



Lytham Town Council A-Board (Advertising Board) Policy

(Adopted: 25/02/2026, Review due: 25/02/2027)

1. Introduction

Lytham Town Council recognises the contribution that local businesses make to the vitality and economic wellbeing of the town centre. At the same time, the Council has a responsibility to promote public safety, accessibility, and the free movement of all highway and pavement users, including disabled people, wheelchair and pushchair / pram users, and those with visual impairments.

This policy sets out Lytham Town Council's local position and guidance on the use of A-boards (also known as sandwich boards or advertising boards) within Lytham.

2. Legal Context

- Under the **Highways Act 1980**, any item placed on the public highway that obstructs free passage is unlawful unless permitted by the **Highways Authority**, which in Lytham is **Lancashire County Council (LCC)**.
- The **Equality Act 2010** places a duty on public authorities, including Lytham Town Council, to have due regard to the needs of disabled people and to avoid creating barriers to access.
- Lytham Town Council is **not the highways authority** and cannot grant permission for A-boards on the public highway.

NB: This policy does not override or replace Lancashire County Council's highways powers or policies.

3. Purpose of the Policy

The purposes of this policy are to:

- ✓ Support local businesses through clear, consistent guidance.
- ✓ Promote a safe and accessible town centre for residents, businesses & business users and visitors to Lytham.
- ✓ Reduce unnecessary street clutter.
- ✓ Encourage compliance with highways and equality legislation.

4. Scope of the Policy

This policy applies to:

- a) land owned, managed, or controlled by Lytham Town Council, and
- b) events, markets, and activities organised or authorised by the Town Council

This policy also provides **local guidance only** for A-boards placed on the public highway, where Lancashire County Council approval, as the Highways Authority, is required.

5. General Principles

- Pedestrian safety and accessibility must take priority at all times
- Streets and pavements must remain safe and navigable for all users, and ensuring access by emergency services where necessary
- A-boards should be used sparingly and responsibly
- Informal resolution and cooperation with businesses will be the Council's preferred approach

6. Design Standards (Recommended)

Where A-boards are used, they should:

- Have an advertising face no larger than **750mm high x 450mm wide**.
- Have maximum dimensions (including legs & frame) which must not exceed 1000mm height x 600mm width and a depth at the base or opened end of no more than 750mm.
- Be stable and able to withstand wind without tipping
- Have no sharp edges or protrusions
- Use non-reflective materials - unless this is necessary to ensure public safety to highlight a potential trip or fall hazard in accordance with the user's risk assessment and safe system of work.
- Be professionally presented and well maintained

7. Placement Guidance

When used and placed, A-boards should be immediately adjacent to the premises they advertise and be limited to one per business / event.

Following national guidelines, there should be a minimum clear footway width of 1500mm and a clear footway width of 2000mm recommended where footfall is high.

In addition, the use and placement of an A-Board should never obstruct:

- Building entrances or exits
- Tactile paving or dropped curbstones
- Pedestrian crossings
- Bus stops or shelters
- Access for emergency services

8. Times and Conditions of Use

- A-boards should only be displayed during the business's opening hours
- They must be removed when the premises are closed
- They should not be displayed in adverse weather conditions
- Boards must be removed immediately if requested by an authorised officer

9. Public Liability Insurance

From research undertaken, it is suggested that all businesses must hold a minimum level of Public Liability Insurance of £5 Million which explicitly includes the use and placement of 'A' Boards on Public Highways. Lancashire County Council (Highways Authority) and Lytham Town Council accept no responsibility whatsoever for incidents arising from inconsiderate positioning.

10. Enforcement and Compliance

- Where issues arise, Lytham Town Council will seek to resolve matters informally with the business concerned
- Persistent problems or unsafe obstructions may be referred to **Lancashire County Council** or **Fylde Borough Council** for formal enforcement
- The Town Council reserves the right to prohibit A-boards on land it owns or manages

11. Review of Policy

This policy will be reviewed periodically to ensure it remains effective, proportionate, and aligned with county and national guidance.

Version Control

Version	Date	Description of Change	Author
V1	25/02/2026	Policy approved and adopted	Cllr Hilary Warburton