

## General Conditions of Use for the Placement of 'A' Boards and Merchandising Displays.

The following guidelines (General Conditions of Use) should give you an idea of what you will need to bear in mind. But please remember these are only guidelines, so think safety and consideration at all times and be cautious.

- Do not obstruct access to the premises or adjacent properties or any fire evacuation routes, or cause a nuisance or hazard to highway users.
- Do not obstruct the sight line of drivers at pedestrian crossings, junctions, bends etc., or obstruct the view for pedestrians of other road users.
- £2 million Third Party Public Liability Insurance must be held by the premises.
- Only one 'A' board per premises please, (unless the premises have direct public access from more than one street, in which case one 'A' board per street).
- Multi occupancy premises e.g. shopping arcades or alleyways, may locate one 'A' board at each public street entrance, this could advertise more than one business.

- You may agree with another business to use your board to direct customers to them.
- Please position 'A' boards or displays within the width limits of the front of the premises and do not allow them to protrude more than 0.7m from the building.
- On footways, please leave a minimum of 2m clearance, unobstructed by any street furniture or trees, between the 'A' board or display and any trafficked carriageway.
- Bus stops, taxi ranks, pedestrian crossings etc., which create areas of pedestrian congestion, should also be considered when placing an 'A' board or display.
- The 'A' board or display must not be fixed to any street furniture or other highway infrastructure. This could be an extra hazard and cause damage to public property.
- 'A' boards and display furniture should be kept in good repair.



Bad Practice - 'A' boards causing excessive obstruction

## 'A' Board and Display Furniture Design.

Before you build or buy an 'A' board or display, here is some detailed guidance:

- Not more than 1m total height;
- 'A' boards not more than 0.6m wide;
- Display furniture must be solid and all weather stable;
- Colours and design should be sensitive to the street scene;
- Design should provide a colour contrast to help people with sight problems;
- Displays should include a 100mm high tapping rail at ground level to help blind and partially sighted people.

## Hours of Use

- Please don't put them out before 9am and take them back in at the end of the days trading, or 10pm at latest.

## Highway Access Needs

- If the emergency services, highway officers or the District Council require access to the highway / footway for any purpose, your co-operation is vital.

## Alternatives

- Hanging signs projecting above the shop frontage might be a realistic option where an 'A' board is inappropriate. Please consult with your local planning officer as these might need planning consent.

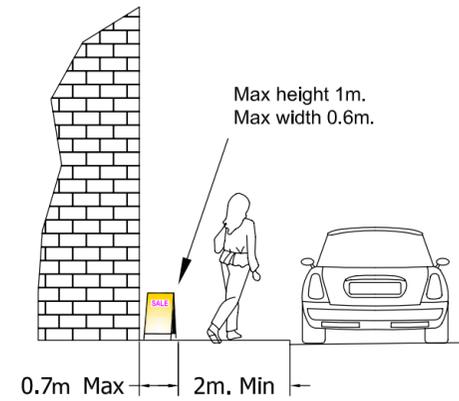
## Warning

If you suffer any loss or damage due to, or concerning, your displays, please don't try to make a claim against Staffordshire County Council. It is legally your liability.

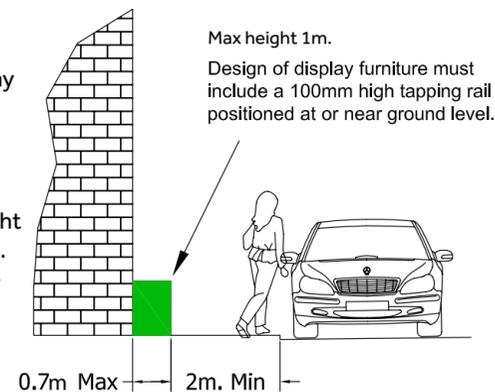
The complete, much more detailed copy of the 'Management of Commercial Obstructions Policy' can be found on Staffordshire County Council's website. Just go to [www.staffordshire.gov.uk/transport/staffshighways/policies/](http://www.staffordshire.gov.uk/transport/staffshighways/policies/)

**If you would like further guidance or to discuss this matter, or like this document in another language format, e.g. large text, please contact us on 0300 111 8000**

### 'A' Boards



### Merchandising Displays



## Guidelines for the use of 'A' Boards and Merchandising Displays on the Highways in Staffordshire



Good Practice - Neat 'A' boards and flower pots against shop frontages

## Introduction

Staffordshire's town centres are great places to shop and invest and everyone involved in the local economy is keen to create the best possible street scene to attract more trade.

Access and safety are key to ensuring that everyone can enjoy the unique offerings that Staffordshire can provide.

Staffordshire County Council (the Local Highway Authority), is working with local councils, community groups and businesses to ensure that there is a safe, sensible and consistent approach to the use of 'A' boards, merchandising displays and any similar items that may cause an obstruction on the highways and footways within Staffordshire.

The Local Highway Authority also has a legal duty to keep the streets free of dangers and potential risks. This needs to be balanced against protecting the commercial dynamic of the streets environment. It is all about helping make the town centre both attractive and safe for retailers, shoppers and visitors alike.

It is also about protecting vulnerable sections of the community. The disabled and visually impaired, the elderly and parents with young children, all have a real problem negotiating their way around obstructions and this can be a real danger.

Under the Disability Discrimination Act 1995 we have to consider the disabled community when organising the street scene, and so do local shops and businesses. It's not just the law, it is a matter of common sense and respect for others.



Bad Practice – 'A' boards obstructing footway



Bad Practice – Excessive obstruction to pedestrians

Anyone putting materials in the street is responsible for ensuring that they do not obstruct or endanger highway users, as this is an offence under the Highways Act 1980. If you decide to place materials in the street you will be fully and solely responsible for any accident or injury caused by your actions.

It could be costly to businesses, both financially and in terms of reputation, if their 'A' board or display was responsible for causing an accident and injury to a highway user.

The Act also provides Staffordshire County Council with powers to remove obstructions and recover the costs of the action from the person responsible.

