

Advertising Board Policy

London Borough of Hammersmith and Fulham

1. Introduction

- 1.1 Advertising boards, or 'A' boards, are small movable boards commonly seen on footways outside businesses, advertising services or products.
- 1.2 The London Borough of Hammersmith and Fulham (LBHF) aims to encourage business growth and understands the need to advertise, and therefore supports the use of advertising boards.
- 1.3 However, the council also realises that the physical presence of these boards has an impact on those using the highway, and the potential hazards caused by their placement in inappropriate locations.
- 1.4 This document provides a clear framework for the application for licences for 'A' boards and the conditions on which these licences will be granted. This should be of benefit to both the businesses applying for such licences and the public using the highway.

2. Application

- 2.1 In order to obtain consent to advertise on the highway, approval must first be given by the council's planning team. Once that approval is given a licence must be obtained.
- 2.2 For any object/structure to be placed on the highway it is a legal requirement under s115E of the Highways Act 1980 that the appropriate permission be obtained from the council.
- 2.2 An application for an 'A' board licence will be made online through the council website in the same manner as other highway licences.
- 2.3 During the application process the applicant will be provided with guidance on the criteria for a licence to be granted, the required information that will need to be submitted as part of the application and the terms and conditions that will be in place once a licence has been granted.
- 2.4 Once an application is received the council will assess it and determine whether the proposal is appropriate for the given location. If the assessing officer requires more information or wishes to make any amendments to the proposal they will contact the applicant to discuss.
- 2.5 Once the full assessment has been made a final decision will be made on whether the licence has been granted or refused. A reason must be provided to the applicant for any refused licence application.

- 2.6 An applicant has the right to appeal to the Director or Transport, Highways Parks and Leisure if they feel your application has been unreasonably refused.
- 2.6 Each licence will be issued for a 12-month period and will be renewed annually upon request. The fee for the licence will also be an annual one and will be standard for all applications.

3. Criteria/Conditions

3.1 In order for a licence to be granted, and for it to be held for the entire 12-month period, certain conditions must be met. These are in place to safeguard members of the public wishing to use the highway and to maintain the equilibrium between their needs and those of businesses wishing to advertise.

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- 'A' boards are to be no larger than 650mmx1100mmx800mm.
- Unobstructed minimum width to be maintained in accordance with licence agreement and location of board:
 - i. a minimum width of 3.5m of clear and unobstructed footway will usually be required in Town Centres (accessed via <https://lbhf.opus4.co.uk/planning/localplan/maps/lbhf>),
 - ii. on other streets a minimum of 2m of clear and unobstructed footway will be required. In exceptional circumstances this could be reduced to 1.8m with council agreement following collaboration with local disabled resident groups.
- If a business has its own forecourt the board should be placed within that.
- Only one 'A' board will be permitted per business or per business frontage. The board must be placed within the frontage of the building.
- The board must relate to the business outside which it is placed.
- There are restrictions on the location of an 'A' board. Boards must not:
 - i. be located within 500mm of the kerb edge, in the middle of the footway, adjacent to building emergency exits or on the carriageway
 - ii. obstruct access to bus stops, taxi ranks or other frontages
 - iii. obstruct access to any service covers or apparatus
 - iv. be placed on or near tactile paving or dropped kerbs
 - v. obscure the visibility of highway users on or near a junction, or obscure any traffic signs or road markings

- All 'A' boards will be the owner's responsibility when placed on the highway and the highway authority will not be liable for any injury or damage caused to highway users as a result. There must be sufficient public liability insurance for a board be in place
- An advertising board must be kept clean and tidy, in good condition and appear professionally made with no content likely to cause offence. The board must always contain the company name.
- You must display the licence reference so that it can be easily viewed by a council inspector from the public highway.
- Boards not to be illuminated/powering or with amplified speakers.
- Boards must be freestanding, stable and not easily knocked over, and must not damage the highway.
- Boards must be easily removed if required and are to be removed if requested by emergency services, a statutory undertaker or by the council, with reasonable cause, including the need to access the highway.
- Boards are to be removed from the highway at end of day's trading.

4 Enforcement

- 4.1 A network inspector will monitor the use and placement of 'A' boards within the borough and will take appropriate enforcement action when required.
- 4.2 Members of the public will be able to report any queries or infringements via the LBHF website or to the licensing team (020 8753 1081).
- 4.3 Enforcement action will include issuing Fixed Penalty Notices for breaching a condition of the licence or for not having a licence at all.
- 4.4 Continual breaches of conditions of the licence may result in the removal of licence.

