

Annex A: 'A' Board questionnaires

The 'A' Board Policy and City Centre Prohibition

1. Overall, do you consider that the substantial ban on 'A' Board use on the public highway has had a positive impact upon the accessibility and ease of movement within central streets?

Yes

No

Don't know

2. Would you agree that the ban was the right approach, reflecting upon the significant use of street advertising, balanced against the limited space offered in many streets and level of pedestrian activity that is experienced?

Yes

No

Don't know

3. Do you consider that the visual amenity of the streets has improved? (Do they look tidier?)

Yes

No

4. Do you consider that the ban will have had a positive or negative impact upon the level of footfall (number of pedestrians) and thus people visiting and shopping within the city centre?

Positive

Negative

Don't know

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If yes, can this be evidenced as directly attributable?

5. Do you think that the ban has had a negative impact upon any businesses in the city centre?

Yes

No

Don't know

6. Do you consider that the ban should continue as a formalised council policy position?

Yes

No

Don't know

7. Do you consider that further measures such as the *Shared Board should remain an option for businesses to consider?

**A board placed off the highway, for example, on the edge of a lane, which includes the names of the businesses on the lane.*

Yes

No

Don't know

Micklegate Questionnaire

1. Have you sought licence for an 'A' Board outside of your premises?
If no, can you outline the reasons why?

Yes

No

2. If the licensed approach continues, will you apply for a licence?

Yes

No

Don't know

If yes, are you able to evidence this?

3. Do you consider that the use of an 'A' Board has had an impact upon your business?

Yes

No