

Campaign Against “A” Frames

As the Council may be aware, there has been a Campaign for the last few months Against “A” Frames, cluttering up the streets of Maidstone.

I, Neville Butteriss a blind person and Mrs Pat Edwards, also a disabled person, have diligently gathered over 3,300 signatures of support [already presented to the Council] in our efforts to persuade KCC Highways in the total removal of them. Thus creating uncluttered streets in the County Town, and making it a more pleasant environment for everybody, especially the blind, other disabled people, mothers with buggies/pram, the elderly, and then to enable them to enjoy the experience of shopping in Maidstone’s uncluttered streets once again.

Originally, we suggested the possibility of the KCC, Borough, KEC, and the traders liaising together to come up with designs for the signs. Involving the young people, the future generations, and instilling pride in their town. Alternative methods of traders advertising could be modern lightweight material, such as removable hanging signs over shop doors, signs in windows and or, signs hanging on walls. These methods now seem to be the KCC highways Departments own suggested proposed alternative methods of advertising, as photo’s are now readily available from their own enforcement team’s office.

A few years ago Council’s regarded these intrusive, dangerous, and hazardous Boards, as Health and Safety Hazard, and were therefore regarded as an offence and “the Stoppaging and Blocking up of the public highway”. So what, changed Council’s opinions about them, and why do they suddenly need to be licensed? Instead of a total removal, and a fine if traders insist on having them.

Under the Rights of way and access, of the Disability Discrimination act, disabled people are entitled clear and uncluttered areas and streets in which to be able to move about freely and unobstructed! As is everybody.

Although Councillor Nick Chard of KCC Highways has already decided to adopt the policy of charging a £65 licensing fee for the pleasure of displaying such offending obstacles, prior to proper democratic discussions and consultations with any of the various disabled organisations, who are totally against the “A” frames themselves, as are all the 3,300 respective signed protesters on the petitions.

We therefore submit this report and petition to the Council, and we respectfully urge your full support and cooperation in the furthering of discussions and consultations to remove all the “A” Frames from the streets of Maidstone. Before the policy is fully implemented.

Alternative Suggestions to “A” Boards



Externally Mounted Boards

Mounted on pilasters, stallrisers, window frames or walls. These could be chalk or white boards



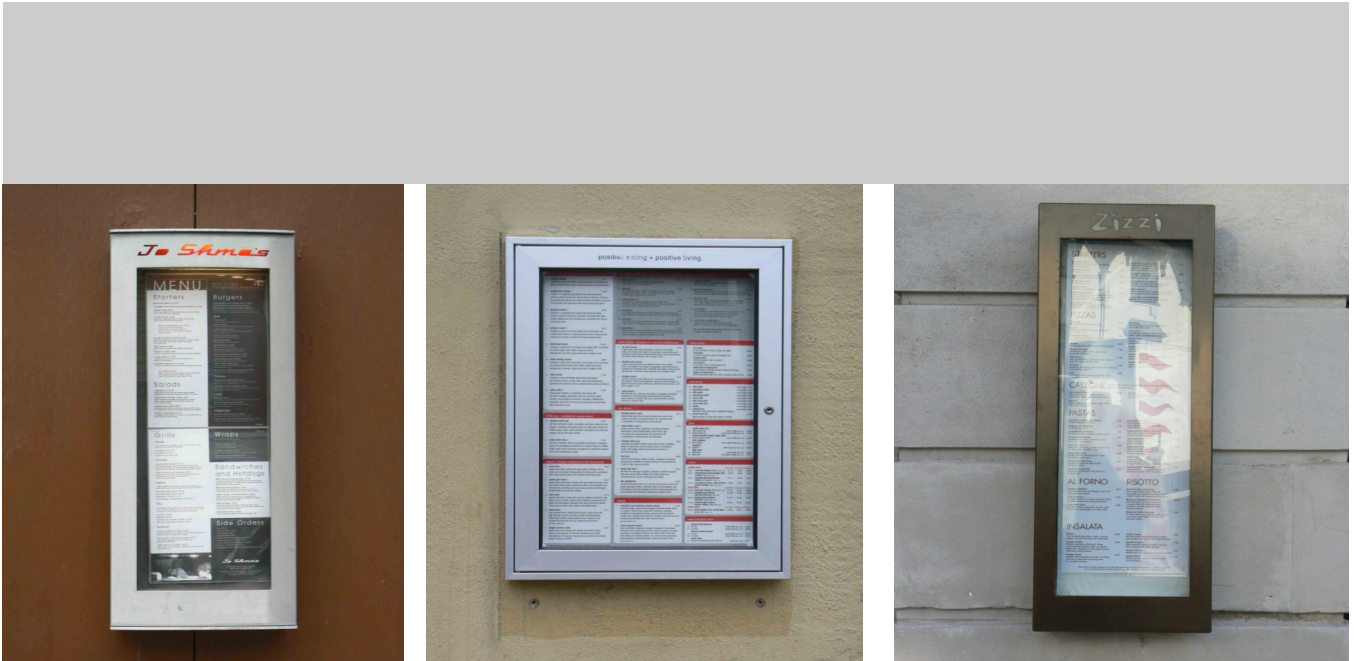
Additional Static Signage inside Shopfront

This could be changed daily if necessary and could respond to any special offers or sales



Hanging Signs

These reinforce the identity of the business and are visible in long views down the street



Externally Mounted Display Boxes

Menus, special offers, jobs, sales and promotions could be displayed on pilasters in sealed display boxes



Programmable Graphic Displays

These could be mounted within the shopfront area and could respond to special offers or sales



Projecting Cloth Signs

Individual cloth signs digitally printed with special offers or sale items that can be taken in at night

PLEASE NOTE - that you will need Planning Permission for most of these options. So please speak with your Local Planning Authority at your District, Borough or City Council.