This Code does not relate to goods displayed at markets, street fêtes or lay-bys which are regulated by local byelaws or other special regimes. Any additional requirements made by the County Council, the Police or emergency services must be complied with.

4. Legal Background
It is an offence under Sections 137 and 148 of the Highways Act 1980 to willfully obstruct the highway or to place things in the highway without lawful excuse. Sections 143 and 149 give the County Council powers to remove any items that have been placed in the highway. Obstructions might also be public nuisances.

This Code of Practice aims to minimise the need for exercising these powers. However, compliance does not guarantee that advertising signs and displays will be lawful.

Although we aim to tolerate signs and displays that do comply, we might be obliged to take enforcement action in certain circumstances. If this happens, we shall try to give you fair warning before taking any action.

Obstructions which do not comply with the Code will be liable to prompt enforcement action.

5. Process to be followed for the removal of advertising boards and displays of goods
If a sign or display is deemed to be unlawful and an immediate danger it will be removed immediately from the highway and either returned to its owner, if known and practicable, or retained for a period of one month before being disposed of by the County Council.

Where signs or displays breach this Code but do not constitute an immediate danger, the owner will be requested to remove or reposition them in accordance with this Code. If the problem persists the County Council may serve notice requiring an unlawful obstruction to be removed. If such a notice is not obeyed, we can remove the item and charge the person responsible. We may also prosecute the person responsible.

6. Other licences
Councils have powers to place permanent items such as road signs, trees and seats on the highway. The County Council also issues licences and permits for a number of items to be temporarily placed in highway areas, including those for the erection of scaffolding, the placing of builders skips or for street cafes. Where issued, those licences and their terms override this Code.

7. Further information
The purpose of this Code is to advise whether the placing of advertising signs and the display of goods in the highway will be tolerated. It does not extend to other items.

8. Modifications, alterations or amendments
The procedures and requirements specified within this Code may be modified, altered or amended at any time as Warwickshire County Council deems appropriate.

If you need any other information or assistance, please contact us on 01926 412515 or visit the website www.warwickshire.gov.uk/roads

If this information is difficult to understand, we can provide it in another format for example in large print, on audio tape, in another language or through discussion. Please contact the Communications & Information Team on 01926 418633 or E-mail: format@warwickshire.gov.uk

This guide has been produced by County Highways, Old Budbrooke Road, Warwick, CV35 7DP
1. Introduction

Shopping areas within the County of Warwickshire have much to offer by way of creating an ambiance that makes them attractive to shoppers and visitors alike.

"A" Boards and the display of goods on the highway pavements are traditional ways for businesses to promote and display their goods in and around the town centres of Warwickshire, often adding to the amenity and atmosphere of the street scene. The County Council recognises that some traders wish to use this means to promote their business activities, but it must be in a way that both enhances the street scene and is sensitive to the needs of its users.

The following Code of Practice has been produced to achieve a reasonable balance between these needs by setting out our approach to enforcing the law in your town. In this Code, an "advertising sign" means a portable free standing advertising sign designed to be placed on the ground, often called an "A" Board or similar.

This scheme has the support of your Town Centre Managers and the local business forum. Complaints will be monitored and the success of this Code will be regularly reviewed. If this Code is not successful, it may be replaced by a strict enforcement policy or a more restrictive statutory licensing regime involving an annual charge.

2. General Conditions

The following conditions are applicable to both the placing of advertising signs and display of goods on the highway and must be met in all cases. Every "A" Board or display of goods should be organised according to these important key principles:

- Only one advertising sign will be permitted per business to minimise the obstruction to pedestrians and other footway users.
- No advertising signs or displays, etc are to be fixed into or on the highway.
- No advertising signs are to be fixed to lamp posts, bollards, seats or other items of street furniture.
- All advertising signs, boards and displays, etc must be removed in their entirety at the end of each trading day.
- A minimum clear width of 1.8 metres of footway is to be left between the edge of the carriageway, or from any item of street furniture or other permanent structure, and the outer edge of any advertising sign or the goods being displayed. This is to ensure that there is no obstruction to or danger to any highway users, particularly the visually impaired, the disabled, or those with push chairs, etc.
- In a very busy street it may be necessary to leave more than 1.8 metres of footway space for highway users. The manner in which the advertising signs or the displays are set out should not prevent or discourage people from using the footway - the route available to them must be straightforward, obvious and unobstructed.
- Advertising signs or displays must not cause a visual distraction or obstruct sight lines of vehicle drivers, nor block visibility for pedestrians.
- Advertising signs should be no wider than 1.2m and no higher than 1.5m above ground level.
- Rotating or swinging signs will not be permitted and both signs and goods placed in the highway must be sufficiently stable so as not to present a danger to any highway users.
- In pedestrianised areas these principles will generally apply, although the special nature of these areas means that each case will be considered on an individual basis. A route for emergency vehicles (minimum 3.5 metres) is required in these areas.
- It is essential that public liability insurance cover of a minimum £5 million pounds is held by traders to cover third party claims.
- In some locations businesses should arrange a rota of signage to minimise out of hours hazards to pedestrians, particularly at the end of narrow streets and alleys.

3. Display of Goods

The following conditions apply specifically to the display of goods-

- No selling or trading will be permitted elsewhere than on the premises.
- No selling or trading will be permitted on the public highway.
- Complaints will be received by town personnel.
- Goods will be displayed in an acceptable manner.

These general conditions might not be appropriate in every circumstance. Advertising signs and displays may need to be removed during events, to permit maintenance or street works or for other reasonable cause. Any additional requirement made by the County Council, the Police or emergency services, including immediate removal of any item, must also be complied with.

Customers do not have to cross the normal flow of pedestrians. The items in the displays should only relate to the business or trade normally carried out at the premises, and must not obstruct fire door exits or access to statutory undertakers plant and equipment, and should harmonise with the character of the area.

Display extends too far

Good practice - neat single sign against shop

'A' board near crossing point Neat Display