href="mailto:david.whiting@medway.gov.uk">david.whiting@medway.gov.uk</a>

Send completed assessment to the Corporate Performance & Intelligence Hub (CPI) for web publication



## **Appendix 4 Chatham Highways Policy Street Furniture Consultation Briefing Note**

### **Introduction**

Medway residents and traders of Chatham High Street have raised concerns with the Council over the past year regarding pedestrian safety, traffic movement and the quality of the appearance of the High Street.

In response to residents concerns the Council drafted the 'Placing Objects on the Highways' to provide clarity over the safety and quality parameters in which each trader can operate within, if at all, on the high street.

The proposed draft policy was reviewed and agreed by Cabinet on 27 October 2015 subject to public and trader consultation. The draft policy is to run as a one-year pilot scheme; it will be reviewed after the year if necessary and appropriate. The area intended for the proposal would encompass Chatham High Street, which is distributed into 3 Zones.

### **Methodology**

The consultation was open for everyone online from 3 November until 3 December 2015 (four weeks). Separate surveys were created for Traders and Residents in paper and online formats. Online the surveys were made available on the Councils website.

Community Wardens hand delivered 160 paper copies of the survey to all traders in the identified Zones. 32 Chatham traders completed the paper survey and 3 Chatham Traders responded online. 74 residents across Medway and one resident living outside the Medway area completed the online survey. Additional qualitative comments were received from the Medway Labour group, The Guide Dogs for the Blind Association and one resident.

### **Observations**

#### **Residents**

Responses from the residents showed 44% of them visited the high street at least once a week with 86.7% mainly using Chatham for shopping.

98.7% of the residents said they had seen additional shop furniture outside of shops; when asked what they had seen 79% stated tables, 81.10% stated A boards and 95.90% stated produce outside shops.

71.4% of the respondents who where residents attested that additional displays caused disruptions on the high street and 5.9% of the 69 resident respondents agreed that they have had an accident as a result of additional shop furniture, ranging from tripping over produce, witnessing near misses by pedestrians and walking into items due to crowding.

#### **Traders**

46.90% of traders that responded are Located in Zone 1, and comprised mainly of General retailers. 54.29% have additional shop furniture displayed outside their shops.

When traders were asked what street furniture they currently had 8.33% stated produce, 62.50% stated A-boards and 12.50% stated Table and Chairs.

62.5% of the trader respondents claimed that they had not heard of complaint on highway furniture. Of the 37.5% of traders that had heard of complaints produce was the main hazard.

Within the design of the survey the same question (Q6 for traders and Q7 for residents) – has been combined in terms of the responses for both residents and traders, of which:

- 84.11% of respondents agreed that it would be safer for pedestrians to use the High Street if there were guidelines set out to help shops lay out their pieces of additional furniture with 6.54% disagreeing. Those that disagreed felt that no items of furniture/produce should be displayed outside.
- 79.62% of respondents agreed that shops should be assessed against the same criteria for additional shop furniture outside and 10.19% disagreeing with this.
- 86.92% of the respondents agreed that the look of the High Street would be improved if there were some uniformity in relation to how shops displayed extra pieces of shop furniture on the high way. They pointed out that displays outside are fine as long as they are in a controlled manner with well-defined parameters and distances. The 8.41% of the respondents that disagreed with this highlighted that it should be made clear as shoppers have a right to walk past the shops so sufficient right of way for access where no display at all should be encouraged on the High Street.

When Cabinet agreed the draft policy a Diversity Impact Assessment (DIA) accompanied the report. This consultation and engagement aimed to ensure all members of the effected community were consulted. Comparing the results to Medway's Community profile. The following observations were found:

The consultation showed most of the respondents was female accounting for 54.77%. 22.64% of the respondent's fall within the age bans of 35-44 years.

Ethnicity breakdown showed that 13.46% where from other ethnic groups and 85.58% where White British.

25.58% of the respondents agreed to having long-term illness, health problem or disability, which limits their daily activity, with 67.44% of the respondents disagreeing and 26.83% of the respondents have physical impairments.

66.21% of the respondents are either in full time employment or self employed with 25.68% being unemployed.

Residents living within the Chatham and Rochester Area accounted for 32.11% and 28.44% respectively.

The results show that the survey carried out was a significant representation of Medway's Community Profile.

### **Findings**

Full details of the findings by question with the numerators and denominators for each can be found on the subsequent pages of this report.

### **Customer's comments**

A full summary of customer comments can be seen on the Figure 1.

**FINDINGS:**

**RESPONSE FROM RESIDENTS: How often do you travel to the area of Chatham on the map?**

	Almost every day	At least once a week	At least once a fortnight	At least one a month	At least once every six months	Less Frequently
<i>Numerator</i>	11	33	15	7	8	1
<i>Denominator</i>	75	75	75	75	75	75
<b>Percentage</b>	<b>14.7%</b>	<b>44%</b>	<b>20%</b>	<b>9.30%</b>	<b>10.70%</b>	<b>1.30%</b>

**RESPONSE FROM RESIDENTS: Why do you visit this area**

	Work	Shopping	Banking	Culture and arts	Visiting friends	Residents	Passing through to other destination	Other
<i>Numerator</i>	10	65	36	12	5	1	19	3
<i>Denominator</i>	75	75	75	75	75	75	75	75
<b>Percentage</b>	<b>13.3%</b>	<b>86.7%</b>	<b>48%</b>	<b>16%</b>	<b>6.7%</b>	<b>1.3%</b>	<b>25.3%</b>	<b>4%</b>

(Please note more than one option was ticked by respondents)

**RESPONSE FROM TRADERS: SHOP LOCATION ZONE.**

	Zone 1	Zone 2	Zone 3	Other
<i>Numerator</i>	15	7	11	7
<i>Denominator</i>	38	38	38	38
<b>Percentage</b>	<b>39.47%</b>	<b>18.42%</b>	<b>28.95%</b>	<b>18.42%</b>

**RESPONSE : TYPE OF SHOPS PRESENT ON THE HIGH STREET.**

	Cafe	Restaurant	Grocery shop (food)	Clothes shop	Charity shop	General retailer	Bank/building society	Jewellers	Other
<i>Numerator</i>	1	0	0	0	3	10	3	0	11
<i>Denominator</i>	29	29	29	29	29	29	29	29	29
<b>Percentage</b>	<b>3.45%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>10.35%</b>	<b>34.48%</b>	<b>10.35%</b>	<b>0%</b>	<b>37.93%</b>

**RESPONSES FOR SEEING HIGHWAYS FURNITURE**

		Yes	NO
<b>RESIDENTS</b>	<i>Numerator</i>	74	1
	<i>Denominator</i>	75	75
	<i>Percentage</i>	<b>98.7%</b>	<b>1.3%</b>

**WHAT FURNITURE HAS BEEN SEEN BY RESIDENTS**

		Tables and chairs	A boards (advertising frames)	Produce outside shops	Other
<b>RESIDENTS</b>	<i>Numerator</i>	59	60	71	17
	<i>Denominator</i>	74	74	74	74
	<i>Percentage</i>	<b>79.72%</b>	<b>81.08%</b>	<b>95.95%</b>	<b>22.97%</b>

(Please note; respondents ticked more than one option)

**RESPONSES FOR USING HIGHWAYS FURNITURE**

		Yes	NO
<b>TRADERS</b>	<i>Numerator</i>	19	16
	<i>Denominator</i>	35	35
	<i>Percentage</i>	<b>54.29%</b>	<b>45.71%</b>

**WHAT TYPE OF ADDITIONAL SHOP FURNITURE IS BEING DISPLAYED OUTSIDE BY TRADERS**

		Tables and chairs	A boards (advertising frames)	Produce outside shops	Other
<b>TRADERS</b>	<i>Numerator</i>	3	15	2	4
	<i>Denominator</i>	24	24	24	24
	<i>Percentage</i>	<b>12.50%</b>	<b>62.50%</b>	<b>8.33%</b>	<b>16.67%</b>

**RESPONSES IF ADDITIONAL SHOP FURNITURE CAUSES DISRUPTION FROM DISPLAY.**

		Yes	No
<b>RESIDENTS (CAUSED DISRUPTION)</b>	<i>Numerator</i>	50	20
	<i>Denominator</i>	70	70
	<i>Percentage</i>	<b>71.4%</b>	<b>28.6%</b>

**RESPONSE IF RECEIVED/HEARD COMPLAINTS**

		Yes	No
<b>TRADERS (HEARD ANY COMPALINT)</b>	<i>Numerator</i>	12	23
	<i>Denominator</i>	35	35
	<i>Percentage</i>	<b>37.5%</b>	<b>62.5%</b>

**RESIDENTS RESPONSE ON ACCIDENTS: Have you had an accident as a result of this additional shop furniture?**

	<i>Yes</i>	<i>No</i>
<i>Numerator</i>	4	65
<i>Denominator</i>	69	69
<b><i>Percentage</i></b>	<b>5.8%</b>	<b>94.2%</b>

**RESPONSE ON SAFETY, ADDITIONAL SHOPS AND IMPROVEMENT ON HIGH STREET: Thinking about placing additional shop furniture on the High Street, please state how much you agree or disagree with the statements below**

		<i>Shops should all be assessed against the same criteria for additional shop furniture outside shops</i>	<i>It would be safer for pedestrians to use the High Street if there were a guide set out to help shops lay out their pieces of additional shop furniture</i>	<i>The look of the High Street would be improved if there was some uniformity in relation to how shops displayed extra pieces of shop furniture on the highway</i>
<i>Strongly agree/agree</i>	<i>Numerator</i>	86	90	93
	<i>Denominator</i>	108	107	107
	<b><i>Percentage</i></b>	<b>79.62%</b>	<b>84.11%</b>	<b>86.92%</b>
<i>Neither agree nor disagree</i>	<i>Numerator</i>	10	7	5
	<i>Denominator</i>	108	107	107
	<b><i>Percentage</i></b>	<b>9.26%</b>	<b>6.54%</b>	<b>4.67%</b>
<i>Strongly disagree/disagree</i>	<i>Numerator</i>	11	7	9
	<i>Denominator</i>	108	107	100
	<b><i>Percentage</i></b>	<b>10.19%</b>	<b>6.54%</b>	<b>8.41%</b>
<i>Don't know/no opinion</i>	<i>Numerator</i>	1	3	0
	<i>Denominator</i>	108	107	100
	<b><i>Percentage</i></b>	<b>0.92%</b>	<b>2.80%</b>	<b>0%</b>



## DEMOGRAPHICS

### Are you? (Gender)

<i>Gender</i>	<i>Male</i>	<i>Female</i>
<i>Numerator</i>	48	54
<i>Denominator</i>	106	106
<b>Percentage</b>	<b>45.28%</b>	<b>54.72%</b>

### In which of the following age bands to you fall?

<b>Age Range</b>	<i>16-24</i>	<i>25-34</i>	<i>35-44</i>	<i>45-54</i>	<i>55-64</i>	<i>65-74</i>	<i>75+</i>
<i>Numerator</i>	4	18	24	21	15	9	2
<i>Denominator</i>	106	106	106	106	106	106	106
<b>Percentage</b>	<b>3.77%</b>	<b>16.98%</b>	<b>22.64%</b>	<b>19.81%</b>	<b>14.15%</b>	<b>8.49%</b>	<b>1.89%</b>

### What is your ethnic group?

	<i>White British</i>	<i>Other Ethnic Group</i>
<i>Numerator</i>	89	14
<i>Denominator</i>	104	104
<b>Percentage</b>	<b>85.58%</b>	<b>13.46%</b>

### Do you have any long-term illness, health problem or disability, which limits your daily activity or the work that you do?

	<i>Yes</i>	<i>No</i>
<i>Numerator</i>	22	58
<i>Denominator</i>	86	86
<b>Percentage</b>	<b>25.58%</b>	<b>67.44%</b>

### If yes, what is the nature of your health problem or disability?

	<i>Health Diagnosis</i>	<i>Hearing impairment</i>	<i>Learning Disability</i>	<i>Mental Health</i>	<i>Physical Impairment</i>	<i>Sight Impairment</i>
<i>Numerator</i>	10	4	2	5	11	1
<i>Denominator</i>	41	41	41	41	41	41
<b>Percentage</b>	<b>24.39%</b>	<b>9.76%</b>	<b>4.88%</b>	<b>12.20%</b>	<b>26.83%</b>	<b>2.44%</b>

### What is your current working status

What is your current working status?	Numerator	Denominator	Percentage
Employee in full-time job (30 hours plus per week)	31	74	<b>41.89%</b>
Employee in part-time job (under 30 hours per week)	8	74	<b>10.81%</b>
Self employed full or part-time	10	74	<b>13.51%</b>
On a government sponsored training scheme	0	74	<b>0%</b>
Full-time education at school, college or university	1	74	<b>1.35%</b>
Unemployed and available for work	1	74	<b>1.35%</b>
Permanently sick/disabled	5	74	<b>6.76%</b>
Wholly retired from work	8	74	<b>10.81%</b>
Looking after the home	4	74	<b>5.41%</b>
I prefer not to say	6	74	<b>8.11%</b>

### In which area do you live?

	<i>Chatham</i>	<i>Rochester</i>	<i>Gillingham</i>	<i>Strood</i>	<i>Rainham</i>	<i>Rural Areas of Medway</i>	<i>Outside of the Medway Area</i>
<i>Numerator</i>	35	31	8	10	5	7	10
<i>Denominator</i>	109	109	109	109	109	109	109
<i>Percentage</i>	<b>32.11%</b>	<b>28.44%</b>	<b>7.34%</b>	<b>9.17%</b>	<b>4.59%</b>	<b>3.42%</b>	<b>9.17%</b>

**Figure 1**

**Customer Comments**

<b>Have you had an accident as a result of this additional shop furniture?</b>
Tripped over a pile of carpets
I haven't but I can see that one could easily happen
Tripped over a pile of carpets
A frames sign boards are the biggest blocker and trip hazard
Tripped over edge of rug
However I have witnessed some very near misses with elderly & children
Have walked into the items on more than one occasion due to moving around people
<b>Have you ever received or heard of a complaint about additional shop furniture outside of shops in Chatham High Street?</b>
Fruit and veg shops has hazard
Various, mostly down to the shocking state of the High Street/shop fronts/displays
Mainly how far sticks out i.e. Raj 39/ shop opposite McDonalds etc
Extended into public paths refusing public right of way to pass hindering paths making mess
Some of my clients mention too much furniture, rugs etc taking up 1/2 High Street
From customers and visitors to Medway Towns. Other traders
HEARD THE PUBLIC MOANING WHEN OUT IN THE HIGH STREET SHOPPING.
MANY OF OUR CUSTOMERS COMPLAIN THAT THE HIGH ST RESEMBLES A MARKET OR " TURKISH BAZAAR"
PEOPLE COMPLAINING HIGHSTREET LOOKS LIKE A MARKET
GOODS DISPLAYED TOO FAR OUT INTO HIGH ST BLOCKING WHAT USED TO BE A PAVEMENT TO PUBLIC ACCESS
PEOPLE OFTEN MOAN ABOUT THE SHOP "RAJ 59"
<b>Any feedback you would like to provide on the proposed area (in the map)</b>
Remove all shop front objects. Introduce shop front and sign design regulations to prevent low quality shop fronts bringing down the high street.
Generally I have not experienced any difficulties. Produce on display is tidily displayed. I do however have concerns about tables outside cafes where patrons are smoking. Another concern is the parking of presumably shop owners at east end of high street.
They shouldn't be allowed as it is a hazard to people
The fruit & veg stalls are taking over the pedestrian areas, their stalls outside are bigger than their actual shops. They seem to extend further out every time I go to the town!

**Figure 1**

**Customer Comments**

If a child fell over they could hurt themselves on glass table
I think an active high street is good for the local economy
Greengrocers have always had a certain amount of produce outside shops but not on the scale there is in Chatham High Street today and there is so many of them. There is absolutely no need to have almost as much on the pavement as there is on the shelves inside the shops. Very often fruit rolls on to the pavement and can get squashed and then become dangerous to walk on. I cannot see the need for furniture shops to have goods outside, what do they do when there goods get wet?
The area could use a few policemen walking around. In 2012 when the London riots were happening there was a strong police presence in Chatham and everyone behaved and felt safer. Some of the shops could do with a clean up (on the outside)
It would certainly help if the council made some effort to brighten High Street up. Perhaps plants, better illumination and bright coloured shops may help the cause. Chatham has a proud history and what we have presently is a pale shade of grey of what it used to be.
Footpaths should be kept completely clear of obstructions, retail of otherwise.
Chatham is a mess
It is worse in areas 2 and 3
I can't contact you about this online in another way, but Rochester Bar on Rochester High Street blocks the entire pavement outside it with barriers and bouncers. It cordons off the entire pavement area as its own private smoking area forcing pedestrians into the road. SURELY this is illegal and must be addressed
Why not apply the policy to all major retail areas in Medway? Given the inherent logic of the policy.
Cut Back on the "Take as much space as you want" attitude of the many recent Green Grocers. This also applies to Gillingham High Street, to of James Street
Ok with cafe table and chairs out but not carpets and household stuff
Make walkways obstruction free in all zones.... there are by-laws which prohibit "wilful obstruction of the hghway" the highway definition includes footways!
I no longer use Chatham High Street on a regular basis due to the way the shops display everything outside. The quality and appearance of the High Street has diminished, it's no better than a market now. As a resident of 47 years and a weekly visitor to Chatham high street I know I am not alone in my dismay to what's happened to 'the town'
No feedback - I agree with the location of the proposed area
The front of shops should be kept clear and all their produce for sale should be in the shops. If I wish purchase their products I can enter the shop not have their produce rammed down my throat.
The high street has turned into Beirut with the goods on the pavements, are the traders paying council tax for this and are they insured if anyone has an accident by tripping over?
The whole zones need to be uniformed if the shops are fined for this outside the shops they would stop. Question is their shop space not enough move to bigger premises?
stop traffic using the high street in the evening and parking anywhere to get their groceries and fast food.
It should also extend to the Theatre square area outside Argos

**Figure 1**

**Customer Comments**

All companies should use the space in their own units and not spill out onto the High Street
It's not fair for council tax payer if others stop the right of looking passing trade. Shops using extra space outside should be charged extra council tax. The shops suffering loss of passing trade due to hindrances should be on reduced council tax
Limit how far to put A boards or chairs tables etc. No items for sale outside
The nature of trading in Chatham High Street has changed dramatically over the years due mostly to the large influx of foreign nationals. Personally I think it is getting out of control unless you are thinking of completely rebuilding Chatham High St
I THINK ITS DISGUSTING THAT CARS ARE ALLOWED THROUGH HIGH STREET ALL TIMES OF THE DAY AND TO PARK! ELDERLEY ARE AT RISK
MAKE ALL ZONES CLUTTER FREE OF SHOP GOODS (I.E ANY GOODS)
CAFE, BAR AND EATRIES SHOULD BE ABLE TO PROVIDE AN OUTSIDE SEATING AREA, PROVIDED THIS IS CONTAINED WITHIN DEMARKED BOUNDARIES. NOTHING DEGRADING TO THE AREA RE: A "MEDITERRANEAN DINING VIBE"
NO COMMENT
ZONE 3: EVERY TRADER SHOULD ONLY BE ABLE TO DISPLAY GODS ON SALE IN SHOP IN A UNIFORMED MANNER NOT ANY WAY THEY WANT.
NO
<b>Any feedback you would like to provide on Appendix 2 Section one</b>
There isn't any reason to obstruct the footpath, it is illegal!
Seems good idea
The only thing that should be outside are table and chairs
Make walkways obstruction free in all zones....there are by-laws which prohibit "wilful obstruction of the highway" the highway definition includes footways!
Visual quality is key I think. Safety had not been an issue for me however for the partially sighted I feel it could be as things currently stand.
I personally believe the entire high street should be free from any goods, furniture etc.as it creates a downtrodden ghetto appearance that makes visiting Chatham a rather unsavoury experience
Uniformity does not increase vibrancy of a town - it makes it infinitely less interesting, and a sterile place to visit.
No feedback - I agree with the 'purpose'
It's badly written. This sentence: "A licence for shop front displays and for the use of table and chairs on the Highways is in conjunction with the need to promote; safety, equity and visual quality across Chatham High Street. " makes no sense. Please revise. There seems to be a clause missing after "Highways" and before "is in conjunction"
Good idea but it is not explicit and clear about hot food being prepared and sold
With a licence limit the distance allowed to be used
PAYING FOR A LICENCE WONT MAKE HIGH STREET LOOK TIDIER OR CLEANER

**Figure 1**

**Customer Comments**

THIS WOULD ONLY WORK WITH GREEN GROCERY
NO
WHY NO CLOTH RAILS: YOU ARE PENALISING US A CHARITY SHOP WHO PAY FULL RATES. THIS END OF HIGH ST NEEDS US AS OTHERWISE IT LOOKS LIFELESS AND DEAD. BOXES RAISED 1M FROM THE GROUND IS AN ACCIDENT WAITING TO HAPPEN. IMAGINE SOMEONE PULLS BOX OFF STAND
"The need to promote; safety, equity and visual quality across Chatham High Street." Safety? If you want to promote safety, I would suggest prioritising public safety problems. I think you would find that chairs, tables, and a-boards are far down the list of what should be "priorities". I'd like to see our tax money go into real public safety initiatives, not silly schemes for the council to make money. "Visual quality". OK, Chatham is never going to look nice. That's its reputation. At least make it look like there's some life to it but letting shops put tables and chairs out...like other cities around the world do
<b>Any feedback you would like to provide on Appendix 2 Section two: Shop Front Display &amp; Booths.</b>
I don't see a problem as long as it's neat and not on the way
Chatham High Street has become virtually a middle eastern market place! This has taken under the authority of the Council, who aware of the situation have done absolutely nothing to prevent or control it. Had the council been proactive this 'mess' would not have grown to the extent it has
Seems ok
See above
Make walkways obstruction free in all zones.... there are by-laws which prohibit "wilful obstruction of the highway" the highway definition includes footways!
Items being raised from the floor seems a good idea.. The stacks of rugs outside some shops are a trip hazard and look tatty. Green turf would lend itself well to greengrocers and I like the uniformity of the high Street...
While shops should not be obstructing the pavement, the pedestrianisation of Chatham allows for rather sprawling displays while still allowing access. I believe this is to be encouraged, as it offers traders a way of making visually appealing displays and tempting potential customers into their shops.
None, I agree with the proposal
2.c.(i) how will minimum width be applied on pedestrianised roads? Glad to see a prohibition on clothes rails.
Food out side shops gets wet when rains and cigarettes smoke or ash on as people walk by not hygienic. How can they out rugs on the streets it's the UK not a non eu country
Stores goods should be displayed in the window, within the boundary of the premises. They should never be placed on the public footpath/byways causing any type of hazard to residents
No glassware should be displayed. I agree no clothing should be displayed
Personally feel the license fee is too low, as many traders are using this as their prime selling space in Zone 3. £167 is very cheap compared to rents!
Displays outside are fine in a controlled manner,, one needs to only be outside their perimeter plus not too far out shops take it out to the drains that's too far (not 1.8m gap with most. I doubt all shops have insurance for liability.

**Figure 1**

**Customer Comments**

I believe there is a need for the ability to display goods outside although some businesses seem to take this option to the extreme by putting the majority of their stock outside. We place bikes max 5 outside due to their size and the lack of space.
DONT WANT IT HIGH STREET LOOKS LIKE A BAZAAR
WOULD IT NOT BE EASIER TO SPECIFY A MAXIMUM DISTANCE FROM THE SHOP FRONT FOR THE DISPLAY SIZE
AGREE WITH PROPOSED POLICY- A LONG WAY FROM THE CURRENT REALITY!
CONTRAVENTIONS TO SECTION C ARE NOT DIFFICULT TO FIND TODAY
SHOPS SHOULD NOT BE ALLOWED TO SUBLET THIER FRONTS, WHICH USED TO BE CLASSED AS THE PAVEMENTS. IT SHOULD BE MADE CLEAR THAT SHOPPERS HAVE A RIGHT TO WALK PAST THE SHOPS.
NO
CLOTHES RAILS SHOULD BE ALLOWED & PUTTING BOXES ON PLINTHS WITH GREEN GRAINS WERE DID THAT IDEA COME FROM
<b>Any feedback you would like to provide on Appendix 2 Section four: shop front displays &amp; tables and chairs</b>
as mentioned in box 8 some cafes with tables outside are allowing smoking. Also some do impinge on pedestrian movement
I do not have a problem as long as it looks neat and isn't in the way. In fact I think it's nice to be able to sit outside on the high street.
No tables and chairs these are nothing but mobile obstructions and blow about in strong wind.
There are to be no permanent fences or enclosures of the area. See Appendix 2 (Figure 2, p.7) for guidelines for free standing outdoor partitions. Is this consistent with practices around other areas of Medway? I can't recall whether Hollywood Bowl on Gillingham High St has a permanent enclosure?
See above
In the way, and make the high street look cheap and tacky
should only be allowed on Natural Historic space of the premises.
Yes
Make walkways obstruction free in all zones....there are by-laws which prohibit "wilful obstruction of the hghway" the highway definition includes footways
No real comments... Just that obviously they need to be kept clean and tidy.
Absolutely no need to have outside furniture
Tables and chairs are vital to create a cafe culture, which Chatham quite desperately needs. Any additional limitations/costs placed on shops in this regard is likely to lead to this development being stifled.
Fully agree
I've rarely seen any ashtrays on the tables at Costa etc. - you end up with a drift of cigarette butts and a fog of smoke as you go past each coffee shop etc
Sitting out side cafes is welcome but not tables for homes where it furniture for inside the house or garden
In Appendix 2, (c), vi: it says "For the sale of food the criteria listed in Appendix 3 (Section 2, Food regulations p.8) must be adhered to.", in Appendix 3. (c), ix: it says

**Figure 1**

**Customer Comments**

"Waste deposited on the Highway must be removed each day at the Licensee's expense or at more frequent intervals as may be required by the Council under the Environmental Protection Act 1990." From this I would take it that the boxes, crates and any other packaging would be required to be moved from the doorway of the old fish and chip restaurant by the fruit and vegetable stall just along from there? I would welcome this, the waste is unsightly and may pose other risks?
Areas for tables & chairs should be only be allowed in appropriately sized spaces, outside of the premises. They should be cordoned off appropriately so as not to cause an obstruction to the public. Any furniture used outside should be of a reasonable standard that can be stored away/anchored during inclement weathers, as I have recently seen chairs blowing across the high st, causing damage during high winds.
Coffee shop fine providing service for customers
I feel strongly that they should have barriers placed all around them as per Earl Street Maidstone
These are ok when cornered off like Greggs but some coffee shops stick out quite far
CAUSES MORE LITTER IN THE HIGH STREET
AGREE WITH PROPOSED POLICY- A LONG WAY FROM THE CURRENT REALITY!
GUIDANCE IS FAIR
IT SHOULD BE WITHIN LIMIT NOT SHOP EDGE NO HARM FOR PADESTRAIN ON FOOTPATH
NO
AGREE SHOULD BE SAFE & UNIFORM
Large chains shops can afford the £162 annual fee for tables and chairs. Small businesses cannot. This is blatant discrimination against small, independent traders. More evidence that Medway council is more interested in revenues than in supporting small businesses
<b>Any feedback you would like to provide on Appendix 2 Section four: shop front displays &amp; tables and chairs</b>
as above(boxes 8 & 11
Again no issue as long as it's neat and not in the way
No pedestrian obstructions at all.
A clear limit on how far items can be placed away from shops would be good. I love veg and fresh produce being on display, but rugs and chairs and boxes are not so attractive, and lower down so harder to see.
seems ok
See above
Make walkways obstruction free in all zones....there are by-laws which prohibit "wilful obstruction of the highway" the highway definition includes footways!
As above
Charging for encouraging customers with tempting displays and for having seated areas, while allowing often gaudy advertising boards in the street seems rather backwards.



**Figure 1**

**Customer Comments**

Fully agree
No
See points 10 & 11
None that's what windows are for
NOT WANTED
IT IS NOT ENTIRELY CLEAR TO ME WHAT IS MEANT BY " SHOP FRONT DISPLAY"
GUIDANCE IS FAIR
NO
A public liability insurance requirement of £5 million is excessive. A more usual requirement figure is £2 million especially for advertising boards.
<b>Any feedback you would like to provide on Appendix 2 Section five: advertising boards (A-boards / floor standing boards / signs / banners)</b>
haven't noticed any.
These are essential for traders! As long as they aren't in the way then I think it's great
No pedestrian obstructions at all
seems ok
See above.
To Many Billboard Clutter both at Ground level and above, same with Road signs
Make walkways obstruction free in all zones....there are by-laws which prohibit "wilful obstruction of the highway" the highway definition includes footways!
Agree with viii.
All advertising should be fixtures on premises and not placed on pavements
Acceptable.
They should be kept in a good condition. No 'tatty' advertising boards
NO
Hammering a board into the trees is just not acceptable zone near to clock tower this advertising should be stopped and shops find.
I would like to see any/all shop front signage to be of a good quality, currently there are far too many temporary cheap shops, with temporary signage, in my opinion it degrades the High St. I do not have a problem with A boards as long as they are directly placed outside the premises.
The limit should be flexible with reference to the width of the shop front. I.e. TK MAX would have more but conversely a unit with a narrow front should be restricted to on
Boards should be used up against the shop.

**Figure 1**

**Customer Comments**

Limit distance from shop windows.
TALKING ABOUT MY SHOP, FLAGA A BOARDS ARE NOT A PROBLEM AS THERE IS STEEL POSTS AND IF All within the post line not a problem
DANGEROUS HEALTH AND SAFETY HAZZARD
DISPLAY BOARDS PLACED ON THE HIGHWAY ARE THE BANE OF BLIND AND PARTIALLY- SIGHTED INDIVIDUALS LVES! REMOVE THEM ALL
GUIDANCE IS FAIR
ADVERTISING BOARD OK IF IT IS SATNDARD SIZE NOT TOO BIG
ONLY A-BOARDS THAT RELATE TO THE SHOP
NO
A-BOARD MUST STOP OWNERS POLICE THIS THEMSELVES AND ARE AWARE OF PEDESTRIANS AND SAFETY
Again, as with question 11, this only hurts small independent businesses who rely on A boards to advertise that they are here! Advertise special offers, special events etc. People who are not from Medway, and I'm assuming you DO want people from outside Medway spending their money with Medway based businesses, need to see what is on offer and where it is. Our experience in Rochester has been that if not for our A-board, our building does not look like a coffee shop that sits 20 people. Charging a "license" to display an a-board, again, if like a flat tax. Doesn't hurt the big chain shops, but puts a dent in small businesses revenues
<b>Any feedback you would like to provide on Appendix 2 Section six: general</b>
pass
No pedestrian obstructions at all.
I am concerned this should be planned with blind and partially sighted people in mind - even the 'no pavement' zone on the bus lane is difficult for them.
seems ok
See above
I love the charity shop rails and the fruit out the front of shops
A ban on smoking should not be used as an excuse for traders to extend refreshment areas into public space
Chatham needs to address urgently the smelly noisy seedy thoroughly unpleasant environment it currently has
This section makes you sound the fun police.
None
No
I know the shops need sells but if they show off like they are it's making it a cheap high street market not very nice at all. Get the street markets back.
Please see 16
Too many shops are taking up too much of the High Street and pedestrians are having to negotiate obstacles. It can be really difficult to move freely.
NO CARS IN HIGH STREET FROM 10AM-6PM. UNLESS DELIVERIES/POLICE/POSTMAN ETC

**Figure 1**

**Customer Comments**

AS BEFORE
OK
NO HOT FOOD SHOULD BE ALLOWED OUTSIDE IN THE HIGH STREET
NO
YOU MENTION THAT A SHOP FRONT DISPLAY MUST BE PLACED IMMEDIATELY NEXT TO THE PROPERTY, THIS IS COUNTERPRODUCTIVE. I LOVE THE WAY CHATHAM HIGH ST HAS COME A LIVE WITH SHOP DISPLAYS OUT THE FRONT. IT STARTING TO LOOK ALIVE E.G TREE BLOCKING LIGHTS
In the consultation there is no mention of planted pots? I have placed 2 planters outside my shop planted with evergreens. These are not items for sale, but are used as part of the Rochester Full Frontal greening campaign for the high street. I hope that such planters will continue to be encouraged as it enhances the look of the high street. The planters are brought inside each evening as the shop closes.
Anyway after read the policy shop fronts I didn't see it as a problem I would agreed with the policy shopfront and fees are fine, it is right to do having new policy form as I am happy, not objection.
<b>Any feedback you would like to provide on Appendix 2 Glossary</b>
Pass
No pedestrian obstructions at all.
seems ok
Thanks for explaining what "the council" means.
None
No
Please see 16
Chatham High Street has got out of control these shops that dump their rubbish in public bins need stopping plus putting stuff right at the front should be banned.
HIGH ST VERY DANGEROUS WITH CARS ALLOWED TO DRIVE THROUGH!!!
AS BEFORE
ARE TA MAKE SURE ALL RETAILERS FOLLOW THE SAME CRITERIA & MAKE PUBLIC WHAT HAS BEEN AGREED FOR EACH SHOP BLES & CHAIRS THESAME AS A SHOP FRONT DISPLAY? REALLY?
NO
YOUR GLOSSARY IS GOOD AND COMPREHENSIVE. BIT CONCERNED THAT FOR INSTANCE A-BOARD UNCLEAR WHAT DEPARTMENT YOU APPLY TO.

**Figure 1**

**Customer Comments**

<b>Any feedback you would like to provide on the draft policy guide as a whole.</b>
I think that the draft policy guide is very well structured and I agree with all the points reflected through the text.
Chatham High Street is a mess. There should be as little shop furniture out as possible. It's not just about the area they are allowed to put goods out but also what they are displaying, shops putting out tables and clothes racks selling nasty tacky stuff should not be allowed. The High Street will never improve its image all the time these shops are permitted to display this stuff outside their shops.
Pass
The High St as it is turns people of shopping in town and makes it look like a shabby market
There isn't any excuse for a time wasting policy obstruction of the pavement and highway are already offences. The Council needs to comply with it's statutory responsibilities, start prosecuting offenders that is the only policy required. Stop wasting time dealing with trivia such as 'fag ends' and stop taking the easy option every time and sitting on your hands, and the fence!
This is a good idea, however would not like to see all street displays removed, as the fruit and veg displays make the area look vibrant and an improvement on empty units.
See above.
The shop by Iceland's that used to sell TVs now a supermarket comes out way to far with his fruit .The town looks scruffy with rails and furniture an carpets outside .Its not a market.
Make walkways obstruction free in all zones....there are by-laws which prohibit "wilful obstruction of the highway" the highway definition includes footways! A ban on smoking should not be used as an excuse for traders to extend refreshment areas into public space!
I disagree entirely with shops and businesses using the street for displays and produce. Although I can see a need for temporary 'pop-up' displays the appropriation of public space by businesses is not acceptable. We 'all' pay for the maintenance of the spaces and these areas are there for the reason of public amenity.
It's all rather silly and goes against the independent, vibrant culture that council claims to want.
Great idea. Chatham town centre is crummy and anything to improve the area is good
Keep the products inside the shop, or if they and you insist that they have to have it outside charge them extra
I do not support compulsory charging of all Business. Small business pays business rates and this includes regulation and enforcement of licensing. To force a compulsory additional levy on a relatively minor issue such as this is revenue generating and should be not be supported.
There needs to be thought as to how blind and partially sighted people can navigate the high street. The high street also should look tidy, at times it seems like it is a free for all, and it makes it less attractive
No
I welcome the fact that The Council are looking into these matters, and hope that some of the issues we and people I know have said they have with the situation might be improved. Thank you.
As this survey would not allow me to refer back to the document to review each section it was difficult to review points 14 & 15. However I do feel that after all the

**Figure 1**

**Customer Comments**

regeneration works that have been spent on Chatham town centre recently, Medway Council do need to continue to make improvements to the area. I do agree whole-heartedly with this draft policy as currently the stores are creating a daily "Health & Safety" hazard to all pedestrians. It definitely does not portray a good image of the High St either.
In general I am against traders using the pavements in any way to display their goods, it is an inconvenience to the public especially on busy days. The whole situation now is out of hand. Delivery vehicles use this area making it even worse. Chatham High Street was never the most attractive place to look at, but the improvements made over the last few years has made a difference for the better. Now I'm afraid the High Street is becoming an eyesore again with piles of tatty cheap goods sprawled across the pavements! The only exception to this is table and chairs outside the cafes, which enhance the area and create an ambience like that found in Germany, France, and Belgium etc. These are an asset as apposed to the aforementioned tatt.
It is well overdue
Need to look at the space in zone 3 during vehicle access hours as for a pedestrian it can be dangerous. Also enforcement of non commercial vehicle restricting and no entry one way needs to happen. In addition the quality/condition of shop frontage
Good idea to make display, tables/chairs etc a uniform display will make High Street look neater and easier to negotiate
It's about time as half the High Street is a free for all - with tables, chairs and displays and parked cars blocking stretches of the High Street and side streets most of the day - some traders seem to think that any room outside their shop belongs
THINK WE SHOULD NOT BE EVEN THINKING OF A LICENSE JUST NOT ALLOW IT AT ALL. IF WE DO HOPE COUNCIL WILL PUT MONEY TO GOOD USE
GENERALLY SENSIBLE (EXCEPT CONFUSION OVER DEFINITION OF "SHOP FRONT DISPLAY"
BEFORE PERMISSION IS GIVEN TO A RETAILER. CHECK WITH THE SHOPS EITHER SIDE OF THEM SO THAT IT ALL FOLLOWS THE SAME LINE OTHERWISE HIGH STREET WILL LOOK WORSE THAN IT DOES NOW.
NO
It's really a desperate, misguided attempt by the council to collect revenues, and to distract the public's attention from real problems on the High Street like crime, like anti-social behaviour, like chewing gum infested pavements, like street litter, etc. All things the council could do more about and really help safety and the general look and feel of the High Street.
I am glad that you are not proposing to charge for A boards. I also think it's a good idea to limit the boards to 2 per premises.
<b>The Guide Dogs for the Blind Association</b>
-We would prefer a clearance gap of 2 metres as stated in the inclusive mobility guide produced by the DFT.
In regards to tables and chairs: Does the 1.8 metre clearance allow for the tables being used i.e. chairs pushed out and sat in by customers and therefore narrowing the gap to less than 1.8m.
- How will the policy be policed? Will there be regular patrol of the high street to ensure rules are adhered to?
- If a complaint is made once the final policy is in place then how quickly will it be responded to and the matter dealt with.

**Figure 1**

**Customer Comments**

<p>- How many complaints to any one individual situation needs to be made before the matter is responded to?</p> <p>Cllr Stuart Tranter, along with Cllr Rupert Turpin and Cllr Teresa Murray took part in our blindfold walk experience and attempted to negotiate Rochester High St with the help of sighted guide, long cane and a guide dog. The experience highlighted the hazards caused by street furniture such as A-boards and chairs and tables, with the councillors facing narrow or blocked pavements as well inconsistent building or curb lines to follow which are key factors for orientation, especially for long cane users.</p> <p>It's great to see the experience has been thought provoking and we would be more than happy to contribute towards the proposed plans. I have copied in our Community Engagement Officer who would be our main point of contact for feedback; she'll be in touch prior to the consultation period closing.</p>
<p><b>Member of Parliament for Rochester and Strood / Historic Rochester Residents Association</b></p> <p>Last year I with businesses and Mark Lawson and the community safety officer walked the high street and we were talking about making sure that signs, chairs and tables and rubbish do not cause a problem for visitors to the high street, and also enforcement this has all be discussed before. The trial is in Chatham because there is a particular problem and we need to see if it more enforcement will work</p> <p>Could you please enlighten me? Is this a trial survey that eventually, after consultation and discussion, will be extended to other high streets in Medway? I can't see that participation by Rochester residents or traders can be of much use in this trial unless they have had relevant experiences in Chatham. The policy appears to be more applicable to Rochester than for Chatham – (and I'm not sure about Gillingham). Chatham is pedestrianized except for deliveries while Rochester is open to traffic most of the time, so distance from furniture to road edge is critical. We also experience parking on the pavement by delivery lorries and cars, which can make nonsense of the 1.8m distances.</p> <p>We'll be interested to learn when a survey specific to Rochester appears so that we can bring it to the attention of our members.</p>
<p><b>Medway Labour Group</b></p> <p>Medway Labour group is broadly supportive of the Council's Policy Statement on Placing Objects on the Highway.</p> <p>In order to provide a substantive response to the consultation process Medway Labour group has spent time speaking to local business owners, local residents and traders. Our submission takes into account the views of the people that we have spoken to and are most affected by this policy.</p> <p>Any policy like this must be trialled in order to fully understand the benefits and pitfalls of such a policy. Without implementation the council can not be in a position to properly judge its potential success. As such Medway Labour group is pleased to see that the Policy Statement shows that the council intends to pilot the policy in Chatham High Street. This is a welcome move and will enable to council to better judge how the policy would work if implemented on a permanent basis.</p> <p>However, Medway Labour group is aware that Medway is a diverse area. It is worth remembering that Medway's five town centres – Chatham, Gillingham, Rainham, Rochester and Strood - are different to one another. As such, a policy successfully piloted in Chatham may not be a policy that</p>

## Figure 1

## Customer Comments

would be adequate and workable throughout Medway as a whole. In view of this we would ask that the council takes into account the different physical layouts and different natures of the Medway towns and makes every effort to ensure that we have a policy or policies that would be suitable for each of the town centres.

Having spoken to a number of Chatham based businesses and traders Medway Labour group would like to recognise that the £162 license fee (as outlined in Table 1 of Appendix 1 of the 'Placing Objects on the Highway' Policy Statement) is broadly supported. Taking this into consideration we, as a group, would lend our support to this fee.

Medway Labour group would like to recognise that in an ideal world the time that traffic can access the High Streets and the time that businesses are able to trade outside their 'shop front' would be exclusive to one another as the two would, unquestionably, have a detrimental effect on one another. We, as a group, acknowledge that this may be practically difficult to achieve in the short term but we ask that the council seeks to ensure that a suitable solution can be found for both traders, pedestrians and motorists.

It is the view of Medway Labour group that there is little or no point introducing a policy such as this if it is not properly and appropriately enforced. As such, we would like to see the council make very effort to enforce the policy so as to ensure that there is a proportionate and common-sense approach to ensure fairness for traders and a safe, pleasant and fully accessible shopping environment for member of the public.

As stated at the start of this response Medway Labour group is broadly in support of the policy being put forward by officers and, what is more, this is a view that we have seen mirrored by local business owners, traders and residents. We believe that there are still a number of obstacles to overcome in ensuring that this is a policy that works in the best interests of all involved and we would ask that the council seeks to address these issues. But this is a positive initial policy draft and one that Medway Labour group is largely in agreement with.

RE: The shop goods on the high street Chatham. We suggest that a meter from the shop front, would be ample for shop keepers to display their goods. We hope the enclosed photos will help