

# **Report to District Development Control Committee**



**Epping Forest  
District Council**

---

## ***Date of meeting:***

**Subject: Olympic "Look and Feel" Plan**

**Officer contact for further information: J Gilbert Ext 4062**

**Committee Secretary: S Hill Ext 4249**

---

## **Recommendation(s):**

- (1) That the Look Plan proposals summarised in this report are noted; and**
- (2) That the Committee confirms that in this instance an application for express consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 is not required for these proposals subject to compliance with the standard conditions for the display of advertisements which are attached as Appendix B.**

## **Report Detail**

### **Background**

1. As an integral part of the London 2012 Games, the London Organising Committee for the Olympic Games (LOCOG) and the Government Olympic Executive (GOE) are promoting the delivery of a comprehensive 'Look and Feel' programme across the UK with the objectives of improving the spectator experience and engaging with the local community. The Lee Valley area has been allocated £270,000 to fund the dressing of the area around the White Water Centre in the run up to and during the Games. Broxbourne Borough Council is the responsible authority, in liaison with the other relevant authorities, for the development and implementation of the "Look Plan". This Council has also allocated around £1,500 to fund some local "Look and Feel" dressing in Loughton, with costs jointly shared with Loughton Town Council.
2. This report provides a summary of the "Look" proposals for the District and discusses the implications for this Committee under the Town and Country Planning (Control of Advertisements) Regulations 2007.

### **The "Look Plan"**

3. In order to comply with the requirements of LOCOG and the GOE the main Look Plan has to focus on the area around the White Water Centre and the main spectator routes to the venue. The priority areas within this District are in the Waltham Abbey area, in the immediate proximity of the venue. These include:
  - part of the Olympic Route Network and park and ride route along the A121 from Junction 26 to the venue in Station Road
  - Waltham Abbey Town Centre from the district boundary to Sewardstone Road
  - the transport hub adjacent to the main venue
  - parts of the Olympic Torch route (cannot be disclosed for security reasons)

Plans of these locations are set out in appendix A as Zones C, D and H.

4. The government funding has also provided for some “Look and Feel” to be put into place in Merlin Way, North Weald and in the Park and Ride facility itself, situated on part of the North Weald Airfield.

5. This Council also sought the views of towns and parishes as to their wish to have “Look and Feel” in their communities as part of the Olympic celebrations. The Council was prepared to joint fund the purchase of “Look and Feel” to a maximum of around £1,200 per local council. In the event only one local council, Loughton Town Council, expressed a wish to participate, and it is proposed to implement lamp column banners in Loughton High Road.

6. Details of the proposals are set out in the attached plans, with examples of the type of “Look and Feel” materials to be implemented. The focus of the “Look Plan” will be on the installation of banners on lamp columns, fence scrim along highway railings, bridges etc. and feather banners in more rural areas. Examples from the “Look Book” are provided below. The opportunity is also being taken to provide some bespoke features which can be retained after the Games as legacy features. Some of these will probably require planning permission and will be the subject of separate applications.

#### Planning considerations

7. The issue for this Committee is whether express consent is required for the proposals under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These specify a number of types of advertisements which can be displayed without the need for express consent under the Regulations. These are set out in schedule 3 to the Act and includes:

#### ***Class 1 – Functional advertisements of government departments and their agencies, local authorities, statutory undertakers and public transport undertakers and Transport for London***

##### ***1B - An advertisement displayed by a local planning authority on land in its area.***

8. Whilst the Regulations are not wholly clear on the issue, it is proposed to accept the “Look Plan” advertisements as falling within this class. There are no restrictions in respect of Class 1B except within an area of special control. None of the proposals would be located within an area of special control.

9. In any event the banners and flags will only be in place for a maximum of 3 months from July through to September, and in some instances less. Given the temporary nature of the proposals, the fact that all the designs are from the official London 2012 Look Book published by LOCOG and the GOE and the national/international importance of this sporting event, which this Council is being asked to support and promote, it is recommended that a pragmatic approach is taken. The Committee is recommended to note the proposals as summarised in this report and confirm its agreement, subject to compliance with the standard conditions for the display of advertisements as set out in Town and Country Planning (Control of Advertisements) Regulations 2007, which are attached to this report as appendix B.

10. Members will be aware that the overall delivery of the “Look” plan for the venue rests with the host authority, Broxbourne Borough Council. Their Planning

and Regulatory Committee received a report on the 10<sup>th</sup> of January 2012 approaching the issue in the same way where Members approved the recommendations as set out in the report.

11. Members will wish to be assured that all other unauthorised advertisements will be investigated and enforced in the normal way. Furthermore, recently enacted regulations empower the Olympic Authorities to deal robustly with unauthorised advertising and ambush marketing in the vicinity of Olympic venues.

#### Financial and risk implications

12. The responsibility for the £270,000 budget rests with Broxbourne District Council. That said this Council is duty bound to behave reasonably and ensure so far as is practicable that Broxbourne Borough Council is able to meet the requirements of the funding agreement. The Council is providing around £1,500 of funding to Loughton Council to enable their community to participate in the "Look and Feel" arrangements for the Olympic Games.

13. Other risks include:

- (a) damage to the "Look and Feel" from adverse weather;
- (b) loss of "Look and Feel" through vandalism or theft.

Broxbourne has retained a contingency amount from within the £270,000 to manage these risks and to perform their overall management and monitoring role.

## Appendix A –Examples of “Look and Feel” and location maps

### Banners

#### Designs



Rings

Agitos

Olympic Emblem

Paralympic Emblem

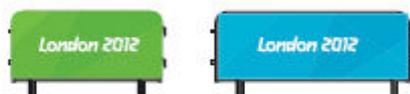
Venue City /London Borough only

Word mark



### Barricades and fencing

#### Design options



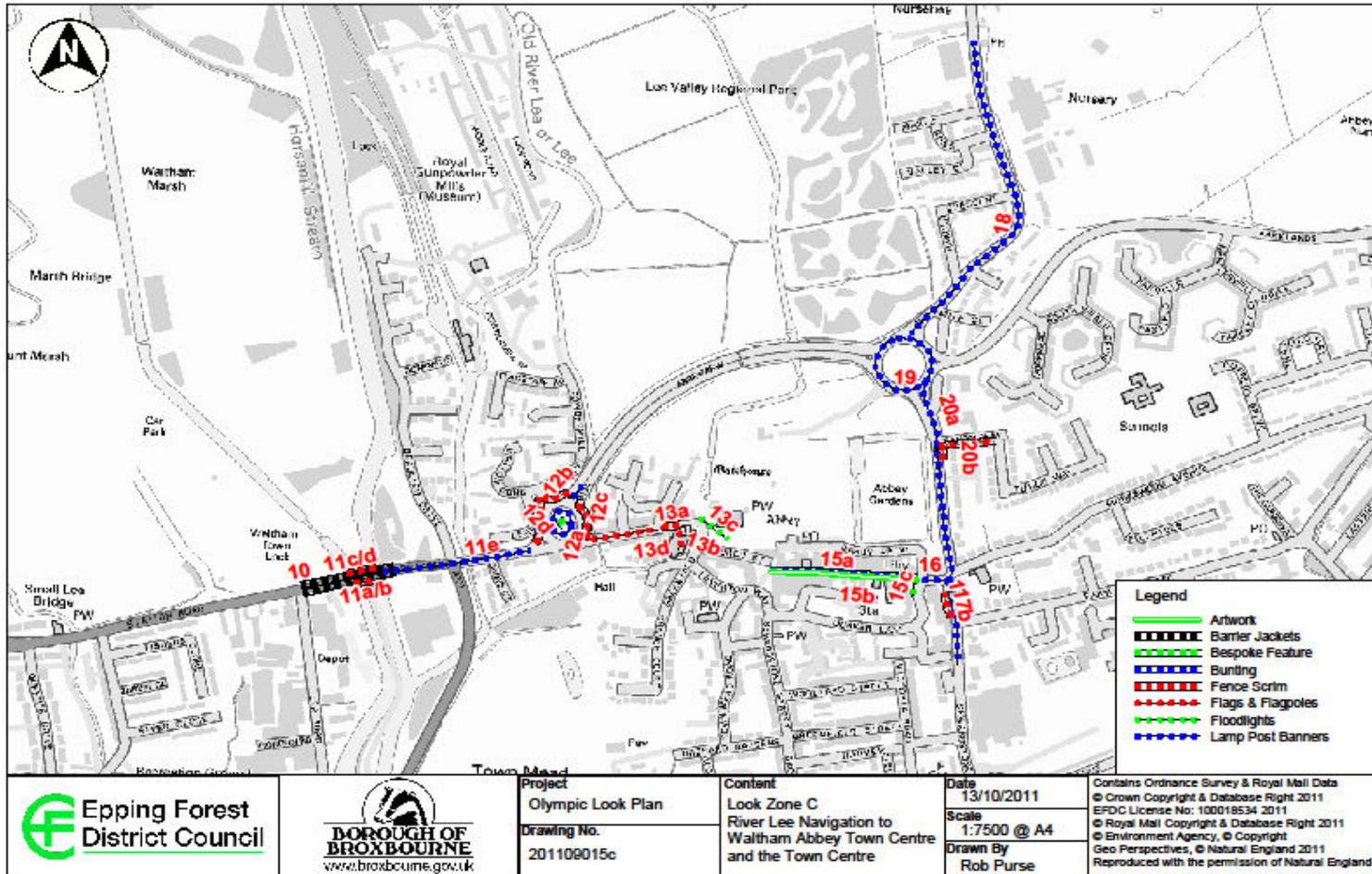
Barrier jackets

Insert panels

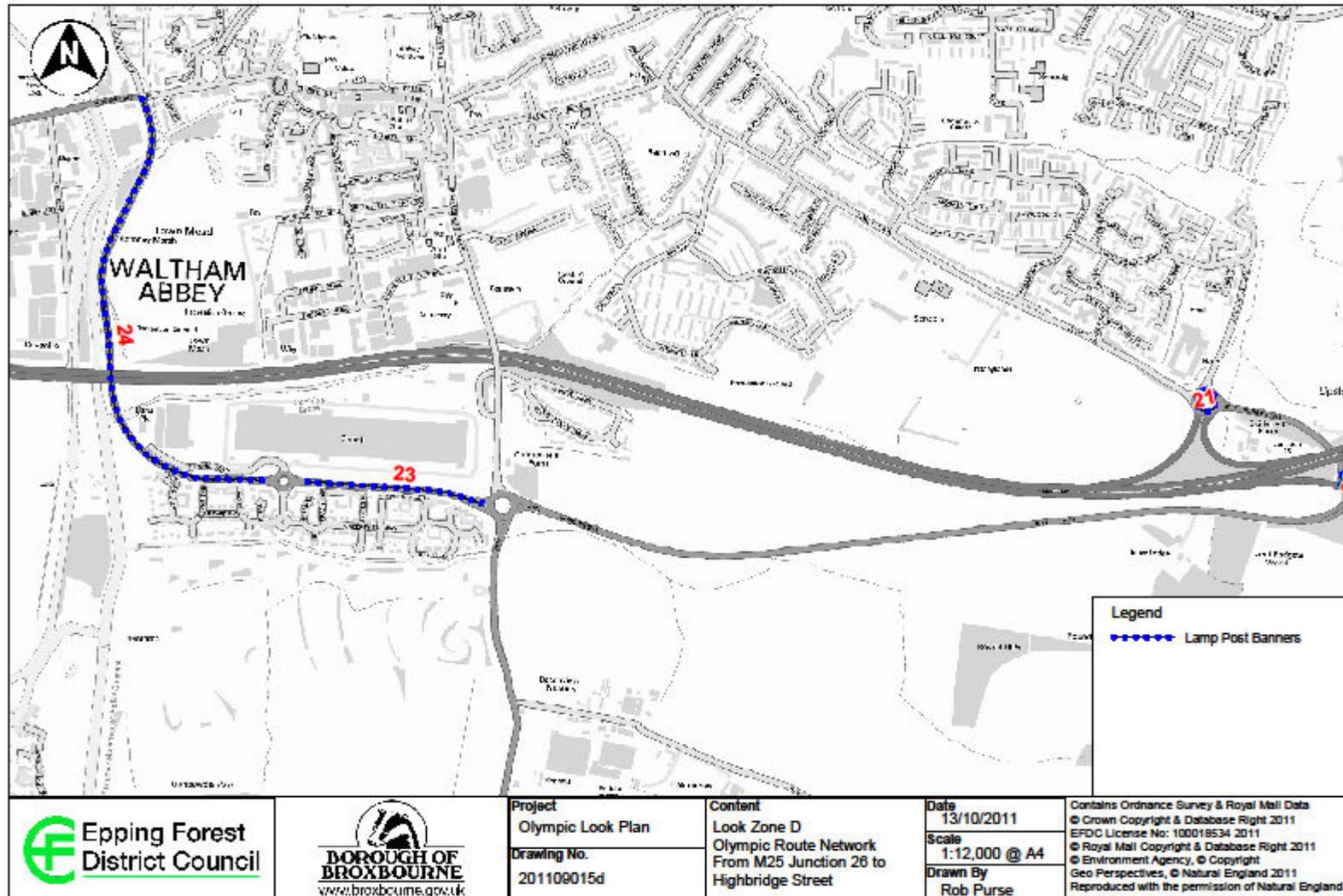


Fence scrim

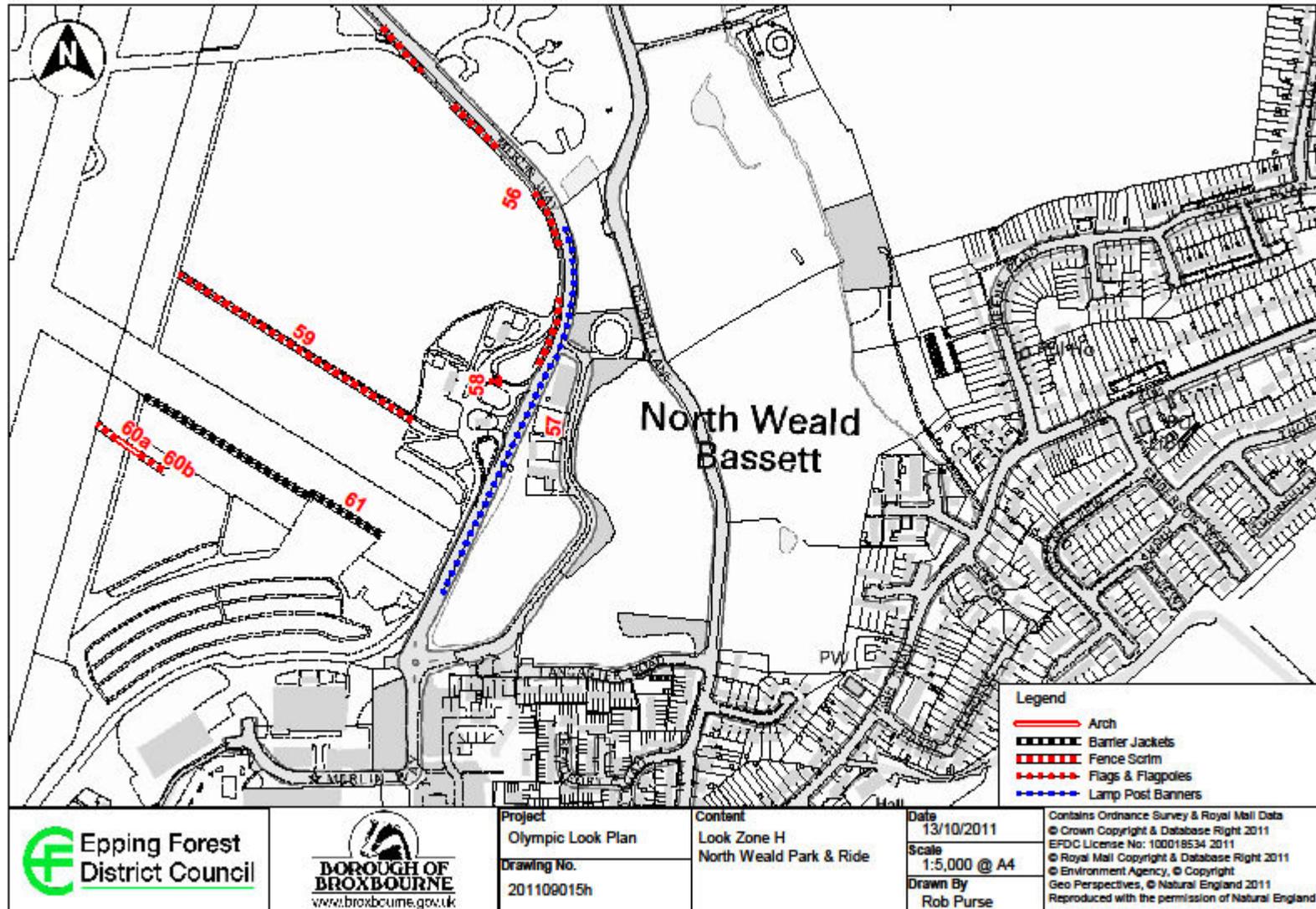
Look Zone C – Crooked Mile, Sewardstone Road, Waltham Abbey Town Centre, Highbridge Street



## Look Zone D - A121 Meridian Way to Station Road



## Look Zone H – Approaches to North Weald Park & Ride



## **Appendix B – Standard Conditions**

**Standard condition 1** requires no advertisement to be displayed without the permission of the owner of the site (this includes land or buildings where the advertisement is displayed), or any other person with an interest in the site entitled to give permission.

**Standard condition 2** prohibits the siting or display of an advertisement that would endanger anyone using any highway, railway, waterway, dock, harbour or aerodrome (civil or military), or would obscure or hinder the ready interpretation of any traffic sign, railway signal, or aid to navigation by water or air. It also prohibits the siting or display of an advertisement that would hinder the operation of any device used for the purpose of security or surveillance (such as closed circuit television cameras) or for measuring the speed of any vehicle (speed cameras or other speed-measuring devices).

**Standard condition 3** requires the advertisement and any land or building used for the purpose of its display to be maintained in a reasonably clean and tidy condition so that it does not impair the visual amenity of the site.

**Standard condition 4** requires any structure or hoarding used for the display of advertisements to be maintained in a safe condition that does not endanger the public.

**Standard condition 5** is about the removal of advertisements and requires the site to be left in a safe condition that does not endanger the public and in a reasonably clean and tidy condition so that it does not impair the site's visual amenity.