



IMPORTANT INFORMATION

Changes to the Management of A-boards on the Highway

Dear Sir or Madam,

Kent County Council (KCC) has recently approved changes to how Advertising boards (A-Boards) are managed on the highway under the "Temporary Obstructions Policy". A licence is not required but an organisation that wishes to place an A-board on the highway will be responsible for complying with the KCC "Requirements for A-boards on the public highway". The requirements are detailed overleaf. The requirements exist to protect all highway users, including those with mobility and visual impairments. Alternative methods of advertising off the highway, including wall mounted or hanging signs, should always be considered before placing an A-board on the highway.

Kent as Highway Authority promotes the free and safe passage of all users of the highway. Our requirements follow the "Inclusive Mobility" guidance from the Department for Transport, which requires a minimum unobstructed footway width of 2.0m wherever possible, or 1.5m where fewer pedestrians are expected.

Where we do find A-Boards placed inappropriately, we will advise the owner to resite them. However, if the owner does not take action, we may remove the boards ourselves.

To view or download a copy of our policy and examples of alternative methods of advertising, please visit: www.kent.gov.uk/aboard or write to: Kent County Council, Highways & Transportation, Invicta House, County Hall, Maidstone Kent ME14 1XX or please call 03000 418181.

Yours faithfully,

Mike Whiting - KCC Cabinet Member for Environment & Transport.

Your questions answered

Why have A-board Requirements - surely such matters don't make any difference to highway users?

KCC need to keep the footway, which is part of the highway, accessible to all users of the highway. By reducing unnecessary clutter and creating a more uniformed approach along streets, we hope to improve access along the highway for all users - which may help to encourage more people to walk and shop along our streets.

Does this mean I have permission to place an A-board on the highway?

No. This is not blanket permission; you may require planning permission from your Borough, City or District Council. Where possible, you should place your A-board on a private forecourt off the highway, or within your tables and chairs enclosure if you have one.

What can I do instead of using an A-board?

There are many "off-highway" advertising methods that KCC are keen for businesses to consider instead of placing an A-board, e.g. fixed wall boards, and mounted display boxes, window displays, hanging signs, changeable cloth signs, display screens or light bars. Examples are shown on our website; please note - you may require planning permission from your District or Borough Council.

Can KCC enforce this policy?

We hope that local businesses respect the "Requirements" that are detailed overleaf. Action will be taken to remove unauthorised problem items or items that cause an obstruction on the highway.

Requirements for A-boards on the public highway

1. All A-boards placed on the highway should be able to be moved freely and easily. An A-board should not be attached to any sort of object on the highway. Whilst positioned on the highway they should be stable and kept upright, this can include being safely and discretely weighted down if required. The A-board should not be allowed to swing (move back and forth, or from side to side) and must be appropriately fixed.
2. The A-board shall not cause any damage to the highway, or impede surface water drainage or obstruct access to any premise.
3. A-boards will be the owner's responsibility when placed on the highway, and the highway authority will not be liable for any damage or injury caused to highway users. **The owner should hold Public Liability Insurance to indemnify the Kent County Council up to the value of £5 million against any liability, loss or damage, claim or proceeding whatsoever arising under Statute or Common Law in respect of the placing of temporary obstructions on the highway or their removal there from.**
4. The A-board should relate to the normal business of the premises. A premise may only place one A-board. If your business has 2 entrances on 2 different streets, you may be able to place one on each street if there is adequate footway space. The A-board should not be placed on the public highway where a private forecourt is available.
5. A-boards may only be displayed directly outside of the business, during business hours. It is to be removed outside these hours and should not be positioned remotely from the property.
6. A-boards must not cause a visual distraction to drivers of road vehicles or obstruction to pedestrians on the highway.
7. A-boards should be easily detectable and noticeable to users who have visual impairments and situated in such a way that they can be negotiated with ease by users with mobility problems. 2m minimum unobstructed footway is required for busy areas and should be aimed for in all cases. For less busy areas, a minimum unobstructed footway width of 1.5m should be maintained at all times. No A-board may be positioned in areas of high pedestrian flow if specified by the highway authority, or where there is not enough remaining footway.
8. The A-board should be between: 0.8m to 1.05m high and 0.45m to 0.7m wide.
9. An A-board should be removed or repositioned with immediate effect if requested by the Highway Authority or member of the emergency services or an officer from a local authority in the interest of access to the highway or to maintain the highway.
10. Planning permission may be required. You should contact you local Borough City or District Council planning authority for further information
11. Nothing in these guidelines absolves those concerned from their legal responsibilities under the Highways Act 1980 and other relevant legislation, including the content on the A-board from S.5 of the Public Order Act 1986.

Please complete and return acknowledging these requirements and post to; Highway Asset Management Enforcement, Aylesford Highway Depot, St Michaels Close, Aylesford. Kent ME20 7BU
I, the undersigned, represent the business detailed below in agreeing to comply with the above requirements when placing an A-Board on the public highway.

Full name & address of Company	<input type="text"/>		
Email Address:	<input type="text"/>		
Phone Number	<input type="text"/>	Emergency Number	<input type="text"/>
Print Name:	<input type="text"/>	Date	<input type="text"/>
Signature	<input type="text"/>		

Kent County Council will only use the information provided in relation to with the processing and recording of your acceptance of these requirements to place an A-board on the highway. The information may be shared with the relevant district, borough or city council or statutory regulators for compliance and monitoring purposes as necessary.

