



Rules for using an A-board to promote your business

Why do we need these rules?

Over the years the number and size of A-boards used by businesses on footpaths has increased. This means that pedestrians, disabled people, particularly people with visual impairment, and people with pushchairs sometimes have difficulty getting around them. A-boards can also affect road safety and visibility if inappropriately used.

It is important that the number, size and position of these A-boards on the pavement are controlled so that they do not become unreasonable and cause difficulties to pedestrians. However, we

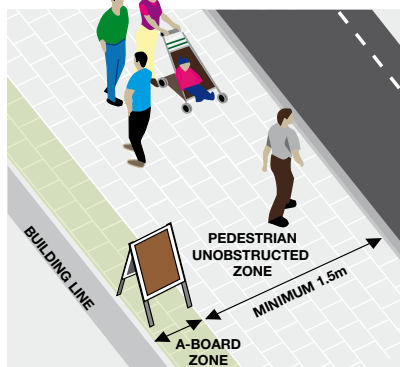
recognise that they are an important way for businesses to communicate with shoppers and visitors.

The Council has adopted a policy in relation to the placing of A-boards to reduce the number which cause obstacles to pedestrians, especially at busy times.

Your business must act in accordance with this policy or your board will be removed and you will have to pay a fee of £100 plus VAT to release it.

This scheme has the support of the Bath Business Improvement District (BID) and the Chamber of Commerce.

How to position your A-board correctly



Single sign against property



More than one per property



Too obstructive

What is an A-board?

A portable free standing advertising sign designed to be placed on the ground.

If you use these signs on public land or highways then you must comply with these rules.

Rules for the use of A-boards

If you wish to use an A-board to promote your business on public land you will need to make sure that you follow the rules below:

- Use only one board per property frontage.
- Place it against the frontage or property boundary.
- You must leave a minimum of 1.5m width of footway for pedestrians. If this is not possible, then you cannot position an A-board here.
- It must be no bigger than 660mm wide, 1250mm high.
- Vibrant colours will not be appropriate in the Conservation Area and close to listed buildings where more traditional subdued colours and type-faces will be required, with modestly sized lettering and well-balanced design. (Planning Officers to adjudicate this).
- It must be freestanding and not chained or tied to street furniture.
- It must be stable and not weighed down by sandbags.
- It must not have any sharp edges. Swinging or rotating boards are prohibited.
- It must not carry any offensive or political message.
- It must not obstruct visibility at junctions.
- It must not be put out before 9am to assist regular street cleaning. It must be removed from the street when the property is closed or other street cleansing work is taking place.
- It must be covered by the owner's public liability insurance.

"We fully support the Council's A-board initiative. It will help ensure our streets are safe, accessible, welcoming places for so many disabled people, especially people who are visually impaired."

Daniel Berry,
Drop-in Co-ordinator
deafPLUS/visionPLUS.



Not sure if your A-board meets the rules?

Contact Council Connect 01225 39 40 41

How will the rules be enforced?

It is an offence under Sections 137 and 148 of the Highways Act 1980 to wilfully obstruct the highway without lawful excuse, punishable by a fine not exceeding £1,000. Sections 143 and 149 give the Highway Authority powers to remove any items which have been placed on the highway.

If your business does not comply with this policy then our officers will remove your board. You can collect your board for a flat fee (£100 + VAT in 2016). We will store your board for 3 months and if you do not pay the fee and collect the board within this time we will destroy it.

Please note that any liability arising from an accident involving an A-board remains with the owner of the A-board. Any damage caused to the A-board in removal must be covered by the owner's insurance.

Find out more

Full details of the rules are published on our website, or contact:

www.bathnes.gov.uk/aboards

Council Connect 01225 39 40 41

Text SMS 07797 806545

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If you need this leaflet in large print, Braille, audio format or your own language please contact us.

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