



**PARISH OF ST HELIER  
INFRASTRUCTURE DEPARTMENT**

TOWN HALL, PO BOX 50, ST HELIER, JERSEY JE4 8PA  
TELEPHONE (01534) 811811

**Form P2**

**Placement of Advertising Boards on the Public Highway 2024**

**Articles 4 & 5A of the Highways (Jersey) Law 1956, as amended.**

*Please complete the form clearly using **BLOCK CAPITALS***

**Company:** .....

**Contact Name:** .....

**Telephone:** .....

**E-Mail:** .....

<b>Address where Board to be displayed:</b>	<b>Address for correspondence (if different from adjacent):</b>
.....	.....
.....	.....

**Please specify boards dimensions:**

**Height:** .....

**Width:** .....

**Depth:** .....

mm

mm

mm

*NB: Note that any application over the proscribed size will be considered upon application and will incur an additional charge.*

<p><b>Tick days of use:</b></p> <p><input type="checkbox"/> Mo   <input type="checkbox"/> Tu   <input type="checkbox"/> We   <input type="checkbox"/> Th   <input type="checkbox"/> Fr   <input type="checkbox"/> Sa   <input type="checkbox"/> Su</p>	<p><b>Hours on Display:</b></p> <p style="text-align: right;">i.e. 9 till 5</p>
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**Width of footpath in front of premises:** .....

*(not applicable for precinct applications)*

*I hereby apply for a licence to place an advertising board upon the public highway as detailed above. I confirm I have read, understood and agree to abide by the conditions overleaf and any special condition.*

**Signed:** \_\_\_\_\_ **Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please submit a copy of your Public Liability insurance (minimum cover of £2Million) and the 2024 licence fee of **£82.94** with this form.**

Incorrect documentation can delay the process.  
An application does not automatically grant permission.

**For Office Use:**

**Received:**

Completed Application

Public Liability Insurance

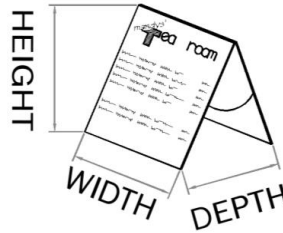


## PARISH OF ST HELIER INFRASTRUCTURE DEPARTMENT

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### Placement of Advertising Boards on the Public Highway 2024

1. Display boards shall be limited to a maximum size when displayed, of:  
600mm (2ft) wide  
600mm (2ft) deep  
1200mm (4ft) high



2. Boards over the proscribed size, will be considered upon application and will incur an additional charge which increases on a sliding scale depending on size.
3. All boards should be sturdy and braced, to prevent them opening beyond the above-mentioned permissible depth, to prevent them from being blown over and maintained in good repair and decorative order.
4. An application covers **one board only**; multiple boards will require an application for each board and will be considered on application.
5. On receipt of your license, the individual identification label should be placed on the board for identification and spot checks. All licences must be retained on site and must be produced when requested by the Connétable or an authorised officer of the Parish.
6. Approval to display boards will not be given unless a minimum footpath width of 1.50m can be achieved between the board and the kerb edge.
7. Display boards will only be permitted tight against the frontage of the premises to be licensed. No boards will be allowed in remote locations, unless otherwise approved.
8. Boards must be removed from the public highway outside the permitted hours.
9. Under the Highways (Jersey) Law 1956, the Connétable may withdraw a licence by notice at any time at his discretion.
10. Consent to place boards on the public highway will be for a maximum period of 12 months and, in all cases, licences will expire on 31 December each year. It is the responsibility of the licence holder to re-apply to the Parish upon expiry of the licence.
11. Applicants must provide proof that they hold **Public Liability** insurance cover to a minimum value of £2 million.
12. Copy of your public liability insurance document & the annual **Licence fee for 2024 of £82.94** for each individual advertising board that you will be displaying on the public highway, must be sent in with each application.
13. Payment for your board/s can be made in the following ways:

- In person by either cash, cheque (made payable to Parish of St Helier) or debit card at Customer Services at the Town Hall, (bring your completed application form and copy of your public liability insurance document if doing it this way).
- Over the telephone to Customer Services on 811811, (before choosing to pay using this option, you will first need to send in your completed form and copy of your insurance document either by post to the address above or by email to [infrastructure@sthelier.je](mailto:infrastructure@sthelier.je) , so that you can then be given a licence number to reference when paying).
- Apply online at [www.sthelier.je](http://www.sthelier.je) > **do it online** > **businesses** > **advertising boards**, then make payment by BACS transfer to:

Bank	HSBC Bank plc
Sort Code	40-25-34
Account Number	91409816
Account Name	Parish of St Helier

*Enter business name and "2024 A-Board payment" when paying this way*

14. Boards will not be permitted on the public highway, without permission. Boards without permission will be deemed an obstruction under the Highways (Jersey) Law 1956 and may be removed with 7-days' notice.
15. Failure to obtain a permit may render the company liable to prosecution.