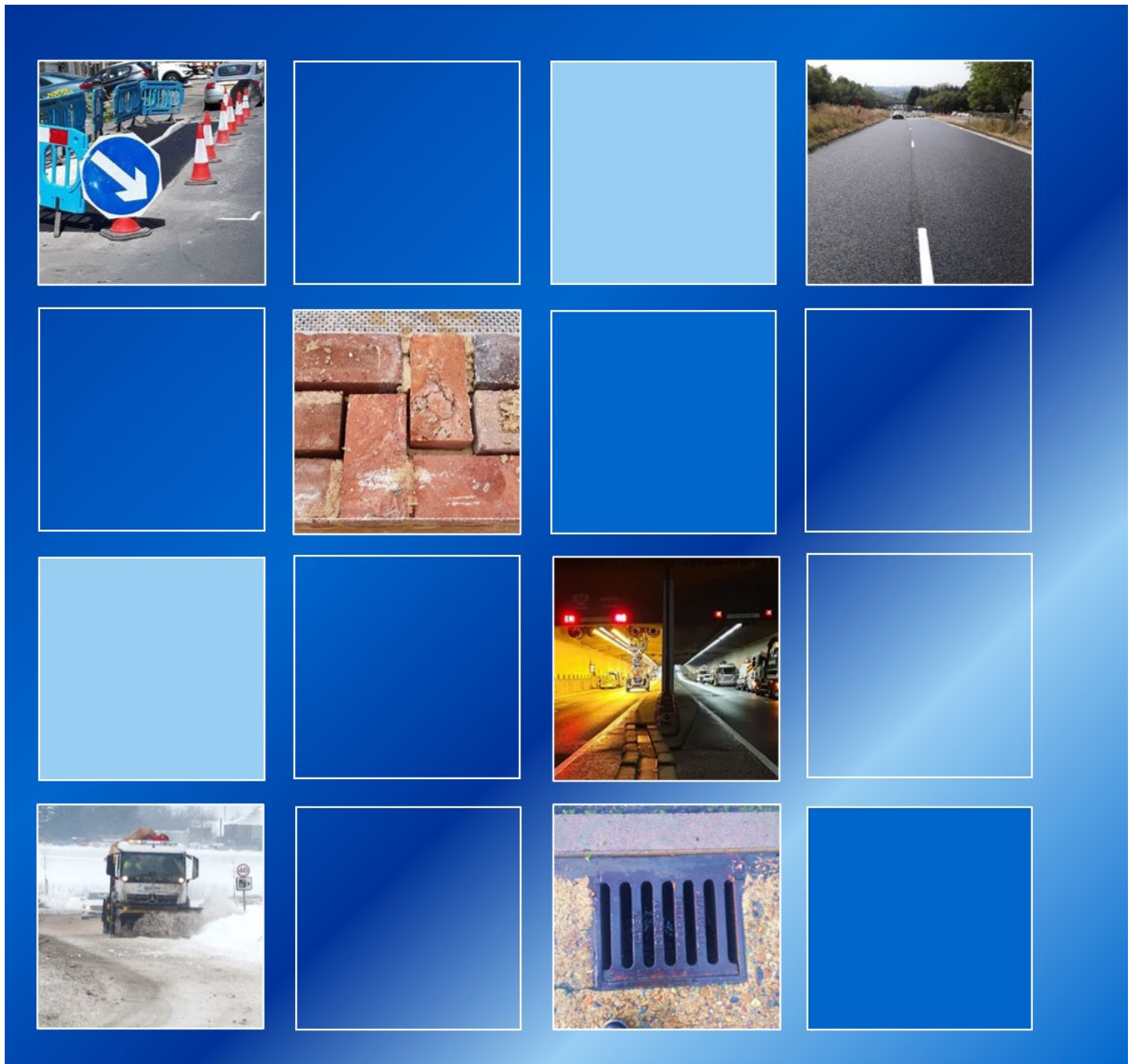


DRAFT Articles on the Highway Policy



Date: December 2024 Version: 1

Document title	Articles on the Highway Policy
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Name	Role	Date	Version

Revision history

Version	Date	Description	Author
1			
2			
3			
4			
5			

1. General

- 1.1 Across many town centres and local shopping areas, the use of portable advertising boards (“A-boards”), retail and trade displays, and informal café spill-out areas has become increasingly common. While some businesses view these items as valuable tools to attract customers, they can also create significant challenges for other users of the highway. For some pedestrians; particularly those who are blind, partially sighted, mobility impaired or using wheelchairs, such obstructions can present genuine safety hazards. For other traders, they may be perceived as unfair, non-rated extensions of a neighbouring business.
- 1.2 Under the Highways Act 1980, any unauthorised obstruction of the public highway is unlawful. Medway Council, as the Local Highway Authority (LHA), therefore has a statutory responsibility to ensure that the highway remains safe, accessible, and available for its intended public use.
- 1.3 However, the Council recognises that, when appropriately managed, certain commercial uses of the highway can contribute positively to the vibrancy and economic health of Medway’s high streets, neighbourhood centres, and rural communities. Responsible use of displays and small-scale frontage activities can support local business visibility, enhance the visitor experience, and contribute to a lively and welcoming streetscape, provided that safe access for all highway users; particularly disabled people, is maintained.
- 1.4 To balance these considerations, Medway Council has produced this Articles on the Highways Policy. This document provides a clear framework setting out:
 - the circumstances under which the Council may permit the use of A-boards, retail displays, and similar items within the public highway;
 - the standards and conditions that apply to their placement;
 - the roles and responsibilities of the Council in granting consent, conducting inspections, and enforcing non-compliance; and
 - the expectations placed upon businesses and residents wishing to utilise the highway outside of the formal [Pavement Licensing](#) process.
- 1.5 This policy operates separately from [Medway Council’s Pavement Licensing Policy](#), and applies to activities not covered by pavement licences, such as single A-boards, limited product displays, or other minor obstructions placed outside business premises and building materials for residential properties.
- 1.6 The policy is intended for use by Medway Council officers involved in highways management, town centre management, and enforcement activities. It provides a consistent basis for decision-making, ensuring fairness, transparency, and the protection of public safety.

2. Legislation

Medway Council has a legal duty to keep the highway safe, accessible and free from unnecessary obstruction. To meet this duty, the Council regulates the placement of A-boards and shop displays on public highways.

2.1 Highways Act 1980

Under this Act, the Council must:

- Maintain the highway so it is safe for all users
- Prevent obstructions and remove anything placed on the highway without permission
- Protect the public's right to use the highway
- Take action where signs, structures or items cause a hazard or block access

These duties mean the Council must control items such as A-boards and displays to ensure they do not endanger or inconvenience pedestrians, wheelchair users, people with visual impairments, or other highway users.

2.2 Local Government (Miscellaneous Provisions) Act 1982

This Act allows the Council to:

- Grant permission for A-boards and displays on certain highways
- Set conditions to ensure they are safe and do not obstruct access
- Charge reasonable fees to cover administration
- Require the agreement of the Local Highway Authority before permission is issued

Permission is normally granted where a business meets the requirements of this policy.

2.3 Disability Discrimination Act 1995

The Council must consider the needs of disabled people when managing items placed on the highway. This includes ensuring safe, consistent and accessible routes for all users.

2.4 Other Relevant Legislation

Businesses are responsible for ensuring they comply with any other laws that may apply, such as planning, licensing, health and safety, and advertising regulations.

3. Strategy

3.1 General

- 3.1.1 The aim of this Policy is to set a clear and consistent standard for how A-boards and shop displays, as well as other items not covered under the [Medway Pavement Licensing Policy](#) are placed and managed on Medway's highways. These items can support local businesses and add character to our streets, but they must not create safety risks or obstruct access for pedestrians, wheelchair users, people with visual impairments, or other highway users.

3.2 Local Approach

- 3.2.1 This Policy provides a framework for how Medway Council will licence and manage these items. It allows the Council to apply conditions that reflect the needs of Medway's communities, town centres and neighbourhoods, while ensuring the highway remains safe, accessible and attractive.

3.3 Implementation

- 3.3.1 Medway Council will apply this Policy through a formal licensing process. Items placed on the highway without permission, or in a way that causes a clear obstruction or safety concern, may be removed in line with the Council's legal duties.

3.4 Outcomes

- 3.4.1 By following this Policy, businesses and the Council can work together to:
- Prevent poorly placed or unsafe A-boards and displays
 - Maintain safe and accessible routes for all users
 - Support a high-quality street environment
 - Enhance the appearance and vitality of Medway's towns, villages and local centres

This approach helps ensure that Medway's public spaces remain welcoming, safe and enjoyable for everyone while still supporting local economic activity.

4. Procedure

4.1 General

- 4.1.1 Medway Council will manage the use of A-boards, shop displays and other articles placed on the highway to support a vibrant local economy while ensuring the highway remains safe and accessible for everyone.

- 4.1.2 These items can add character and help businesses attract customers, but they must not create hazards or obstruct pedestrians, wheelchair users, people with visual impairments or other highway users.

4.2 Scope of the Policy

- 4.2.1 This Policy applies to A-boards, retail or trade displays and any other similar items placed on the highway, including:

- Free-standing parasols, canopies or gazebos
- Benches or seating for premises not selling food and drink
- Planters, flower pots or decorative items
- Metal cages for transporting goods/trolleys
- Building materials
- Lockers
- Stock items associated with the business

- 4.2.2 If an item is placed on the highway and could obstruct or restrict access, it will fall under this Policy unless covered by separate legislation.

4.3 Items Exempt from Licensing

- 4.3.1 Some activities or structures on the highway are permitted under other legislation or long-standing rights (for example, certain markets or events). These do not require a licence under this Policy. However, they are still expected to follow the safety and accessibility standards set out in this Policy, along with any other legal requirements that apply.

5. Management

- 5.1 Medway Council is responsible for managing the local highway network and ensuring that it remains safe, accessible and free from unnecessary obstruction.

- 5.2 This Policy sets out how the Council will regulate A-boards, shop displays and other articles placed on the public highway.

- 5.3 Within Medway Council, the Highways team is responsible for:

- Developing, maintaining and reviewing Medway's Articles on the Highway Policy
- Ensuring the safe and consistent application of this Policy across Medway's towns, villages and neighbourhoods

- 5.4 Highway maintenance and inspection activities are carried out by Medway's Highway Operations teams, who monitor the condition of the network and identify any obstructions or safety concerns.

6. Implementation of the Policy

6.1 Medway Council will manage this Policy directly through a licensing process. Businesses wishing to place A-boards, displays or other articles on the highway must follow the requirements set out in this Policy.

6.2 The Council will use two complementary approaches to manage these items:

6.2.1 Licensing and Conditions

Businesses apply for permission, and the Council issues licences with conditions to ensure safety, accessibility and consistency.

6.2.2 Risk-based Monitoring and Enforcement

The Council will monitor the highway for obstructions or unsafe placements. Where items are placed without permission or cause a clear nuisance or safety risk, the Council may take enforcement action. This approach ensures that Medway can support local business activity while meeting its legal duty to protect the public's right to use the highway safely.

7. Operation

When an A-board, shop display or other article setup is found on the highway, Medway Council will follow a clear and consistent process to ensure safety and accessibility are maintained.

7.1 Initial Contact

If an article is placed on the highway, the business will be contacted by a Council officer and provided with the relevant conditions of use. If the location appears suitable and the conditions can be met, the business will be invited to apply for a licence.

7.2 Safety Considerations

If there are concerns about highway safety at the proposed location, the Council's Highways team will assess the site before any permission is granted.

7.3 When Conditions Cannot Be Met

If the location cannot meet the required safety and accessibility standards, the business will be informed that the item cannot remain on the highway. The business will be advised that the item must be removed, and that leaving it in place may constitute an unlawful obstruction under the Highways Act.

7.4 Exceptional Circumstances

If a location does not fully meet the standards but there is a clear public benefit, the Council may consider a minimal departure from the policy. In these cases, a

risk assessment will be carried out and the Highways team will determine whether permission can still be granted.

7.5 Non-Compliance

If a business does not apply for a licence within the required timeframe or continues to place items on the highway after being advised not to, the Council may issue a formal request for removal. If the item is still not removed, the Council may take enforcement action, which can include removing the item and recovering associated costs.

7.6 Monitoring

The Council will carry out periodic checks to ensure that licensed businesses continue to comply with the conditions of use. Reports from the public or Council staff about obstructions or unsafe placements will be investigated and acted upon as necessary.

8. A-Boards and Retail / Trade Displays

8.1 General

8.1.1 Medway Council will only allow A-boards and shop displays on the public highway where permission has been granted through a licence or written consent.

- Licences are normally issued for up to 12 months.
- Reasonable fees may be charged to cover administration and renewal.
- Very small displays fixed directly to the shopfront (e.g., newspaper racks projecting no more than 125mm) are not treated as obstructions and do not require a licence.
- A licensed A-board may include information for another nearby business if appropriate.
- In some locations, a hanging sign may be a safer and more suitable alternative to an A-board.
- Where an item benefits the public (e.g., a cigarette bin), the Council may choose to reduce or waive fees.

8.2 Conditions of Use (Rewritten & Fully Integrated)

8.2.1 A-boards, shop displays and other permitted articles may be placed on the highway in Medway only where the following conditions are met:

A. Legal, Licensing and Administrative Requirements

- The licence is not transferable and may not be sub-let.
- The licensee remains fully responsible for compliance with all conditions, including where a third party has permission to use the licensed area.

- The Council may revoke the licence or require the immediate removal of items at any time for breach of conditions, safety reasons, or other legally defensible grounds. No compensation will be payable.
- All items may only be placed on the highway during the permitted licence hours, unless otherwise agreed in writing by the Council.
- Items must be removed when the licence expires, is suspended, or is revoked.
- The licensee must comply with all relevant legislation, guidance and directions issued by Medway Council, Police, or other authorised agencies.

B. Location and Positioning

- Only one A-board per business is permitted (one per street frontage for premises with multiple entrances).
- Multi-occupancy buildings (e.g. malls, arcades) must use a single shared board per entrance.
- All boards and displays must be placed directly outside the business, within the premises frontage, and within the licensed area only.
- No item may be placed outside the licensed boundary, outside the business frontage, or in association with any other premises.
- The exact location of all items must be agreed with the Council and adhered to at all times.
- Items must not obstruct sightlines at junctions, bends, or crossings.
- Boards must not be attached, chained or fixed to street furniture, posts, bollards, railings, walls or the highway surface.

C. Dimensions and Physical Standards

- **A-boards**
 - Maximum width: **0.6m**
 - Maximum height: **1.0m**
 - Maximum projection from frontage: **0.7m**
- **Retail displays and other articles:**
 - Maximum projection from frontage: **2.0m** (unless otherwise restricted by the licence)
 - Must not exceed the width of the premises frontage
 - Must be placed so as not to overhang or intrude into neighbouring premises' frontages
- **All display furniture must be:**
 - Stable, secure, and not easily blown or knocked over
 - Well-maintained, clean, and in good repair
 - Constructed of suitable, safe materials
 - Visually distinct and include a 100mm tapping rail to aid visually impaired users
- No permanent fixtures, fittings or enclosures are permitted.

D. Pedestrian and Highway Safety Requirements

- A minimum clear footway width of 1.5m must be maintained at all times. In busy locations or constrained areas, the Council may require a wider clearance.
- Items must not block access for:
 - Pedestrians
 - Wheelchair users
 - People with visual impairments
 - Mobility scooters
 - Emergency services
 - Neighbouring premises
- Items must not obstruct:
 - Bus stops
 - Taxi ranks
 - Pedestrian crossings
 - Tactile paving
 - Dropped kerbs
 - Highway drainage features
- Activities enabled by the licence must not prevent or hinder:
 - Statutory undertakers accessing apparatus
 - Telecommunications operators accessing their equipment
 - Any legally permitted vehicle movements

E. Cleanliness, Maintenance and Waste

- The licensee is responsible for keeping the licensed area clean, tidy and free of debris at all times.
- All spillages, waste, packaging and associated rubbish must be removed immediately.
- No liquids, substances or wastewater may be discharged onto the highway or into highway drains.
- The licensee must repair any damage caused to the highway by their items or activities, or meet the Council's costs where repairs are undertaken by the authority.

F. Prohibited Items and Activities

The following are not permitted:

- External speakers or any amplified or acoustic sound equipment
- Heaters, naked flames, or heat-generating equipment
- Cables, wires, power leads or other apparatus laid across or above the highway
- Lighting that causes glare, nuisance or disturbance
- Items left unattended or out of sight of the premises
- Items remaining on the highway outside permitted hours

G. Market-Day and Event Restrictions

- When a Medway Council-operated or approved market or event is active, no A-boards, displays or other licensed items may be placed on the highway within the market area or event area.
- Items may only be placed out after the market or event has closed and all stalls/event equipment have been removed.

H. Insurance

- The licensee must hold a minimum of £2 million Public Liability Insurance (or such amount as required by the Council) and must provide evidence on request.

I. Enforcement

- Any breach of these conditions may result in immediate removal of items, enforcement action, suspension or revocation of the licence.
- Items placed in breach of conditions may be removed and impounded without prior notice.

8.3 Record Keeping

8.3.1 Accurate and up-to-date record keeping is essential to support the effective management of this Policy and to assist the Council in any future cost-recovery, enforcement or legal processes.

8.3.2 Medway Council will maintain clear records of:

- Licence applications, approvals and refusals
- Site assessments and inspections
- Complaints, reports and enforcement actions
- Correspondence with businesses and members of the public

8.3.3 These records help demonstrate that the Council has acted reasonably, consistently and in line with its legal duties. They may also be important in the event of disputes, insurance claims or other legal proceedings.

8.3.4 All information recorded by the Council may be relevant to highway safety considerations and may be disclosable under the Freedom of Information Act 2000.

APPENDICES

APPENDIX 1– CONDITIONS

APPENDIX 2 – ENFORCEMENT PROCESS

APPENDIX 3 – FURNITURE DESIGN AND DIMENSIONS

APPENDIX 4 – STREET FURNITURE AND PLACEMENT

APPENDIX 5 – APPLICANT INFORMATION

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Appendix 1 – Conditions

Licence Conditions for A-Boards, Retail Displays and Other Articles on the Highway
(Tables, chairs from businesses selling food and drink are excluded from this policy as they are dealt with under the [Medway Pavement Licensing Policy](#))

1. Terms

- 1.1 The term **“licence”** refers to any Highway Article Licence issued by the Highways Team.
- 1.2 A **“licensee”** is the individual or organisation to whom the licence has been issued.
- 1.3 A **“licensed area”** means the defined area of public highway covered by the licence.

2. Legal Issues

- 2.1 The licence application notice must be displayed in the premises window for the full required period. Failure to do so may result in any licence granted being revoked.
- 2.2 The licence is **not transferable**.
- 2.3 **Sub-letting** of the highway is prohibited. A licensee may, with prior written approval from the council, permit a suitable third party to place items within the licensed area, but **no financial transaction** may take place. The licensee remains responsible for compliance with all conditions.
- 2.4 The council may revoke the licence or require the temporary removal of items for any breach of conditions or other legally defensible reason. No compensation will be payable.
- 2.5 The council may amend licence conditions at any time. No compensation will be payable.
- 2.6 Items may only be placed on the highway between **08:00 and 22:00**, unless otherwise agreed in writing by the council.
- 2.7 The licensee must comply with all relevant legislation and requirements of Medway Council, the Police, and other authorities. Failure to comply may constitute a breach of licence conditions.

3. Licensed Areas

- 3.1 The site must not exceed the width of the premises frontage and must remain within the approved licensed area.
- 3.2 Items must not cause damage to the highway surface or impede drainage.
- 3.3 Articles must not obstruct access to or egress from any premises.
- 3.4 No permanent fixtures, fittings or enclosures may be installed.
- 3.5 No items generating heat, flames or smoke (e.g. heaters, fire pits, barbecues) are permitted.
- 3.6 The licensee must ensure that staff or customers do not create nuisance or disturbance.

- 3.7 Public Liability Insurance of **£2 million** must be maintained at all times and provided to the council upon request.
- 3.8 The licensee must comply with all reasonable instructions from authorised officers or emergency services.
- 3.9 Any lighting associated with the display must be non-intrusive and not cause nuisance.
- 3.10 A record of crime and anti-social behaviour incidents relating to the licensed area must be kept and provided on request.
- 3.11 A minimum clear pedestrian width of **1.5m** must be maintained at all times. Additional clearance may be required in the following locations:
- Within 20m of a road junction or roundabout
 - Within 15m of pedestrian crossings
 - Within 5m of bus stops
- 3.12 The maximum projection from the frontage is **2.0m**, regardless of available space.
- 3.13 Articles must not remain on the highway outside licensed hours.
- 3.14 Where barriers are used to define a licensed area, they must be disability-compliant (see Appendix 3).
- 3.15 No items may remain on the highway after the licence has expired.
- 3.16 The licensee is responsible for keeping the licensed area clean and free of debris, and for repairing any damage caused.
- 3.17 No power cables, pipes or other apparatus may be laid on or over the highway to service displays.
- 3.18 No substances, including wastewater, may be discharged onto the highway or into highway drains.
- 3.19 The council may limit the number, size or type of items placed within the licensed area.
- 3.20 Any items must be easily removable and stored off the highway outside licensed hours.
- 3.21 Items must not be left unattended or out of sight of the premises. Any found unattended may be removed without notice.
- 3.22 Altering the design or nature of items without council approval constitutes a breach of conditions.
- 3.23 The licensed area must remain clean and free from waste at all times.
- 3.24 No items may be placed outside the licensed area. A-boards must not exceed **1.0m high x 0.6m wide**.
- 3.25 No cooking or preparation of food may take place within the licensed area.
- 3.26 External speakers or amplification equipment are not permitted within or near the licensed area.
- 3.27 Activities enabled by the licence must not:
- a) prevent pedestrian access or movement;
 - b) obstruct permitted vehicle use;
 - c) obstruct statutory undertakers; or
 - d) obstruct telecommunications operators.

4. General

- 4.1 Any item left on the highway outside permitted hours, or chained/secured to street furniture, will be considered a breach and subject to enforcement.
- 4.2 Improper parking by staff, contractors or delivery vehicles associated with the premises will be treated as a breach.
 - The following rules apply to all approved licences:
Items must not reduce the footway below 1.5m unless the entire carriageway is pedestrianised.
 - Items are not permitted when the road is closed by temporary order unless the full carriageway is available for pedestrians.
 - In shared-space areas, the full carriageway may be used for pedestrian movement.
- 4.4 The licence does not apply on days when Medway Council markets or events are operating. No A-boards or displays may be placed on the highway until the market or event has closed and all stalls and event equipment have been removed.

APPENDIX 2 – ENFORCEMENT

This enforcement process applies to all items placed on the Public Highway in breach of the rules, conditions or requirements of the Highway Articles on the Highway Policy (covering A-boards, shop displays and other permitted articles).

The aim of enforcement is to ensure compliance, protect public safety and maintain an accessible and obstruction-free highway network.

1. General Approach

- 1.1 Enforcement action will be fair, consistent and proportionate.
- 1.2 Officers will record all breaches, actions taken and evidence collected, including photographs and notes.
- 1.3 The Council reserves the right to escalate enforcement at any stage in cases of serious risk, persistent non-compliance or obstruction of the highway.

2. Standard Enforcement Stages

2.1 Stage 1 – First Breach: Written Warning

Upon the discovery of a breach of the policy or licence conditions:

- A written warning will be issued to the business or responsible person.
- The warning will explain the breach, required corrective actions, and the consequences of further non-compliance.
- This warning is issued without charge.
- The warning will remain valid for the duration of the licence period.

2.2 Stage 2 – Ongoing Non-Compliance: Chargeable Re-Visits

Following a written warning:

- Any subsequent compliance checks at the premises relating to the same breach type will be charged at £50 per visit, payable by the licensee.
- These charges apply whether or not the breach is ongoing at the time of the visit.

2.3 Stage 3 – Second Breach: Final Warning Notice

If a second breach of the rules is identified within the same licence period:

- A final written warning notice will be served.
- A charge of £25 will be applied and payable by the licensee.

This notice will state that any further breach may result in removal of items and revocation of the licence.

2.4 Stage 4 – Third Breach: Removal Notice

If a third breach occurs during the licence period:

- A removal notice will be issued at a charge of £25, payable by the licensee.

- The licence may be revoked with immediate effect.

Following revocation, any unauthorised items found on the Public Highway may be removed and impounded without further notice.

3. Removal, Storage and Disposal

Where items are removed:

- The owner will be notified of the location for collection.
- All removal, transport and storage costs must be paid in full before the items are released.
- Items not collected within 14 days may be disposed of or destroyed.
- Medway Council reserves the right to recover all enforcement and disposal costs from the owner.

4. Immediate Enforcement (Without Using the Full Process)

The Council may bypass any or all stages and proceed directly to removal or prosecution where:

- The breach presents an immediate danger to highway users.
- Items significantly obstruct the highway.
- There is repeated or deliberate non-compliance.
- The breach interferes with statutory undertakers, emergency access or market operations.
- Legislative breaches warrant formal action under the Highways Act 1980, or other applicable legislation.

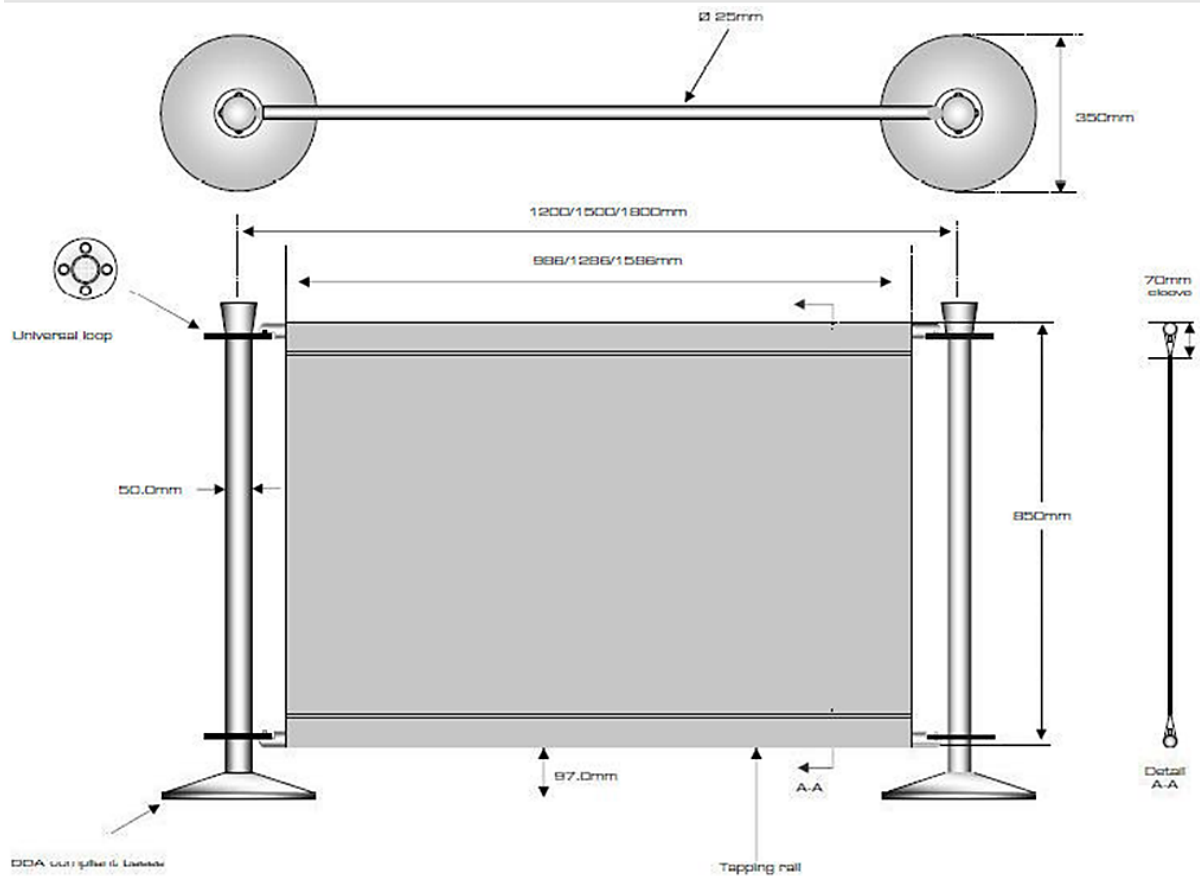
In such cases, the Council may remove items or initiate prosecution without prior warning.

5. Recovery of Costs

All charges, including visit fees, notices, removal, storage and disposal costs, are recoverable from the owner or licensee. Non-payment may result in debt recovery action.

APPENDIX 3 – FURNITURE DESIGN AND DIMENSIONS

Free Standing Outdoor Partitions



Temporary Barriers to Enclose License Area

All displays, and associated articles can be separated from the remaining highway using disability compliant barriers. If you chose to use them, they must:

- Be between 1000mm and 1200mm in height
- Have a continuous tapping rail (100mm to 200mm deep) or panel edge either on the ground or up to a maximum height of 200mm above the ground.
- Have a colour contrast to ensure they are highly visible.
- Be continuous around the area of display and temporary street furniture except for the access point

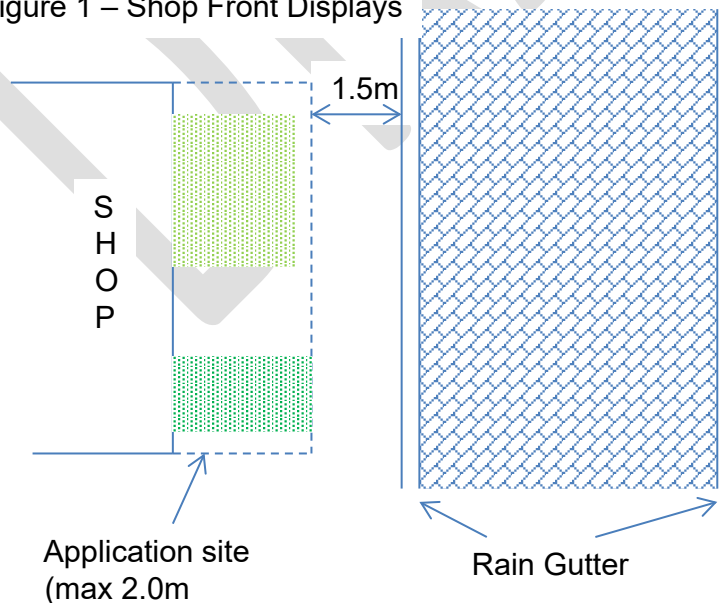
APPENDIX 4 - Street Furniture and Placement Guidance

SHOP FRONT DISPLAYS

Below are the criteria for shop front displays:

- Must be items associated with the business.
- Free standing items must be no higher than 1.5m.
- A minimum width of 1.5 metres between the edge of the goods and the edge of the footway (being a kerb line or a drainage channel) must be maintained, to cater for pedestrians and ensure access for those with mobility issues and pushchairs; see Figure 1 below.
- Be a maximum depth of 2.0m from the property.
- All products and goods displayed must be raised by at least 1m from the ground. Stands used to accommodate this shall be covered to ground level using either synthetic green turf or black cloth.
- A shop front display must be positioned immediately in front of the applicants shop front only.
- The display must be of a suitable construction, to ensure minimal damage if there is a collision. The display must not have protruding parts or sharp edges.
- The display will not cause any damage to the highway or impede surface water drainage or obstruct access to any premises.
- The shop front display must only be displayed during business hours and must be removed outside of these hours.
- No payment must be taken on the highway; all payments to be made within the business.

Figure 1 – Shop Front Displays

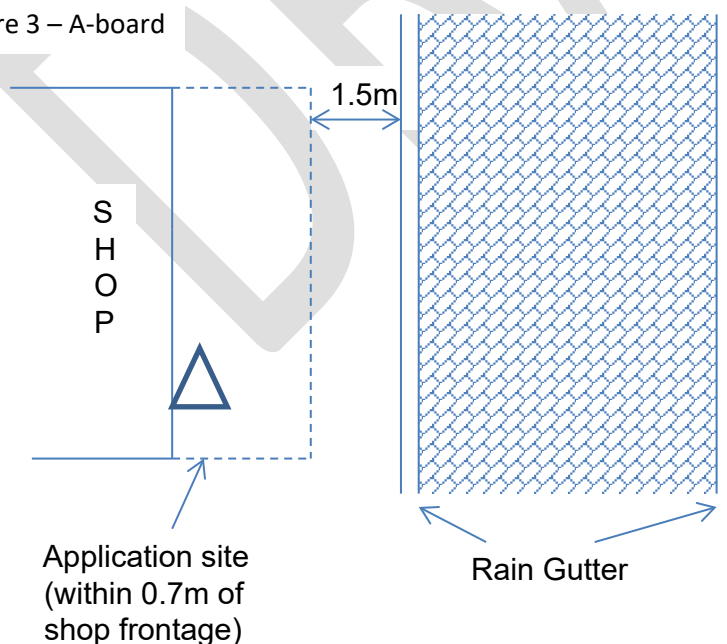


ADVERTISING BOARDS

Below are the criteria for Advertising Boards (A-Boards):

- All advertising boards placed on the highway must be able to be moved freely and easily. Advertising boards must be stable and kept upright. They can be safely and discretely weighted down if required. Advertising boards should not have protruding parts or sharp edges and should be easily removable.
- Advertising boards must not cause any damage to the highway or impede surface water drainage or obstruct access to any premises.
- Advertising boards must relate to the normal business of the premises and must be removed outside of business hours. Advertising boards must not be placed on the public highway where a private forecourt is available and should be within 0.7m of the property.
- Only one A Board permitted per business
- Advertising boards must not cause a visual distraction to drivers of road vehicles or obstruction to pedestrians on the highway.
- Advertising boards should be easily detectable and noticeable to users who have visual impairments and situated in such a way that they can be negotiated with ease by users with mobility problems.
- A minimum unobstructed footway width of 1.5 metres should be maintained at all times to cater for pedestrians and ensure access for those with mobility issues and pushchairs; see Figure 3 below. The drainage channel should always be kept clear from obstructions.
- Advertising boards must be between 0.8 metres to 1.0 metres high and 0.45 metres to 0.6 metres wide.

Figure 3 – A-board



APPENDIX 5 APPLICANT INFORMATION

Information Required for Your Application

This section explains the information you must provide when submitting an application for a Highway Article Licence (covering A-boards, shop displays and other articles permitted under the policy).

All applications must be submitted **online** via the Council's website.

(Insert hyperlink once available.)

1. Applicant Details

You must provide the full name and contact details of the individual or corporate body applying for the licence.

The applicant may be:

- a Company Director
- a Company Secretary
- a business owner / manager
- an authorised agent acting on behalf of the business

You must confirm that the person submitting the application has the authority to do so.

2. Business Address

You must provide:

- the trading name and address of the business located within Medway
- the registered office address (if different)
- relevant contact details for the responsible person

3. Type of Application

You must specify:

- whether the application is a new licence or a renewal
- for renewals, the date from which the new licence should commence

4. Proposed Use of the Highway

You must describe clearly:

- the purpose of the proposed area (e.g. A-board placement, shop display, or other articles)
- the type of items to be placed on the highway
- the number, size and nature of those items (e.g., one A-board, display racks, goods stands)

5. Site Plan Requirements

Your application must include a detailed plan showing:

- the exact area of highway to be occupied
- the length and width of the proposed licensed area (in metres)
- the precise position of each item

- remaining clear footway width
- spacing between items to ensure accessibility
- distances to entrances/exits, delivery hatches, fire escapes and utility covers

The plan must demonstrate that your proposal will not obstruct access, including for:

- pedestrians
- wheelchair users
- emergency services
- deliveries
- statutory undertakers

6. Storage Arrangements

You must state where the items will be stored outside licensed hours.

Items may not remain on the public highway when the licence is not in operation.

7. Operating Days and Times

You must specify the days and times when you intend to place the items on the highway.

- Standard permitted hours are 08:00 to 22:00.
- Premises with alcohol licences must comply with the hours granted under their Premises Licence

8. Details of Items

You must provide:

- descriptions of all items you intend to place on the highway
- dimensions and materials
- photographs or manufacturer specifications (recommended)
- details of any goods to be displayed within a retail display

All items must comply with relevant safety and accessibility standards set out in the policy.

9. Site Cleanliness

You must outline your cleaning and maintenance arrangements, including:

- frequency of cleaning
- litter removal procedures
- how spillages or debris will be managed
- how surrounding areas will be kept clear

You must maintain the licensed area in a clean and safe condition at all times.

10. Public Liability Insurance

You must provide a valid copy of your Public Liability Insurance certificate.

- Minimum cover required: £2 million

- Cover must remain valid for the entire duration of the licence

If your insurance expires during the 12-month licence period:

- you must submit updated proof within 10 days
- failure to do so will result in the licence being revoked

Applications submitted without valid insurance will be declined.

11. Additional Information

This section may be used to provide:

- supporting details
- photographs
- accessibility considerations
- any other information that may assist in assessing your application

12. Payment

A non-refundable fee of (as per agreed Fees and Charges)

- **£xx for A-Boards per annum**
- **£xx for a Licence (displays/other articles**

This must be paid electronically at the time of submission [weblink to be included once created]. Applications without payment cannot be processed.

13. Declaration

By submitting your application, you confirm that:

- all information provided is accurate;
- you agree to comply with the Highway Articles Policy and all licence conditions;
- you understand that failure to comply may result in enforcement action, revocation or future refusal.