

Advertising Boards in the Royal Borough

As of 1st February 2012 RBWM's policy with regard to the licensing of Advertising Boards on the highway is as follows:

Traders are allowed to apply for a licence to place an advertising board on the highway under section 115e of the Highways Act 1980. Our current policy limits this to one board per premises only. This is in line with our objectives of de-cluttering the highway while continuing to ensure the safety of pedestrians and at the same time recognising the need for small businesses to advertise their services.

Boards must be constructed to an acceptable standard and must be no more than 1.2m high or 0.75m wide such as are shown below.



Once in place on the highway there must be at least 2m clear space remaining between the board and the kerb edge for pedestrians, wheelchair users and pushchairs.

A Boards are not permitted on the highway in Conservation or Green Belt areas.

It costs £100 to make an application to site an A Board on the highway. Application details will be assessed initially by the Assets Engineer and if deemed acceptable will be forwarded to the Town Centre Manager, the relevant Ward Councillors and, if appropriate, the Parish Council, each of whom will have 14 days to submit their views on whether to grant or refuse the licence.

If refused, £50 will be refunded to the applicant; if granted a further £100 will be payable and a licence will be issued. The licence period runs for three years after which a new application would have to be made. The licensee would also be obliged to provide proof that they have £5,000,000 minimum Public Liability insurance for the duration of the licence period.

Although the licensing process is managed by the Assets Engineer, Licensing and Enforcement, Streetcare and the Community Wardens also monitor the situation on the ground to ensure that licensed boards are in the correct location and that unlicensed boards are removed.