

November 2022

# Guidelines for Advertising Boards

Infrastructure Department  
Parish of St Helier



## Why we need guidelines

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The Parish supports businesses as key to the local economy and recognise that in order for businesses to thrive and grow they must promote and advertise themselves.

However there has been a trend for more A-boards over recent years, with these getting bigger and sometimes placed in unsuitable locations.

This poses difficulties for pedestrians including, pushchair users and people with disabilities.

We aim to strike a balance between allowing the important need of businesses to advertise whilst protecting and enhancing the street environment for pedestrians.

## Your Application

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In order to process the licence, you will need to apply at least **7 DAYS** in advance. Incorrect documentation can delay the process.

An application does not automatically grant permission.

On return of an application, our Streets Inspectors will attend site to assess the footway, advise you of what is appropriate and guide you further.

**The definition of A-boards includes all types of adverts, directional / information signs, and applies solely to boards placed upon the highway.**

**It does not apply to boards on private property**

# Application Process

To apply for an advertising board licence, an online form needs to be completed and submitted. You will be required to upload proof of Public Liability insurance cover to £2,000,000. The form can be found at :

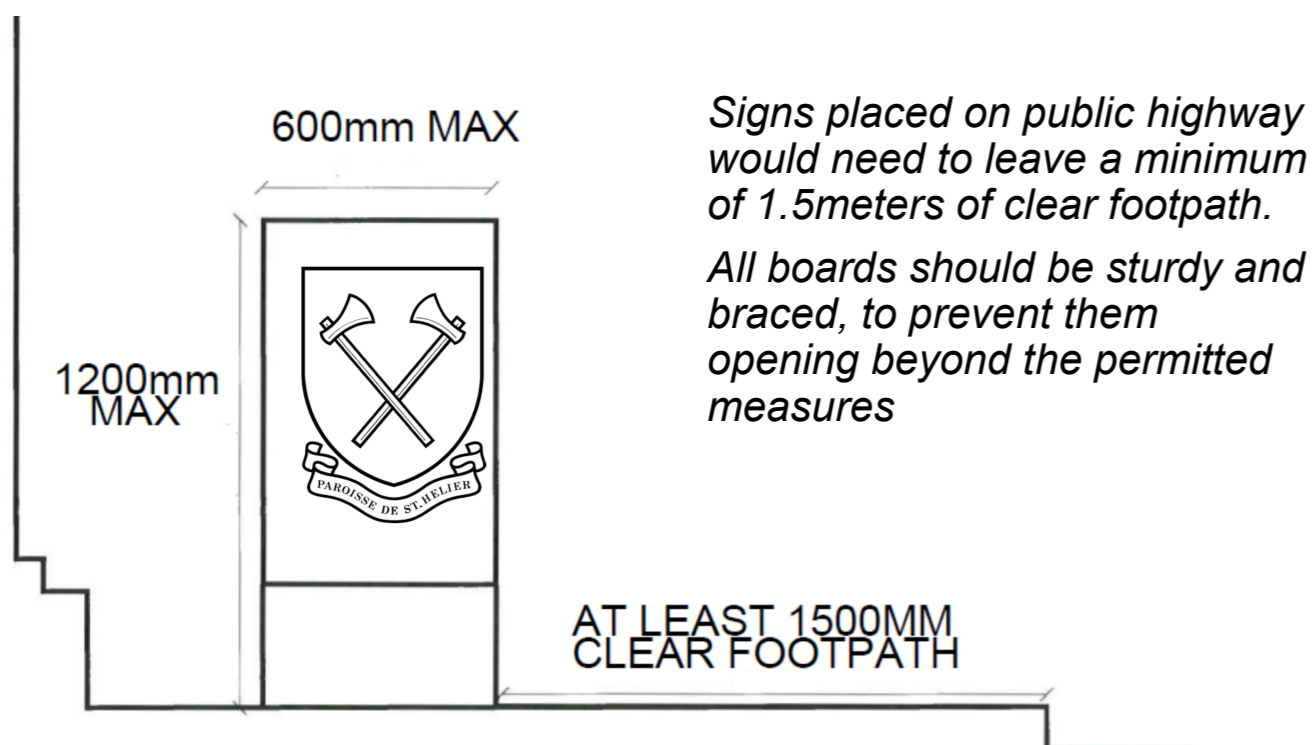
[www.sthelier.je](http://www.sthelier.je)

Upon completion of the form, your application will be processed and if your application is successful a member of the Infrastructure team will contact you , a fee of £75.34 per board will need to be paid.

You will be provided with a reference code to quote and payment can be made at Customer Services at the Town Hall.

Once payment has been received a PDF copy of your licence will be sent, this can be printed and affixed to rear of the advertising board or kept in a convenient location within the premises, to be presented when requested.

## Guidelines



# Further information

Further guidelines can be found at:

[www.sthelier.je/roads](http://www.sthelier.je/roads)

Or contacting our Infrastructure team at the Town Hall:

## Infrastructure Department

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