

**The City of Cardiff Council  
ADVERTISING BOARDS  
TERMS AND CONDITIONS**



**Mae'r ddogfen hon ar gael yn Gymraeg  
This document is available in Welsh**

**GENERAL**

1. The City of Cardiff Council recognises the importance of ensuring a safe and uncluttered pedestrian environment. Pedestrians can be put at risk through poorly sited or overly large structures. To this end, the Council considers that the licencing of structures placed upon the highway should be carefully controlled under the Highways Act 1980. This includes portable Advertising Boards also known as "A" Frames or "A" Boards.
2. In these terms and conditions any reference to "the permit" or "permit" or related are to be taken to mean a permit to place an Advertising Board on the highway.
3. Any reference in this document to an Act of Parliament, statutory provision, regulation or statutory instrument includes a reference to that Act of Parliament, statutory provision, regulation or statutory instrument as amended, extended or re-enacted
4. All applications must be made in the manner determined by the Council. The Council reserves the right to alter the application process at any time should the need arise
5. The Council reserves the right to deny any application when it is not satisfied that the conditions to which an application must be made have been fulfilled
6. You may be asked at any time to provide additional documents or evidence in support of an application

**TERMS AND CONDITIONS**

1. Anyone proposing to place an A board on the highway will require a permit.
2. Before agreeing to permit an A board on a highway, the Council must ensure that the public right to use the highway is not detrimentally affected.
3. The Council's bye-laws, policies and standards also need to be complied with for health, safety and environmental reasons.
4. These terms and conditions relate only to the placing of A boards on the highway. An A board on a privately maintained forecourt, over which the public have limited access is not covered by these terms and conditions. They do not require a permit. You should check with the Council to establish the status of the land in question.

Land which you consider to be private may in fact be classed as the highway. Please always check with the Council if you are unsure of the status of the land.

5. Permission to use the highway for an A board is granted by the issue of a permit by the Council as the Highway Authority under the Highways Act 1980. A boards placed on the highway without permission are unlawful and the Council will take enforcement action where appropriate.
6. If the applicant is a limited company or LLP then upon dissolution, administration or insolvency of that company / partnership, the Permit will become void and the use of the defined area will not be permitted. The permit cannot therefore not be transferred. A new permit will have to be applied for by a new operator.
7. If the applicant is a sole trader or an unincorporated partnership, upon the bankruptcy of that person or partner, the permit will become void. The permit cannot therefore not be transferred. A new permit will have to be applied for by a new operator.
8. The A board should generally occupy an area directly in front of and be visible from your existing premises.
9. The needs of other users of the highway should be taken into account e.g. pedestrians, tradespeople, adjacent businesses. In circumstances where vehicles may use the highway, for example but not limited to pedestrian zones, this must also be taken into account.
10. A clear pedestrian route of a minimum of 2 metres must be maintained at all times.
11. Emergency exit routes from your own and adjacent buildings should not be obstructed by the A board and emergency service vehicles must have access along all streets at all times, even in pedestrianised streets.
12. The A board should not be located where they will impede drivers' sight lines or obscure highway signs.
13. The dimensions for the A board must be between 550mm and 700mm wide and 850mm and 1200mm high.
14. Illuminations are not to be used on the A board.
15. There is a maximum of one A board per premise.
16. The Council will not permit any fixtures to, or any excavation of any kind, to the surface of the highway.
17. The licensee will be required to indemnify the Council against all actions, demands, costs, charges or expenses arising from using the highway under the permission granted. The Council will, therefore, require the licensee to take out third party public

liability insurance in the sum of at least £5,000,000. Details of the third party liability insurance should be enclosed with the permit application.

18. Granting a permit does not imply an exclusive right to the area. The permit holder should be aware that the Council reserves the right to gain access to the area for cleaning, repairing and maintaining the highway or street furniture. Other organisations, such as statutory undertakers, may also require access for maintenance and repair of their equipment. The Council therefore reserves the right to suspend the permit temporarily if, for any reason, it becomes necessary.
19. The hours of operation for an A board permit are the normal business hours of the Premise but cannot be before 7am or after 11pm.
20. All permits are non-transferable
21. The fee for processing an application for an A board permit covers the administrative and legal costs incurred in the preparation and issue of the permit.
22. If your application is suitable for a permit to be granted, your permit will not be issued until full payment has been received and has been confirmed. A Council officer will send an e-copy of your permit showing exactly what the permit covers and the expiry date.
23. While your permit application is being processed this does not grant you the right to place the A board on the highway. If a permit is granted the start date will be provided. You must not place the A board on the highway until this date is confirmed.
24. Permits are granted for 12 months. The start date and expiry date will be stated on the permit. The permits are renewable at the discretion of the Council. If you wish to renew your permit it is your responsibility to ensure that you do so before the expiry date of the current permit.
25. The Council will carry out periodic inspections to make sure that all the terms and conditions of the permit are being adhered to. The Council may suspend or terminate a permit if any of the conditions of the permit are breached.
26. All A boards must adhere to the Equalities Act 2010 and must not promote or contain material that may be considered to be discriminatory, cause offence or promote harassment or victimisation. All A boards must not discriminate against any person on the basis of age, disability, gender reassignment, marriage or civil partnership status, race, religion or belief, sex or sexual orientation. This list is not exhaustive and the Council reserves the right to take action where any a board could be considered to be in breach of the Equalities Act 2010 or can be considered to be inappropriate or may cause offence.
27. If it is considered that a criminal offence has been committed involving the holder of the permit and related to the permit then the matter may be referred for prosecution.

28. In some circumstances where businesses fail to comply with the terms and conditions, or where the A Boards represent a hazard in any way, a Council officer may remove it from the highway.