

Tendring  
District Council



# Our 'A' Board Protocol

Guidelines for  
the placement  
of 'A' Boards on  
the publicly  
maintained  
highways

# Why we need guidelines

Tendring District Council supports local businesses and recognises that advertising is vitally important to promoting them. However, the Council also wants to promote the wellbeing of pedestrians and all those that use our Town Centre pavements.

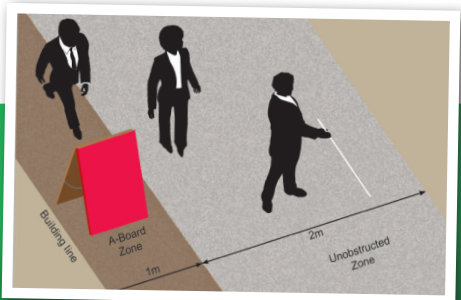
This leaflet sets out some guidance notes for Tendring businesses for the display of 'A' Boards outside their premises.

## Checklist - Do's ✓

'A' Boards on public footways / highways will only be tolerated when the following checklist is followed:

- ✓ No larger than the standard A1 in size (637mm x 1100mm x 800mm)
- ✓ At least 2 metres of unobstructed footway width must be maintained
- ✓ It is positioned immediately in front of the shop (see diagram below)
- ✓ It is sufficiently heavy in weight to avoid being blown or knocked over
- ✓ It is portable to allow for re-siting
- ✓ If the business has its own private forecourt It should be placed within the confines of this forecourt
- ✓ It is positioned within the curtilage of the property to which it relates
- ✓ Only 1 per business (but a maximum of 2 if the length of the frontage allows)
- ✓ It is kept clean and tidy and all adverts appear professional looking
- ✓ Any content is unlikely to cause offence
- ✓ It is only displayed whilst the premises are open for business
- ✓ Sufficient public liability insurance cover in place
- ✓ In Conservation areas, it should, wherever possible, reflect the character and appearance of that Town

Where your 'A' board should be placed in relation to your shop frontage



# Checklist - Don'ts X

## 'A' Boards should not:

- X Obstruct access to bus stops, taxi ranks or other frontages
- X Obstruct access to service covers or apparatus
- X Be sited anywhere other than in front of the shop (see diagram bottom left)
- X Be placed on or near tactile paving or dropped kerbs
- X Obscure the visibility of highway users on or near a junction
- X Obscure traffic signs or road markings
- X Be secured, chained or leant against any street furniture
- X Make it difficult for pedestrians or pushchair, wheelchair or mobility scooter users to use the footway safely



*If Tendring District Council find that these guidelines are disregarded, they will have the authority, on behalf of Essex County Council (who are responsible for all public highways in the district) to remove them*

Here are a few key points to consider for effective signage.  
Let's call it our 5 Point Sign Buyers Checklist!

What will be the primary use of your sign:  
Are you directing, informing, or selling?  
What message do you want to communicate?

What image do you want to project:  
Professional? Sophisticated? Youthful? Fun?

Should it coordinate with your other graphics, advertising or branding:  
Do you need particular colours, logos or fonts?

What is your target market:  
Whose attention do you want to attract? What will attract them?

What will the viewing distance and viewing time be:  
How far will readers be from the sign? How long will they have to read it?



**A1 recommended size\* £139+vat**

Contact **Signs Made Easy**

**01255 427350 - sales@SignsMadeEasy.co.uk**



***Working together with businesses  
to ensure a safer community***

*For all enquiries please contact:*

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