



POSTER BOARDS

TOWN COUNCIL MEETING

REPORT 47/14

9 JUNE 2014

The purpose of this report is to ask Members to consider a proposal for the more effective management of the towns' poster boards.

No. DETAIL

1) BACKGROUND

- a) The town has 18 poster boards owned and managed by the Isle of Wight Council according to their list attached to this report.
 - b) As the list – updated in May last year – shows, most need some attention and maintenance.
 - c) In addition, the information on them is both incomplete and out of date.
 - d) Concern about the negative impression they give about the town to residents and visitors alike was raised at the latest meeting of the Public Buildings Working Group together with a proposal about their future management.
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2) FUTURE MANAGEMENT

- a) The proposal, following an offer from Ventnor Fringe to manage the boards on behalf of Ventnor Town Council, is to ask the Isle of Wight Council to release them to the Town Council and for the Town Council to invest some resources in their maintenance and agree management arrangements for them with Ventnor Fringe.
 - b) The proposal clearly has many advantages including:
 - an improvement to the Public Realm
 - innovative management
 - new means of providing information to residents and visitors
 - minimal demand on Town Council staff time.
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3) RECOMMENDATION

- a) The Town Council is recommended to authorise its Clerk to negotiate with the Isle of Wight Council for the transfer of responsibility for the maintenance and use of the 18 Boards to the Town Council and report back to a future meeting of the Town Council.
 - b) The Town Council is further recommended to ask the Town Clerk, with the assistance of Councillor Jim Toogood, to estimate the costs of the necessary upgrade of the Boards and bring proposals for it to the same meeting.
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POSTER BOARDS (10 MAY 2013)

The Council currently has 48 poster boards across the Island as detailed below.

Persons wishing to use the Isle of Wight Councils boards must be community groups or non-profit making organisations i.e. charity, carnival, amateur clubs etc; no business/commercial use is permitted. The Council have first refusal of use on all boards.

Each event can have a maximum number of 48 posters over a two week period.

As part of their lease, Ryde Arena can use up to 25 boards.

The use of all poster boards is managed (on behalf of the Council) by Andrew Woodford and he can be contacted on 07976 828462. He arranges putting up and taking down of posters and charges per poster; he maintains a diary of all posters displayed. **Red = boards in Ventnor.**

| Ref No. | Location | Description | Comments as at June 2012 |
|---------|--|--------------------------|--------------------------|
| V 1B | Central car park, Entrance | 1 x 3 Board single sided | Requires attention |
| V 1C | Central car park West End | 2 x 4 Board double sided | Requires painting |
| V 3B | Dudley Road, East car park | 1 x 2 Board Single sided | OK |
| V 5 | Marlborough Road, car park | 1 x 6 Board single sided | Requires attention |
| V 7 | Ventnor Park, Gardens Depot Wall | 1 x 4 Board single sided | Requires attention |
| V8 | Ventnor Park | | |
| V 9A | La Falaise, car park Shelter | 1 x 4 Board single sided | Requires painting |
| V 9B | La Falaise, car park Shelter | 1 x 3 Board single sided | OK |
| V 11 | La Falaise, car park Shelter | 1 x 4 Board single sided | Requires painting |
| V 12 | Ventnor Esplanade, Opposite Picardi Hotel/pier | 1 x 4 Board single sided | OK |
| V 15 | St Boniface Road, tennis courts | 1 x 4 Board single sided | Requires painting |
| V 16 | Shore Road, car park, Bonchurch | 1 x 3 Board single sided | New board |
| V 18 | Newport Road on PCs | 1 x 2 Board single sided | Requires painting |
| V 27 | Wroxall, Railings opposite Londis | 1 x 3 Board single sided | Requires painting |
| V 29 | Upper Ventnor Newport Road, adjacent depot | 1 x 3 Board single sided | Requires painting |
| V30 | Central car park adjacent entrance | 1 x 2 Board single sided | OK |
| V31 | Outside Winter Gardens | 1 x 3 Board single sided | OK |
| V32 | Lowtherville Road | 1 x 1 Board single sided | Requires painting |