

**Report to** Cabinet  
13 June 2012  
**Report of** Head of planning service  
**Subject** Regeneration of the BT Payphone Network

**Item**

18

### **Purpose**

To inform Cabinet about the proposals to regenerate the BT payphone network and seek approval for the overall approach prior to the planned submission by BT of applications for advertisement consent for new payphone structures.

### **Recommendation**

To approve:

- 1) the approach to the regeneration of the payphone network in Norwich detailed in this report;
- 2) a consultation on the removal of those telephone kiosks identified in the report and delegate authority to the Deputy Chief Executive (Operations) to work with BT to address concerns raised in the consultation before finalising the list of kiosks to be removed.

### **Corporate and service priorities**

The report helps to meet the corporate priorities for a safe and clean city and a city of character and culture.

### **Financial implications**

The only financial implication for the city council is a slight reduction in the cost of street cleansing and dealing with customer enquiries about cleansing as a result of there being fewer kiosks trapping detritus.

**Ward/s:** Mancroft, Thorpe Hamlet, Mile Cross

**Cabinet member:** Councillor Bremner – Environment and development

### **Contact officers**

Ben Webster

01603 212518

### **Background documents**

None

## Report

1. There are payphones in streets throughout the city. The vast majority are the KX100/300 type that was introduced in the 1980s to replace the traditional red K6 telephone boxes. Seven K6 remain and they are all listed buildings. BT has recently launched a new type of payphone structure, the ST6. There are none of these in Norwich at the moment.



2. Around the year 2000 BT started to display advertisements on the glass of most KX100/300s. This was done to try and offset the loss of income resulting from diminishing use of public telephones due to the proliferation of mobile phones. These advertisements were not subject to planning control.
3. In October 2011 the government introduced new regulations that meant BT needed advertisement consent from the Council to continue displaying advertisements that promote other companies' products and services within conservation areas. BT approached us to establish whether the Council would be willing to grant consent for the retention of these advertisements. Officers informed them that consent was very unlikely to be granted due to the clear policy opposed to the practice in the Streetscape Design Manual (adopted September 2006).
4. BT suggested that the Council might consider allowing them to introduce the ST6 to replace some of the KX100/300s. Over several months of negotiation a comprehensive package of proposed changes to the payphone network has been developed. It involves replacing most of the KX100/300 in the city centre with ST6, refurbishing the historic K6 boxes, removing the kiosk glass advertising from the KX100/300 that will remain in conservation areas elsewhere in the city and improving the maintenance of the payphones. These changes are illustrated on the map [\[insert web link\]](#) and described in the table in appendix 1.
5. The proposed changes take into account the lower demand for payphones, the need nevertheless to retain a good distribution of payphones so people do not have to walk far to reach one, the need to avoid obstructing the footway, the danger of damaging the character of historic environments by introducing modern advertising (ST6 have illuminated adverts on one side that scroll round

once every 20 secs), the need of disabled people for ergonomically suitable payphones (the ST6 design means users do not need to open a door or enter a confined space) and the incidence of crime in relation to certain kiosks. Information has been obtained from highway officers, the police and CCTV operators to help with these judgements.

6. As noted above the Streetscape Design Manual contains a relevant policy: *"Several years ago payphone operators began to display adverts on the glass of telephone boxes. These adverts transform a discreet item of street furniture into visually distracting hoardings. The Government has announced its intention to give local authorities the power to decide whether to allow these adverts in conservation areas. We will use this power to exclude such advertising from the city centre."* The proposal to allow ST6 might appear to contradict this policy. However, there is an important distinction between allowing poor quality plastic adverts to be retrofitted to KX100/300, which were not designed for advertising, and allowing properly designed structures with integral advertising (ST6) to be installed as part of a comprehensive package that will result in the removal of a large number of underused and unattractive kiosks.
7. BT has made it clear that the implementation of this package of changes will not happen without sufficient income from the installation of ST6s. The revenue from the advertisements in busy commercial locations is fundamental to making the overall plan viable. BT intends to submit applications for advertisement consent without delay. It is important to note that it is the Planning Committee not Cabinet that has the jurisdiction to determine whether advertisement consent should be created for the ST6. It is intended that the explanation of the interdependency of the changes contained in this report would be used as supporting information for the applications for advertisement consent and that BT would give a legally binding written commitment take all the changes would take place, not just those that are commercially profitable.
8. It will be important to give members of the public the opportunity to comment on the proposed changes. In addition to the statutory consultation associated with the planning process for the installation of the new payphones, Ofcom specify a process for the removal of kiosks, which can be view at [http://stakeholders.ofcom.org.uk/binaries/consultations/uso/statement/removing\\_callboxes.pdf](http://stakeholders.ofcom.org.uk/binaries/consultations/uso/statement/removing_callboxes.pdf) . As part of this process a notice should be placed in each kiosk that has been identified for removal if it is more than 400m from another. We have agreed with BT that a notice will be placed in every kiosk that has been identified for removal, irrespective of distance. An example of such a notice is given in appendix 2. Neighbourhood organisations will also be consulted by the Council before a decision is made.
9. Cabinet are recommended to approve the package of changes to the payphone network subject to: a) any revisions to the list of kiosk removals agreed by the Deputy Chief Executive (Operations) following public consultation, and b) the approval of advertisement consent for ST6 made by Planning Committee (or officers under delegated powers).

## Appendix 1 - Proposed payphone location changes

Street	Current				Proposed			
	KX100/300	ST6	K6	Total	KX100/300	ST6	K6	Total
All Saints Green	1	0	0	1	0	1	0	1
Bethel Street	2	0	0	2	0	0	0	0
Brigg Street	4	0	0	4	0	1	0	1
Castle Meadow	2	0	0	2	0	1	0	1
Castle Street	2	0	0	2	0	0	0	0
Drayton Road	2	0	0	2	0	1	0	1
Duke Street	1	0	0	1	0	0	0	0
Grapes Hill	1	0	0	1	0	1	0	1
Magdalen Street	0	0	1	1	0	0	1	1
Old Palace Road	1	0	0	1	0	0	0	0
Prince of Wales Road	5	0	0	5	0	3	0	3
Red Lion Street	0	0	0	0	0	1	0	1
Rouen Road	3	0	0	3	2	0	0	2
St Andrews Street	1	0	2	3	0	1	2	3
St Augustines Street	1	0	0	1	0	1	0	1
St Benedicts Street	1	0	1	2	0	0	1	1
St Giles Street	3	0	0	3	0	1	0	1
St Stephens Street	5	0	0	5	0	3	0	3
St Swithins Road	0	0	0	0	0	1	0	1
Station Approach	0	0	0	0	0	1	0	1
Thorpe Road	4	0	0	4	1	0	0	1
Tombland	0	0	2	2	0	0	2	2
Weavers Lane	0	0	1	1	0	0	1	1
White Lion Street	2	0	0	2	0	0	0	0
Total	41	0	7	48	3	17	7	27
Note: KX100/300 that are not changing elsewhere in the city are not included.								

Date of this notice



## IMPORTANT NOTICE

**BT is proposing to remove this kiosk as part of a Payphone Regeneration Plan for the City of Norwich. It will be replaced with a new modern style “open air” unit either on this site or a site close by.**

If you have any comments about this, please contact  
the planning department at  
**Norwich City Council**  
within 42 days from  
the date of this notice, quoting  
telephone number of this payphone

**BT Payphones**

Email address: [btpcfo@bt.com](mailto:btpcfo@bt.com)

**Postal address**

**4<sup>th</sup> Floor Monument Telephone Exchange 11-13 Great Tower Street London EC3R 5A Q**  
British Telecommunications plc. Registered office 81 Newgate Street, London EC1A 7AJ  
Registered in England No. 1800000

## Integrated impact assessment



**NORWICH**  
City Council

### Report author to complete

<b>Committee:</b>	Cabinet
<b>Committee date:</b>	13 June 2012
<b>Head of service:</b>	Planning (Graham Nelson)
<b>Report subject:</b>	Regeneration of the BT payphone network
<b>Date assessed:</b>	18 May 2012
<b>Description:</b>	To approve a package of proposals to alter the location and type of on street payphones in Norwich.

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other departments and services e.g. office facilities, customer contact	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Small saving resulting from fewer cleansing problems arising from kiosks that are located close to walls and other structures trapping detritus.
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Financial inclusion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	No kiosks are being removed in in deprived neighbourhoods where residents rely disproportionately on access to public telephones.
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Safeguarding children and adults	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<u>S17 crime and disorder act 1998</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The new type of payphone does not provide a hiding place for criminal and anti-social behaviour to take place unseen. Kiosks that have experienced an especially high level of crime and disorder have been targetted for removal. CCTV have welcomed the proposed approach, especially in relation to Prince of Wales Road.
Human Rights Act 1998	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Health and well being	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Advancing equality of opportunity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	People with mobility problems find the new telephones easier to use. This is balanced by the additional distance needed to reach a telephone in a few locations.
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	There will be fewer obstructions on the pavement.
Natural and built environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The additional visual intrusion of the new advertising will be more than offset by the benefit from removing the 1980s kiosks and refurbishing the listed kiosks.
Waste minimisation & resource use	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	The manufacture of new kiosks and disposal of old will result in resource use and waste materials.
Pollution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



	Impact			
Energy and climate change	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Risk management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

## Recommendations from impact assessment

### Positive

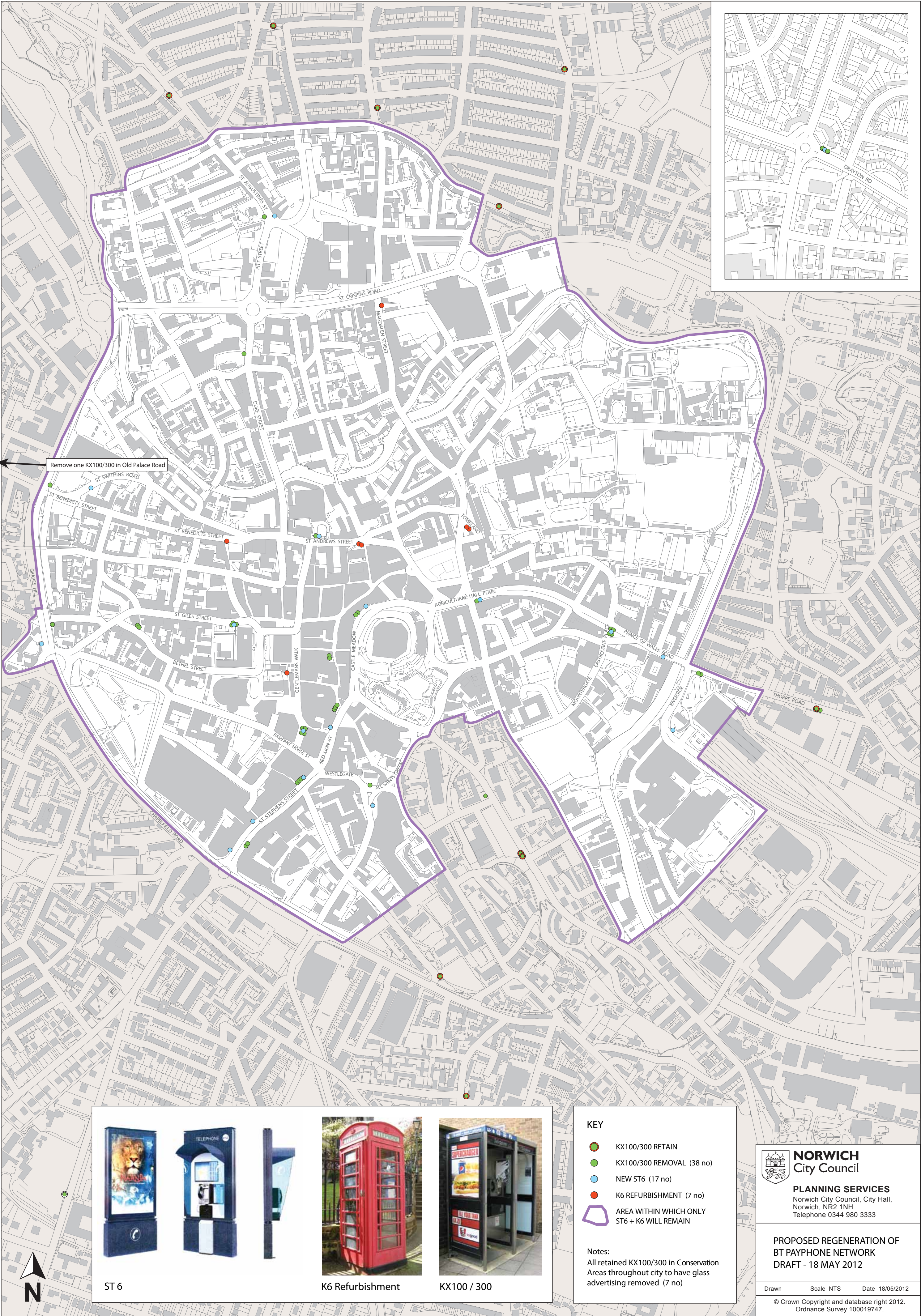
### Negative

We will work with BT to encourage them to recycle and reuse as much of the redundant kiosks as possible and to ensure that the lighting levels in the new advertisements are no brighter than necessary and powered by energy efficient bulbs.

### Neutral

### Issues





**KEY**

- KX100/300 RETAIN
- KX100/300 REMOVAL (38 no)
- NEW ST6 (17 no)
- K6 REFURBISHMENT (7 no)
- AREA WITHIN WHICH ONLY ST6 + K6 WILL REMAIN

**Notes:**  
All retained KX100/300 in Conservation Areas throughout city to have glass advertising removed (7 no)

**NORWICH**  
City Council

**PLANNING SERVICES**  
Norwich City Council, City Hall,  
Norwich, NR2 1NH  
Telephone 0344 980 3333

**PROPOSED REGENERATION OF  
BT PAYPHONE NETWORK  
DRAFT - 18 MAY 2012**

Drawn      Scale NTS      Date 18/05/2012

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Ordnance Survey 100019747.