



'A' BOARDS AND SIMILAR ADVERTISING BOARDS AND SIGNS (HEREAFTER ALL REFERRED TO AS 'A' BOARDS) POLICY GUIDELINES

1. Introduction

1.1 As the Highway Authority, the Bournemouth Borough Council (the Council) has a duty to protect the rights of the public to use the highway, specifically in regard to its safe use without obstruction. The effective and proper enforcement of legislation relating to highways is essential to protect the local environment and interests of all legitimate highway users in the Bournemouth Borough from the impact of any breach of the relevant legislation.

1.2 The application of the Council's duty as set out in the policy provides a consistent and fair approach in dealing with 'A' Boards. A decision regarding enforcement action has implications to all. By applying the same principles to everyone the process is helping to ensure fair treatment.

2. Issues covered by this policy

2.1 The scope of the policy relates to 'A' Boards. The policy applies solely to 'A' Boards placed upon the highway which includes footways, footpaths, paved areas and pavements, verges and/or attached to highway property.

It does not apply to 'A' boards on privately owned frontages.

2.2 The needs of businesses are understood by the Council and the fact that to attract customers there may be a need to display 'A' Boards to promote themselves and their goods. The policy sets out what is considered acceptable in respect of 'A' Boards. It also sets out the council's enforcement procedures to deal with breaches of relevant legislation in respect of 'A' Boards.

2.3 The policy aims to allow the use of 'A' Boards whilst ensuring that the council is complying with its duties in relation to protecting the rights of the public to use the highway and seeks to minimise the need to exercise such powers as may be available under legislation- for example:

Section 137 Highways Act 1980, relating to wilful obstruction of the free passage along the Highway

Section 148 and 149 Highways Act 1980, relating to deposits on the highway as to constitute a nuisance

Section 132 Highways Act 1980, relating to unauthorised marks on the highway

3. Special Circumstances

This policy will apply throughout the Borough of Bournemouth with the exception of particularly sensitive areas of special control such as Conservation Areas, where an application for formal consent may be required. If in any doubt as to whether there is a reason why the policy will not apply please get confirmation from the Council before placing an 'A' Board on the highway.

4. Who must comply with the policy?

Everybody

5. When does this policy apply?

At all times

6. Who else should be aware of this policy?

All other departments within the council that may have dealings with advertisements on the highway, and any trader wishing to display an 'A' Board outside premises.

7. Colour and Design

7.1 Vibrant Colours can be appropriate in commercial areas to add excitement, but should not be used in more sensitive areas, such as Conservation Areas or close to listed buildings.

7.2 Whilst the content or subject matter of an advertisement is not a planning consideration, the Council will not permit signs which are purely promotional rather than informative. For example, a sign bearing wording advertising a 'SALE' or 'SPECIAL OFFER' would not be permitted whereas a sign bearing the company name, or organisation owning the premise would be. This is not because of the subject matter of the sign but in order to discourage a proliferation of promotional advertising that would ultimately lead to a cluttered appearance.

8. Illumination

No electrical supply or illumination will be permitted in, on or upon the highway.

9. Safety Considerations

9.1 The impact of an 'A' Board on public safety will depend on the nature of the advertisement, and its location.

9.2 An 'A' Board would be considered a hazard if:-

- It obstructs visibility
- It obstructs the footpath, pavement, highway
- It is not in a serviceable condition and well maintained
- It obstructs, overshadows or distracts the attention away from the highway, signs, signals or beacons

10. Enforcement Action

10.1 Action will be taken by the Council in appropriate situations under the powers available to it under the Town and Country Planning Act 1990 and the Highways Act 1980 and any other relevant legislation.

10.2 Where enforcement action is required, an offending 'A' Board, will be seized by the Council. The owners/occupiers of the premises will be given a letter on how to reclaim any seized items.

10.3 'A' Boards seized by the council from the highway will be stored for no less than 28 days after which they will be disposed of. A charge of £40 per 'A' Board will be made, if the owner/occupier wants to claim them back. In the case of persistent offenders or commercial concerns that the authority feel have an impact on the street scene, consideration will be given to seeking a criminal prosecution.

11. How is this policy implemented?

The Councils Network Management Team have overall responsibility in ensuring that the policy is implemented throughout the Borough

They will also remove all 'A' Boards not complying with this policy and Southcote Road Street Services will aid in the removal of larger 'A' Boards as and when required to do so.