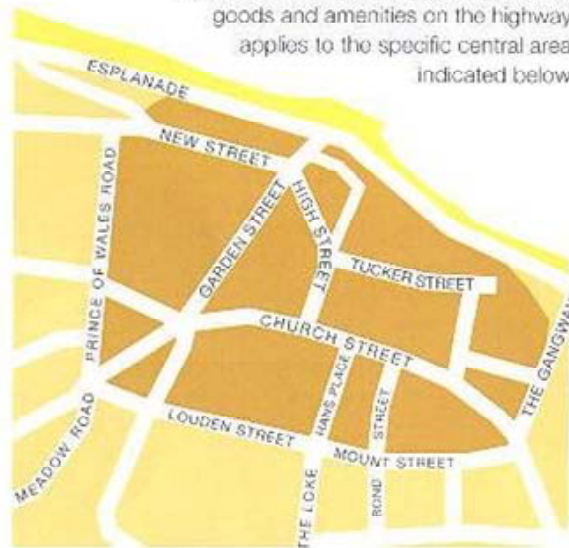


NORTH NORFOLK DISTRICT COUNCIL
HOLT ROAD, CROMER, NORFOLK NR27 9EN
TELEPHONE 01263 513811
www.northnorfolk.org

Cromer's new code for the placement of goods and amenities on the highway applies to the specific central area indicated below



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**goods
and
amenities
on the
highway**

If you would like this leaflet in large print, audio, Braille, alternative format or in a different language, please telephone 01263 516216 and we will do our best to help.

Cromer's code goods and amenities on the highway

If businesses want to put goods, promotional items or furniture out on the highway, they must have permission. That's the law – and it has always been the law.

Anyone without permission would face having to remove unauthorised items, as a number of Cromer traders were asked to by Norfolk County Council (the highways authority) in 2007.

But there has been no simple way of getting permission for the kind of displays, baskets, shelves, cabinets and stacks of goods that shops want to display in front of their premises to attract passing trade.

Until now.

In response to the problems businesses faced in 2007, North Norfolk District Council, Norfolk County Council, Cromer Town Council and Cromer Chamber of Trade have pooled their efforts to put together this code of practice to simplify the process, and to take note of the local townscape and circumstances.

For a £25 fee (plus a variable cost for more complicated applications that need more investigation), businesses can now apply to the District Council for a one-year permit to put goods out on the public highway.

How will the code work?

Permission may be given for putting goods, furniture or other items outside a business's premises, depending upon local circumstances. It won't be given for objects that are not directly outside your premises.

Each application will be considered on its own merits, and the application process will involve consultation with Norfolk County Council, as the highways authority, and other local businesses. This is much the same as with a planning application. So applications are expected to take up to six weeks to process.

Permission will not be given for items that are a danger, obstruction or nuisance to the public. There

must be enough space for people to be able to pass each other safely.

The code only applies to Cromer town centre (as shown overleaf).

- Applications forms are available from North Norfolk District Council's offices or from www.northnorfolk.org
- Permits will be issued for one year.
- The application fee is £25, with a variable additional cost for bigger or more complicated applications that involve site inspections or other investigation).
- Applicants need to have a minimum public liability insurance cover of £5 million.
- Conditions will be attached to the permit, for example ensuring a minimum width of pavement stays clear, having to bring the items indoors at night, or cordoning them off for safety's sake.

Traders will be responsible for adhering to the modern requirements of good, sensible practice, to make sure the goods and amenities are safe and secure. All legal responsibilities to do with licensing, planning and health and safety still apply.

What kind of things does the code cover?

It covers items that are put temporarily on the street and are designed to boost your business by attracting passing trade or showing off your wares. Things like:

- Free-standing advertising A-boards
- Tables and chairs
- Goods for sale, whether free-standing, or in racks or cabinets (including fridges and freezers)
- Portable litter bins, whether free-standing or wall-mounted

It does not cover:

- Skips, hoardings or scaffolding (licences for these still come from Norfolk County Council)
- Permanent street furniture like signs, benches and planters (again, please contact Norfolk County Council as highways authority)
- Awnings and blinds fixed to buildings (contact North Norfolk District Council to discuss getting planning permission)
- Street trading stalls like barrows or ice cream vans (ask North Norfolk District Council about licensing)

- Charity street collections (again, North Norfolk District Council licenses these)
- Goods and items placed on the trader's own property.

Frequently asked questions

Has the law changed?

No. We can't change the law (Section 115[E] of the Highways Act of 1980, if you're interested) but we can make it easier for everyone to abide by it. That's the point of this code.

I didn't pay anything before to put my goods on display outside my premises. Why do I have to pay £25 now?

The fact is that you did need permission before, and it would have cost much more to get it, but you might not have had it. The £25 fee is to cover the cost of processing the permit and consulting the relevant parties, potentially with an extra charge for making an inspection of the site, which may be necessary to ensure the items don't obstruct the highway for pedestrians and other traffic.

Will I have to pay £25 every year?

Not necessarily. If you re-apply in subsequent years but there's no change to what you're applying for, you won't have to pay again. But if you want to do something different and North Norfolk District Council has to examine a new set of circumstances, then it will be treated as a new application with a £25 fee.

By the look of the criteria, I'm not going to get permission. What can I do?

There will likely be other avenues you can consider. If you wanted to put out an advertising board, have you thought about fixing a sign to the side of your premises instead (which would mean applying for planning permission)? If the issue is one of design, could you change the look of the item so it fits into its surroundings better? Could you make it smaller, or limit the time it's put out on the pavement? North Norfolk District Council officers can give you advice before you make an application – just call.