



For the placement of advertising boards on the publicly maintainable highway

Hebden Bridge Pilot

Version 5 (December 2022)

1. Introduction

The purpose of this policy is to provide an ability to license A boards and therefore control their use within Hebden Bridge. In this context an “A Board” can be described as any portable free standing advertising sign designed to be placed on a public highway.

2. Policy Coverage -include all areas of Hebden Bridge.

This policy applies to all who wish to display an A-Board on the public highway (inclusive of footways and verges) within Hebden Bridge. This trial will be for a 12 month period with an option to extend throughout Calderdale.

This policy covers who is permitted to erect an A-Board, where boards can be located, how many are allowed and their maximum dimension. It also details how breaches of this policy will be managed and specifies exceptions where necessary.

3. Policy Principles

- A boards will be subject to a licence agreement.
- Businesses must apply for a licence, and it is up to the discretion of the Council as to grant the application.
- Businesses must only have one board directly outside their own premises. A boards must be positioned at the back edge of the footway (against premises boundary) which must leave a gap of no less than 1.8 metres of unobstructed footway from the A board to the kerb edge.
- A boards will be no more than 60cm wide and 100cm high.
- The Aboard must be positioned within the curtilage of the premises to which it relates.
- A boards must not be secured/padlocked to other street furniture.

- If within a short distance a proliferation of A boards results in pedestrians finding it difficult to navigate the highway, the council will investigate, and owners will be asked to remove A boards until agreement can be reached.
- Businesses must have their own public liability insurance in place to cover the use of A boards on the highway.
- The A-Board will be kept clean and tidy, in good condition and appear professionally made with no content likely to cause offence. (The council will be the final arbiter on what might cause offence).
- The A- Board will not:-
 - Obstruct access to bus stops, taxi ranks or other frontages
 - Obstruct access to any service covers or apparatus
 - Be secured to other highway furniture
 - Be placed on or near to tactile paving or dropped kerbs
 - Obscure visibility of highway users on or near a junction
 - Obscure any traffic sign or road markings.

For the avoidance of doubt, the council's opinion on any of the above matters will be regarded as a "matter of fact".

4. Enforcement Procedures

The following procedure will be followed where A-boards are found on the highway or where the Council receive complaint from the public regarding the use of an A-board

1. Necessary licensing checks completed on receipt of complaint
2. A Council officer will visit the site of the A-board and assess the risk presented. They will collect evidence of the issue and document the details of the owner.
3. Where there is an imminent safety risk to the public the A-board may be removed without notice, followed by contact with the owner regarding its use.
4. Where the risk is low and there is no current license, we will contact the owner of the A-board and ask them to remove it from the highway, by no later than the close of the current working day. We may also place a 'notice to remove' sticker on the A-board.

5. Where there is a license, but it is not being complied with, we will contact the owner and ask them to comply with the license (taking action on site where necessary) Action or engagement will be recorded against the premise license.
6. If the A-board has not been removed or adjusted by the following day, it will be removed from the highway by an authorised Council officer.
7. A-boards will be stored for a maximum of 28 days before being disposed of.
8. Those wishing to recovery their property will be charged a storage and administration fee of £250.
9. Where there are 3 repeat breaches of this policy or license, by one particular business, consideration will be given to the use of a Community Protection Notice.

Please note:

1. The physical removal of an A-board will be dependent on its weight and size as well as the availability of a vehicle. In the meantime, and where reasonably possible (in line with health and safety policies and procedures) a Council officer will attempt to move the A-board to a less obstructive position until it can be collected.
2. A-boards may be removed without notice if there is significant breach with policy and subsequent safety risk to highway users. (For example: where there is no current license and the A-board is causing an obstruction)
3. If the A-board is on private land we cannot take any enforcement action.

5 Fees

The licence application fee is £100 and covers a 12-month period. This covers the administration and site assessment where required.

The Council will charge a recovery fee of £250.00 for any A board that has been removed under enforcement action. following failed verbal and written notifications to the owner.

6. Contact Details

To be determined

7. Policy Monitoring and Revision

This policy will be reviewed annually or as required.

Appendix 1.

Hebden Bridge - A Board Exclusion Area



