



# 'A' Boards

## Permission and Management Guidelines

### Introduction

Advertising Boards, or 'A' Boards, are small movable advertising boards commonly seen on footways outside businesses, advertising services or products.

As these boards are located in the public realm, their physical presence impacts on all highway users and if placed in inappropriate locations they can be inconvenient or hazardous to the public, especially those with disabilities.

The Council aims to encourage business growth and understands businesses need to advertise and therefore supports the appropriate use of 'A' Boards. The Council, however, also requires that the public realm is accessible for all and that barriers to accessibility are removed or mitigated.

The Council has adopted these guidelines to provide a clear framework whereby a business can apply for permission to place an 'A' Board on a footway. This permission will be based on the criteria set out below, which address the suitability/ nature of the location and the management of 'A' Boards by the business.

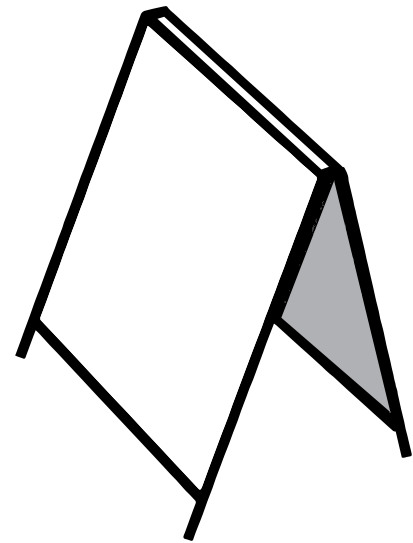
In adopting the 'A' Board Permission and Management Guidelines the Council aims to make all areas of the city clean, vibrant, accessible and safe.

### 1.0 What is the aim of this guidance?

1.1 To explain where an 'A' Board can be placed on a footway so they don't cause an unnecessary obstacle to the safe use of footway.

### 2.0 What is an 'A' Board?

2.1 'A' Boards are all types of adverts, directional, information signs placed upon the footways. This does not include boards on private property, including privately owned shopping centres.



2.2 'A' Boards shall be a standard A1 size (637 x 1100 x 800mm) and a maximum of 1.1 metres high. Note: all 'A' Boards shall fall within these parameters unless otherwise approved in writing by the Council.

2.3 The Following will not be permitted:

- Rotating or swinging signs.
- More than one 'A' Board per business.
- Illuminated/Powered or with amplified speakers.
- Affixed to the footway or street furniture.
- 'A' Boards that cannot be removed by hand or require mechanical assistance to remove.

### 3.0 Why do I have to obtain permission?

3.1 For any object/structure to be placed on the footway it is a legal requirement of s115 of the Highways Act 1980 that the appropriate permission be obtained from the Council.

3.2 To ensure that the powers contained within the Highways Act 1980 and Road Traffic Regulation Act 1984 Town and Country Planning Act 1990 and Town and Country Planning (Control of Advertisements) (England) Regulations 2007 are applied fairly and consistently and in the public interest.

3.3 If permission is granted, an 'A' Board licence will be issued which will contain the conditions of the permission.

## 4.0 How do I apply for permission?

- 4.1 The Council has produced an application form which you should have received with this guidance which you need to fill in and submit. The form requires you to assess where your 'A' Board can go on the footway and to provide information to enable the Council to consider your application.
- 4.2 It is important you read these guidelines carefully before you complete your application form.
- 4.3 At the end of this guidance there is a flow diagram which shows how the application is processed and what you need to do.

## 5.0 Where can I place an 'A' Board?

- 5.1 Assessing where your 'A' Board can go on the footway is the critical part of your application. You must ensure there will be a minimum 2 metre free and unobstructed clearance of footway around the 'A' Board at all times.
- 5.2 This minimum clearance of 2 metres cannot be reduced as it is the minimum width of highway desired to enable wheelchairs and pushchairs to pass safely.
- 5.3 'A' Boards can only be located on footways within the frontage of your building. They cannot be located away from your business, at the end of the street or on the opposite side of the road.
- 5.4 Placing 'A' Boards in sensitive areas, such as conservation areas or close to listed buildings, may be unacceptable. This is because of the adverse impact that the proliferation of such displays can have on visual amenity. If relevant to your application, the visual amenity consideration of the 'A' Boards will form part of the Council's assessment.
- 5.5 Where multiple business occupancy premises share joint accesses, only one 'A' Board will be permitted per building frontage.
- 5.6 'A' Boards can be located at:
  - The back of footway or where existing obstructions (such as service boxes, bins, lamp columns, etc) are clustered together and form an existing obstruction, providing that the 2 metre minimum clearance rule is still achieved and is set back a minimum of 500mm from the face of the kerb.

- On a grass verge, providing it is a minimum 500mm from the kerb edge and does not obscure pedestrian or driver sight lines or traffic signs.

### 5.8 'A' boards cannot be located:

- In the middle of the footway.
- Within 500mm of the kerb face.
- Affixed to or on existing street furniture.
- On a road.
- Adjacent to building emergency exits.
- Outside other businesses.

- 5.9 If the footway fronting your business cannot accommodate the 'A' Board and the 2 metres unobstructed clearance (e.g. the footway is too narrow, street furniture etc) then Council is unable to grant permission. However, if you contact the Council (details below) we will discuss with you what other possible alternative options may be available.

Indicative sketches have been produced (see the right page) to assist and guide you on acceptable locations. Please note these are to assist you to consider how to apply the criteria your board location does not need to match this exact image.

It is important to note you are responsible for locating where the 'A' Board should be placed. You need to measure and assess the footway in front of your business and when you think you have selected a suitable location mark this on the application form plan.

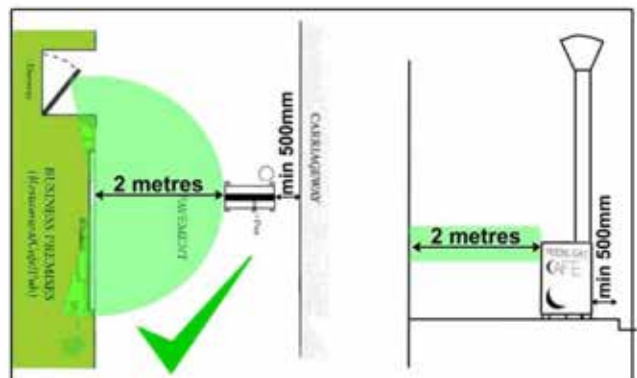
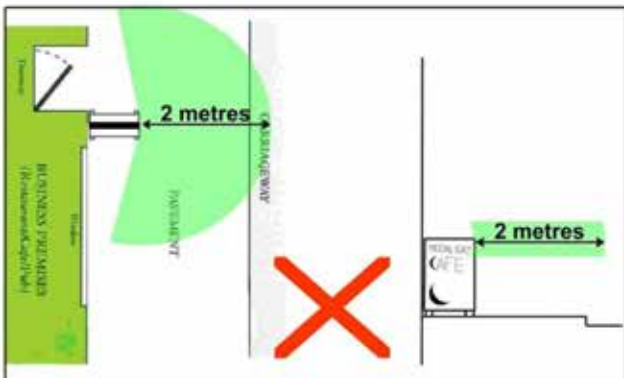
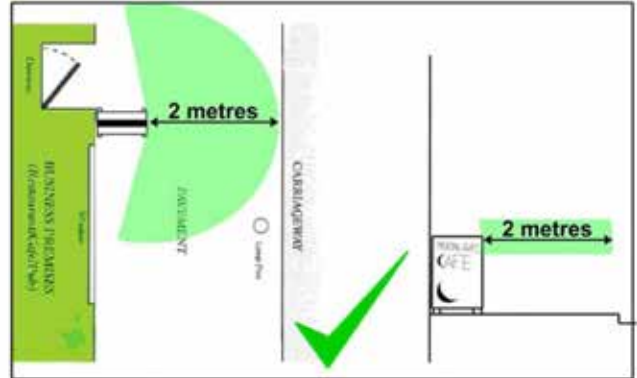
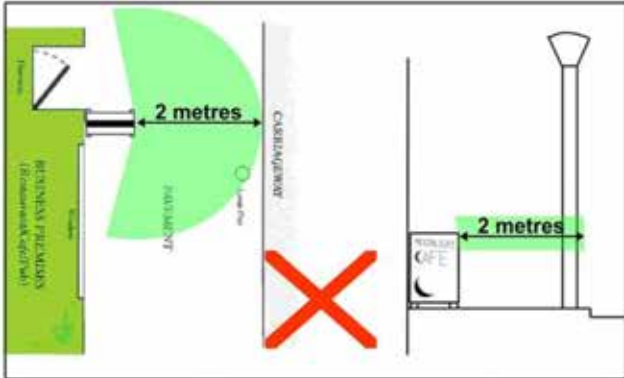
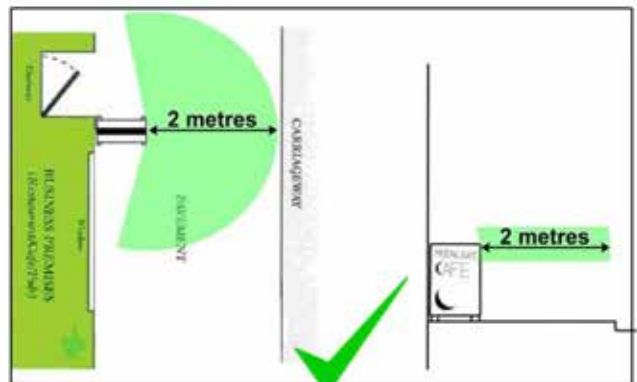
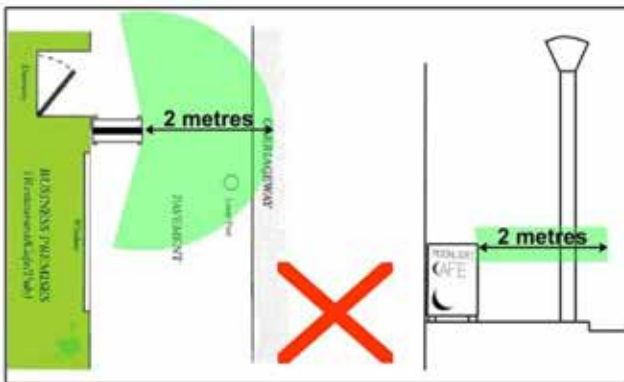
## 6.0 Compliance and enforcement

- 6.1 Once permission is granted, all 'A' Boards must comply with this guidance together with the conditions of the licence. The Council reserves the right to take enforcement action where compliance is not achieved.
- 6.2 'A' Boards placed on the footway without permission create a nuisance, breach advertising legislation or present a danger and will be removed by the Council in accordance with relevant legislation.
- 6.3 Council officers will regularly inspect 'A' Boards to ensure the conditions of the licence are upheld. If it is found the Licensee is not complying with the conditions of the licence then the Council may withdraw permission for the 'A' Board.

6.4 If the 'A' Board is not managed in accordance with the licence and these guidelines, the Licensee will receive a verbal notification in the first instance from a Council Officer. Following this, should the Council be required to revisit the licensee to reinforce compliance, the Licensee will receive a written notification that they must ensure the conditions of the licence are adhered to. Should the Licensee continue with non-compliance with the conditions of the licence then the Council may move to withdraw the highway licence and the associated permission.

6.5 In the event of the Council moving to withdraw the highway licence, the Licensee will have the right to appeal to an officer or committee of members.

6.6 Please note the history of a businesses management of an 'A' Board will form part of the consideration to issue a new licence, or renewal of permission.



## 7.0 Making an application

- 7.1 Once you have read the guidance and assessed where an 'A' Board can be located, you need to complete the application form and submit it to the Council together with payment. It is important that you make sure you have provided all necessary information.
- 7.2 Once we have received an application, it will be assessed to ensure the guidance criteria have been met. If that is the case, we shall issue you a notice which you must display in such a position (e.g. shop window) that it can be viewed by the public for 28 days. This is because the legislation requires that the public receives prior notification and that, if they have reason, they can raise objections to the Council.
- 7.3 Following this 28 day period, if no objections have been received the permission will be granted. A licence will be issued and you may place the 'A' Board on the footway at the approved location.
- 7.4 However if objections are received during the 28 day notification period these objections together with your application, will be assessed by a committee of the Council on whether to grant permission. Further details are available upon request.

## 8.0 How long does a licence last?

- 8.1 Every 'A' Board licence will last for one year from the date of the end of the notification period. This will be recorded on your licence and you must reapply for renewal no later than 6 weeks before the permission expires.

## 9.0 Management of 'A' Boards.

- 9.1 Once an 'A' Board licence has been granted, it is the responsibility of the Licensee to ensure the 'A' Board is managed in accordance with the conditions of the permission and these guidelines (see 6.7).
- 9.2 The Licensee is wholly responsible to ensure that the 'A' Board is located at the approved location and must ensure it is inspected and maintained on a regular basis. This must be conveyed to the staff who will place and remove the 'A' Board.
- 9.3 'A' Boards can only be located as detailed on the application form plan. Moving them to alternative locations is not allowed.

- 9.4 If the 'A' Board, for whatever reason, is moved from the approved location, it must be replaced or removed from the highway immediately by the Licensee.
- 9.5 The 'A' Board must conform to the specification within this guidance and as detailed in the application form.
- 9.6 The 'A' Board cannot be left on the footway outside the opening times of the business it serves.
- 9.7 The 'A' Board cannot be left on the footway after 9pm.
- 9.8 'A' Boards that become damaged must be removed and repaired or renewed.
- 9.9 'A' Boards cannot carry any other structure or object.

## 10.0 Conditions of an 'A' Board licence

- 10.1 The Highway permission will take the form of a licence which, when issued, must be displayed in a prominent position and be visible for inspection by Council Officers.
- 10.2 The licence will contain a number of conditions, examples of which are:
  - The Licensee shall carry public liability insurance and will indemnify the Council against any claims that might arise in respect of injury, damage or loss arising out of the grant of permission unless such arise out of negligence by the Council.
  - The licence will limit the hours of permission to business operating hours but not between the hours of 9pm and 6am.
  - Outside the permitted hours of operation the 'A' Board must be removed and stored in the business premises.

### **PLEASE NOTE:**

**The 'A' Board Permission and Management Guidance is not exhaustive and any application may be assessed against additional criteria depending on the nature of the 'A' Board, location or other matters the Council considers pertinent. In addition the Council reserves the right to condition a licence as it deems appropriate for any individual licence application.**

## 11.0 Fees

- 11.1 The Council's basic fee for granting permission for an 'A' Board and issuing a highways licence, is currently set at £50 for a one year licence period. Please note this figure will be reviewed annually and you should check the current fee before making any payment.
- 11.2 For the locations where the Council is land owner (such as in the City Centre) an additional £50 annual charge is applicable to the licence permission fee.

## 12.0 Contact details

If you wish to discuss any of the guidance please contact the following:

Highways & Transportation  
Liverpool City Council  
Cunard Building  
Water Street  
Liverpool  
L3 1AH

tel: **0151 233 3001**

email: **[hdc@Liverpool.gov.uk](mailto:hdc@Liverpool.gov.uk)**

### 'A' Board application process

1. Applicant obtains guidelines and application form.
2. Applicant completes application form based on information contained in the guidance.
3. Applicant submits to Council application form and fee.
4. Council assesses application - Note: If the application is incomplete or does not contain required information, the form will be returned and will not be assessed until it is resubmitted with the form completed correctly.
5. Following assessment and if the application meets the required criteria, a notice will be issued to the applicant who must display and maintain it for a period of no less than 28 days in a prominent position e.g. window, fronting the 'A' Board location. – Please note it is important this notice stays in position for 28 days. Failure to comply will make the application invalid.
6. If no objections are received, an 'A' Board licence permission will be issued.
7. If objections are received, the Council shall assess the objections and make a decision whether to issue the licence or refuse.
8. Upon completion of the one year permission, the applicant must reapply for a new licence following this process.