



# Guidelines for Advertising Boards

## Why We Need Guidelines

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

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, a form needs to be completed, submitted and a permit fee paid. You will be required to upload proof of Public Liability insurance cover to £2,000,000. The form can be found on our website 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. You will be provided with a reference code to quote and payment can be made at Customer Services at the Town Hall.

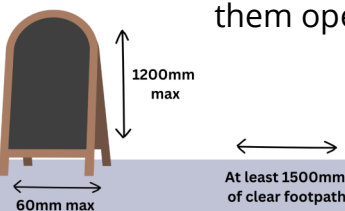
Once payment has been received a permit will be printed and sent out to yourselves. This will need to be affixed to rear of the advertising board

## Guidelines



Signs placed on a public highway would need to leave a minimum of 1.5 meters of clear footpath.

All boards should be sturdy, braced and weighted, to prevent them opening beyond the permitted measures.



# Further Information

Further guidelines can be found at:

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

Or contacting our Infrastructure team at the Town Hall:

Infrastructure Department  
Parish of St Helier  
PO Box 50  
St Helier  
JE4 8PA

Phone: 01534 811 811

Email: [infrastructure@sthelier.je](mailto:infrastructure@sthelier.je)

