

‘A’ Boards Review Enforcement Procedure

Below are the proposed enforcement procedures for non-licensed ‘A’ boards and for failure to comply with the licence conditions for ‘A’ Boards.

Enforcement Procedure: for non-licensed ‘A’ boards on the highway

- (i) Where an ‘A’ board is unlicensed the business owner will be asked to remove it immediately.
- (ii) If this request is not complied with the Council may remove the item and charge the costs incurred for removal and/or storage to the business being advertised on the ‘A’ Board.
- (iii) If persistent siting of an unlicensed ‘A’ Board continues the Council will take whatever action it deems appropriate in each individual case, up to and including seizure of the ‘A’ board and prosecution.

Note: Where an ‘A’ board is considered by the Council to constitute a danger to the public the board may be removed immediately without further notice.

Enforcement Procedure: failure to comply with the licence conditions

Should the licence holder not comply with the terms of their licence, the Council will try to work with him/her in the first instance to resolve any issues. This procedure will be:

- (i) Where the licensee is found not to be complying with the specific conditions of his/her individual licence, Council officers will offer advice and assistance to enable the licensee to rectify the breaches to ensure compliance
- (ii) Where non-compliance continues, a letter will be sent informing the licensee that s/he continues to be in breach of the conditions of the licence. Further assistance will be offered to the licensee to rectify any breaches but if compliance is not achieved within 14 days this may trigger step 3
- (iii) If persistent breaches of conditions remain the Council will take whatever action it deems appropriate in each individual case, up to and including seizure of the ‘A’ board and prosecution

Note: Where an ‘A’ board is considered by the Council to constitute a danger to the public the board may be removed immediately without further notice.