

## GUIDANCE NOTE

### Signs placed within the highway boundary in Herefordshire

#### 1 INTRODUCTION

Herefordshire Council (the Council) has produced this guidance note to set standards for the placing of advertising and directional signs within county highways which are unlikely to attract enforcement action. The Council wishes to encourage the economic viability of the county but this has to be in a way which is balanced against the highway dangers caused by drivers endeavouring to read unauthorised signs.

In recent years there has been a steady increase in the number of unauthorised signs sited within the highway boundary across much of the county road network. The Council has also been receiving an increasing number of complaints from the public about the clutter caused by these signs, and this is of particular concern in the Areas of Outstanding Natural Beauty. The majority of the unauthorised signs are advertising commercial ventures such as public houses, tea-shops, sales, garden centres and properties for sale, as well as regular events such as car boot sales, and less frequent non-commercial or charitable events, such as school events, community functions, village fêtes and festivals.

The Council recognises that the success of some local community events rely on advertising and that they should be treated differently from commercial events. Therefore discretion will be applied in respect of local non-commercial signs which comply with the conditions set out in Section 3 below.

Because of the risks associated with the proliferation of unauthorised signs, no commercial advertising signs on county highways will be allowed by the highway service as detailed in Section 4, except for temporary local directional non-advertising signs and regular local seasonal activities. The temporary local directional non-advertising signs may only be in position for a maximum of 72 hours in any fortnight as detailed in Section 5. The primary concern is that unauthorised signs erected within the highway boundary are adversely affecting the safety of highway users, such as in the following ways.

- The signs are frequently sited in locations that obstruct visibility from side road junctions and accesses, and forward visibility “through” bends.
- The signs provide visual distractions that divert drivers’ attention away from the road ahead.
- The signs sited on footways frequently obstruct the safe passage of pedestrians, particularly the visually impaired and disabled.
- The construction of the signs may be a dangerous and potentially lethal object for vehicles to hit should they leave the carriageway.

These risks can be associated with any location; however it is of particular concern when unauthorised signs appear at sites with a known accident history. Should this practice be permitted to continue, there is a real risk of serious incidents occurring on county highways for which the Council may be deemed liable. (County highways do not include the M50, the A49, part of the A40 (from the county boundary with Monmouthshire to the Overross roundabout), and the short length of the A449 (from the Overross roundabout to the M50) which are the responsibility of the Highways Agency.) Whilst particular attention will be given to unauthorised signage presenting a danger, other signage will receive a low priority except where particularly despoiling the environment. A common sense approach is therefore to be taken.

## **2 THE LEGAL BACKGROUND**

The Highways Act 1980 specifies offences relating to activities on the highway, imposes duties on the Council and also gives the Council power to enforce its responsibilities.

The main areas relating to advertising and directional signs within the highway are those concerned with the unauthorised painting, inscribing or affixing any picture, letter, sign or other mark on the surface of a highway, tree, structure or works on or in a highway; the removal of any sign, etc.; and the details of the offences.

All unauthorised traffic signs within the highway boundary are illegal. All authorised traffic signs are specified in traffic regulations, and this includes white on brown tourism signs and temporary signs erected by approved bodies such as the AA and RAC.

The Traffic Signs Manual warns that “An unauthorised sign in the highway is an obstruction. The possible consequences of erecting or permitting the erection of obstructions may be severe and those responsible could lay themselves open to a claim for damages; for example if the obstruction is the cause of accident or of injury in a collision.”

This guidance note aims to minimise the need for exercising such powers by setting acceptable standards.

## **3 LOCAL NON-COMMERCIAL EVENT SIGNING**

Whilst not giving formal prior written consent for signage, for the benefit of local communities the Council is unlikely to take action on highway grounds with regard to signs advertising local non-commercial events, such as village fêtes and fairs that are considered to be primarily for the benefit of the local community, providing the following conditions are met.

- The sign does not constitute an obstruction or a hazard to highway users including pedestrians.
- The sign is not erected in any area that constitutes a visibility splay for junctions or accesses, nor shall it obstruct drivers' sight lines at bends.
- The size, detail described, number, and/or positioning of the sign does not unduly distract drivers' attention.
- The sign is not erected at any site that has a significant collision history during the last 10 years as advised by the Council's transportation accident investigation team
- The sign is constructed in such a way that does not represent a danger to vehicles that might collide with it.
- The sign face is manufactured on a suitable lightweight material such as Correx, wood, or ply and not exceed 10mm in thickness.
- The sign face must be no larger than 0.27 sq m, such as 900mm by 300mm, and must be securely attached to a stake no larger than 50mm by 50mm in thickness and firmly placed in the ground. The top of the sign must not exceed 1 metre in height above ground level.
- The sign is not to be affixed to street furniture without obtaining prior written permission of the Council.
- The sign must not be erected more than 21 days in advance of an event, and must be removed no later than 7 days after. Any damage to the highway or apparatus within it caused by the sign's presence must be made good to the satisfaction of the Council, who may seek to recover the costs of remedial works if any damage to the highway is not made good.

## **4 COMMERCIAL EVENT SIGNING**

With the exception of temporary local directional non-advertising signs and regular local seasonal activities, unauthorised signing (including posters, placards, banners and advertising boards), erected anywhere within the boundary of county highways, that seeks to advertise businesses, services, goods or commercial events will be discouraged on a countywide basis. The enforcement of this policy will be applied consistently across the county using a common sense approach.

Where subject to the requirements of the Town and Country Planning Act 1990, any sign may only be erected in accordance with the planning permission obtained, which will be enforced by the Council's planning service.

Action is unlikely to be taken on highway grounds to remove signs about regular local seasonal activities. Other commercial event signing will only be permitted if it has been authorised by the approval of an application received through an authorised body such as the AA or RAC.

The use of advertising boards and displays of goods outside shops and business premises is unlikely to lead to the Council taken action on highway grounds unless the conditions set out in the Guidance Note 'Advertising Boards and Displays of Goods on the Highway in Herefordshire' have not been followed.

Street furniture and pavement cafés are subject to the terms and conditions detailed in the 'Highways Amenity Licences for Pavement Cafés' information pack and guidelines, which is available from the Markets and Fairs office of the Council.

The use of banners to advertise goods and commercial services within the highway boundary or upon any highway structure will not be permitted. The use of these items on private land or premises will be subject to any statutory planning regulations and will be regulated by the Council's planning service.

## **5 TEMPORARY LOCAL COMMERCIAL EVENT SIGNING**

Whilst not giving formal prior written consent for signage, for the benefit of local communities The Council is unlikely to take action on highway grounds with regard to signs on county highways giving directions only to local commercial events providing they are in position for a maximum of 72 hours in any fortnight and that the following conditions are met.

- The sign does not constitute an obstruction or a hazard to highway users including pedestrians.
- The sign is not erected in any area that constitutes a visibility splay for junctions or accesses, nor shall it obstruct drivers' sight lines at bends.
- The size, detail described, number, and/or positioning of the signs does not unduly distract drivers' attention.
- The sign is not erected at any site that has a significant collision history during the last 10 years as advised by the Council's transportation accident investigation team
- The sign is constructed in such a way that does not represent a danger to vehicles that might collide with it.
- The sign face is manufactured on a suitable lightweight material such as Correx, wood, or ply and not exceed 10mm in thickness.
- The sign face must be no larger than 0.27 sq m, such as 900mm by 300mm, and must be securely attached to a stake no larger than 50mm by 50mm in thickness and firmly placed in the ground. The top of the sign must not exceed 1 metre in height above ground level.
- The sign is not to be affixed to street furniture without obtaining prior written permission of the Council.
- Any damage to the highway, or apparatus within it, caused by the sign's presence must be made good to the satisfaction of the Council. Any costs incurred by the Council in

undertaking any associated remedial works are to be recovered from the person responsible for the sign.

## **6 CASE LAW**

There is extensive case law on the placing of signs, advertising boards and the like within the highway. The conditions contained within this guidance note establish when **it is unlikely that action will be taken** by the Council on highway grounds against those who place unauthorised signs in the highway. However, anyone who places items on the highway is potentially liable to any person who suffers personal injury or damage to property caused by that item. Therefore it may be advisable for such persons to consider obtaining public liability indemnity insurance in the event of such claims.

## **7 PROCESSES TO BE FOLLOWED WHEN THE CONDITIONS FOR THE PLACING OF SIGNS WITHIN THE HIGHWAY ARE NOT MET**

This guidance note sets acceptable standards for the placing of signs on county highways. Where the conditions are not met, action may be taken by re-positioning, removing, warning or prosecuting.

As part of routine highway inspections or in responding to complaints, any sign that is deemed unauthorised in accordance with this guidance note and constitutes an immediate danger will be removed from the highway and retained.

For similar signs that are deemed unauthorised in accordance with this guidance note but do not constitute an immediate danger, the owner will be requested to remove them or to reposition them in accordance with the conditions of this guidance note within 48 hours. If the owner cannot be identified or traced, or if the sign is not removed within the stated time period, the Council will arrange for its removal. Where previous warnings have been given, immediate removal of the sign(s) may take place.

Evidence of persistent offenders will be recorded and the relevant legislation will be used to pursue the matter. A breach of the policy can lead to immediate prosecution, but in the majority of cases an initial written warning will be issued by the Council with subsequent offences subject to prosecution.

Any items removed from the highway will be retained for collection by the owner. The items will be disposed of if they are not collected within a period of one month. The Council may seek to recharge the owners any expenses incurred in removing and storing unauthorised signs.

## **8 OTHER LICENCES**

The Council can legally place items of street furniture such as road signs, trees and seats on county highways. In addition, the Council may issue licences for the erection of scaffolding, for the placing of builders' skips and for the provision of outside catering facilities in accordance with the relevant specific regulations.

## **9 FURTHER INFORMATION**

This guidance note advises whether the placing of advertising signs on county highways is acceptable to the highways service. It does not extend to other items which may not be covered by the examples described above.

This guidance note does not absolve anyone from any statutory, or non-statutory, risk, with regard to personal injury or damage to property, incurred by depositing anything on the highway. Similarly this guidance note does not override the powers of a police officer or the planning Authority.

This guidance note is without prejudice to the powers to license other amenities on county highways in accordance with the provisions of the Highways Act 1980. It does not confer any right or privilege or permit any breach of statutory requirements, but outlines the Council's normal approach in such matters. It reserves the right to enforce any appropriate statutory requirement where considered necessary.

## **10 MODIFICATIONS, ALTERATIONS AND AMENDMENTS**

The conditions, procedures and requirements specified within this guidance note may be modified, altered or amended at anytime without notice as the Council deems appropriate.

Dated 22 June 2009

## **GUIDANCE NOTE**

# **Advertising boards and displays of goods on the highway in Herefordshire**

### **1 INTRODUCTION**

Herefordshire Council (the Council) has produced this guidance note to set acceptable standards for the placing of advertising boards and displays of goods on county highways outside traders' business premises. The Council seeks to assist traders to promote their business activities in a way which is compatible with the public's right to use and enjoy the highway.

For many years advertising boards and trade displays have been a feature of the street scene and are part of business activity in Herefordshire's town and city centres. It is important however that their number, size and positioning is covered by best practice standards which will prevent them from becoming potential or actual hazards for highway users. Particularly at risk are those with impaired vision, mobility problems, the elderly and those with prams and young children.

All advertising boards or displays of goods on the highway can be deemed to be obstructions in contravention of the Highways Act 1980. Even though most are displayed in a considered and thoughtful way, the Council has been receiving an increasing number of complaints from the public about obstruction of the highway by unauthorised advertising boards and displays in front of trade, shop or business premises. In some cases these are some distance from the relevant premises.

The Council has decided, after various consultations, that regulation would be best achieved by traders and businesses adhering to the conditions contained in this guidance note. Provided that these conditions are complied with on county highways, it is unlikely that any enforcement action on highway grounds. (County highways do not include the M50, the A49, part of the A40 (from the county boundary with Monmouthshire to the Overross roundabout) and the short length of the A449 (from the Overross roundabout to the M50) which are the responsibility of the Highways Agency.) Whilst particular attention will be paid to boards which present a hazard to the public, a lower priority will be given to others: a common sense approach will be taken.

### **2 THE LEGAL BACKGROUND**

The Highways Act 1980 specifies offences relating to activities on the highway, imposes duties on the Council and also gives the Council power to enforce its responsibilities.

The main areas relating to advertising boards and displays of goods are those concerned with giving formal consent for objects or structures to be placed on the highway; the depositing or placing of items or anything whatsoever within the highway; the obstruction of free passage along a highway or the interruption of any user of the highway; and the power to remove any structure, item or things so deposited on highways as to be a nuisance.

This guidance note aims to minimise the need for exercising such powers by setting acceptable standards for the placing of advertising boards and displays of goods.

### **3 GENERAL CONDITIONS**

The following conditions are common to the placing of advertising boards and displays of goods on county highways and must be met. (Complying with these conditions does not obviate the requirement to also comply where necessary with Schedule 2 (The Standard Conditions) of the Town & Country Planning (Control of Advertisements) Regulations 2007, and any amendments, thereof.

- There will be at least 1.8 metres (6 feet) clear passage in front of the advertising board or display of goods to the kerb, or to any item of street furniture, or other permanent structure.
- No advertising board or display of goods shall extend more than 0.6 metres into the footway from the wall of the building or other highway boundary, except where permitted otherwise under licences approved by the Council.
- Advertising boards or displays of goods must be temporary in their nature so that they can be easily removed; they shall require no excavation to install or remove.
- Advertising boards or displays of goods must not have a detrimental effect on the fabric of the highway.
- Advertising boards or displays of goods must be stable and not represent or cause a danger to highway users.
- Advertising boards or displays of goods must be easily detected by the visually impaired and easily negotiated by those with mobility difficulties.
- Advertising boards or displays of goods must not cause a visual distraction or obstruction to vehicle sight lines or block visibility for pedestrians.
- Advertising boards or displays of goods must take into account the other reasonable needs of the area such as bus stops, pedestrian crossings, etc. in relation to their positioning.
- In areas of high volume pedestrian flow such as near schools or in certain pedestrianised areas, the placing of advertising boards or displays of goods may not be allowed.
- All advertising boards or displays of goods must be totally removed at the end of each day's trading.
- In the event that any section of the footway is required to remain entirely free of any obstruction for a period of time (such as for maintenance, cleaning, public utilities works or special events) the owner of the advertising boards or displays of goods will remove it at the request of the police, the Council or its duly authorised representative.

Any advertising boards or displays of goods placed on county highways will be at the owner's risk, and the Council may seek reimbursement from the owner should any claim be made against it by any third party for personal injury or damage to property caused by the advertising boards or displays of goods. In addition, nothing contained within this guidance note gives deemed consent as may be required under any other provision in the Highways Act 1980, the Town and Country Planning Act 1990 or any other legislation.

### **4 FREE STANDING ADVERTISING BOARDS**

The following conditions apply specifically to the placing of advertising boards.

The Council is unlikely to take any action concerning advertising boards placed on county highways if they are in accordance with the general conditions above in Section 3 and the further conditions in this section.

- Advertising boards should be in good condition and be made to a professional standard.
- Advertising boards must not have an offensive content which will not be tolerated.

- Advertising boards should not exceed 0.6 sq m (6.5 sq feet), with a maximum base width of 600 mm (2 feet), except where permitted otherwise under licences approved by the Council.
- Advertising boards must be two-sided, or otherwise free standing, causing an A shape or easel effect. Other designs which achieve the same purpose, such as a board suspended from a top rail within a frame will also be acceptable. The structure must be of sufficient weight or design to prevent it being blown over. It should not be on trailer wheels or on any other trailer type device.
- Advertising boards leant against walls and/or posts will not be acceptable.
- Rotating cylinders may only be placed on privately owned land, (having obtained advertisement consent from the local planning authority).
- Only one advertising board will be permitted for each premises, even where there is multi-occupation.
- Where a business has its own private forecourt adjacent to the highway, any advertising boards shall be placed wholly within this forecourt.
- Advertising boards sited on the highway must be positioned directly outside the premises, on the same side of the road and adjacent to the frontage.
- Advertising boards will be placed at the back of the footway as near to the property as possible. In respect of a sign relating to a business located in a pedestrian-only passageway it shall be placed immediately adjacent to the entrance to the passageway but not in a location which in any way obstructs the entrance to the passageway.
- Advertising boards will not be permitted on grass verges except in respect of boards immediately alongside the entrance to the particular premises involved..
- Advertising boards will not be permitted on roundabouts, pedestrian safety refuges or central reservations.
- Advertising boards will not be permitted on roads subject to a speed limit greater than 40mph.
- Advertising boards must not be attached to highway street furniture, trees or any other items within the highway boundary.
- Advertising boards must be positioned consistently in the same place on a day-by-day basis.
- Advertising boards must be taken in at night or when the business is closed.
- Advertising boards must not impede emergency vehicular access.
- Where an accumulation of advertising boards and/or other advertising techniques restrict the easy use of the footway, all advertising must be removed until agreement is reached as to what is deemed acceptable.

## **5 DISPLAYS OF GOODS**

The following conditions apply specifically to the placing of displays of goods.

The Council is unlikely to take any action on highway grounds with regard to displays of goods placed on county highways if they are in accordance with the general conditions above in Section 3 and the further conditions in this section. The displays must not bring about a material change of use for which planning permission would be required.

- Displays of goods must relate to the normal business of the trading establishment.
- Displays of goods must be entirely within, and adjacent to, the frontage of the trading establishment.
- Displays of goods remote from the frontage will not be permitted.
- No selling or trading will be permitted upon the highway. All transactions must take place within the trading establishment
- Displays of goods must be presented in an attractive, professional manner

This section does not relate to goods displayed at markets, street fêtes, lay-bys or street trading pitches which are regulated and enforced by other sections of the Council. Street

furniture and pavement cafés are subject to the terms and conditions detailed in the ‘Street Trading’ and ‘Highways Amenity Licences for Pavement Cafés’ information packs and guidelines, which are available from the markets and fairs office of the Council.

## **6 CASE LAW**

There is extensive case law on the placing of advertising boards and displays of goods on the highway, and whether or not they constitute wilful obstructions. The conditions contained within this guidance note establish when it is unlikely that action will be taken on highway grounds against those who place advertising boards and displays of goods on the highway. However, anyone who places items on the highway is potentially liable to any person who suffers personal injury or damage to property caused by that item. Traders would therefore be advised to consider obtaining public liability indemnity insurance in the event of such claims.

## **7 PROCESSES TO BE FOLLOWED WHEN THE CONDITIONS FOR THE PLACING OF ADVERTISING BOARDS AND DISPLAYS OF GOODS ARE NOT MET**

This guidance note sets acceptable standards for the placing of advertising boards and displays of goods on county highways. Where the conditions are not met, action may be taken by re-positioning, removal, warning or prosecution.

As part of routine highway inspections or in responding to complaints, any obstruction that is deemed unreasonable in accordance with this guidance note and constitutes an immediate danger will be removed from the highway and either returned to the owner or retained.

For similar obstructions that are unreasonable but do not constitute an immediate danger, the owner will be requested to remove or reposition the boards or displays to be in accordance with this guidance note.

Evidence of persistent offenders will be recorded and the relevant legislation will be used to pursue the matter. In the majority of cases an initial written warning will be issued but the Council may serve a formal legal notice requiring the advertising board or display of goods be removed. Failure to comply may lead to prosecution, substantial fines and recovery of the Council’s costs.

Any items removed from the highway will be retained for collection by the owner. The items will be disposed of if they are not collected within a period of one month. The Council may seek to recharge the owners any expenses incurred in removing and storing such items.

## **8 OTHER LICENCES**

The Council can legally place items of street furniture such as road signs, trees and seats on the highway. In addition, the Council may issue licences for the erection of scaffolding, for the placing of builders’ skips and for the provision of outside catering facilities in accordance with the relevant specific regulations.

## **9 FURTHER INFORMATION**

This guidance note advises when it is unlikely that any enforcement action will be taken on highway grounds for obstruction of county highways over the placing of advertising boards and displays of goods. It does not extend to other items which may not be covered by the examples described above.

This guidance note does not absolve anyone from any statutory, or non-statutory, risk, with regard to personal injury or damage to property, that incurred by depositing anything on the

highway. Similarly this guidance note does not override a police officer or the powers of the Planning Authority.

This guidance note is without prejudice to the powers to license other amenities on county highways in accordance with the provisions of the Highways Act 1980. It does not confer any right or privilege or permit any breach of statutory requirements, but outlines the Council's normal approach in such matters. It reserves the right to enforce any appropriate statutory requirement where considered necessary.

## **10 MODIFICATIONS, ALTERATIONS AND AMENDMENTS**

The conditions, procedures and requirements specified within this guidance note may be modified, altered or amended at anytime without notice as the Council deems appropriate.

Dated 22 June 2009

**Subject:** Herefordshire Air Quality Monitoring Station (AQMS) Project

Dear Cllrs and Clarks,

I am delighted to inform you that a capital investment project to update our air quality monitoring station (AQMS) in Hereford and provide a new installation in Leominster is progressing well. As Ward Members / Clarks for the for the locations where the AQMSs will be sited, I wanted to provide you with some of the emerging detail and a little bit of background on why this project is important for Herefordshire.

**Background**

The Local Air Quality Management (LAQM) process (as set out in Part IV of the Environment Act 1995 and the relevant Policy and Technical Guidance documents) places an obligation on all local authorities to regularly review and assess air quality in their areas, and to determine whether the air quality objectives are likely to be achieved. Where there is an exceedance or it is considered likely an exceedance will occur, the local authority must declare an Air Quality Management Area (AQMA) and prepare an Air Quality Action Plan (AQAP) setting out the measures it intends to put in place in pursuit of the objectives. This has been completed by the Council as part of its duties as a local unitary authority.

The Council have declared two Air Quality Management Areas (AQMAS) due to high levels of nitrogen dioxide exceeding national standards (40µg/m<sup>3</sup>). The AQMAS centre around the A49 road through the middle of Hereford and the Bargates Road junction in Leominster. See [https://uk-air.defra.gov.uk/aqma/local-authorities?la\\_id=126](https://uk-air.defra.gov.uk/aqma/local-authorities?la_id=126)

There is currently no Air Quality Management Station (AQMS) in Leominster, with all data collected by the Council coming from the deployment of diffusion tubes at a number of locations in the town.

Hereford City has one AQMS measuring NO<sub>x</sub> and PM<sub>10</sub> which was relocated in 2013 to a new position in Victoria Street. However, there have been continuing technical issues involving breakdowns and remote access to data. The NO<sub>x</sub> and PM<sub>10</sub> analysers have been operational since 2016, although intermittent technical problems persist. The current issues facing both sites are:

- Vehicle demand in Hereford is forecasted to rise by 7% in peak periods leading to a 11% rise in journey times by 2022
- 66.3% of people in Leominster access work via car or van
- NO<sub>2</sub> Model for Hereford forecasting exceedance in 2025
- High levels of HGV traffic through Leominster with no alternative route

Indicative results (not bias corrected) from new diffusion tube monitoring sites in the AQMAS suggest continuing NO<sub>x</sub> exceedance and therefore the need to retain both AQMAS.

**The AQMS Project**

In February this year full Council approved capital budget totalling £192k for the AQMS project. We are therefore seeking to appoint a suitably experienced and qualified supplier for the refurbishment, supply, delivery, installation, commissioning, servicing and repair (as necessary) of the Hereford AQMS. We are also seeking to appoint the same supplier to delivery, install, commissioning, service and repair (as necessary) a new AQMS in the Bargates AQMA of Leominster.

We are looking to expand the parameters monitored at both sites to include the main pollutants of concern to health and the environment; these are particulate matter (PM10 and PM2.5), NOx, SO2 and CO. See: [https://uk-air.defra.gov.uk/assets/documents/Air\\_Quality\\_Objectives\\_Update.pdf](https://uk-air.defra.gov.uk/assets/documents/Air_Quality_Objectives_Update.pdf)

Of particular note, a new enclosure (including plinth and power) will be required at the new Leominster site; the preferred location (in Council ownership) is detailed in the attached presentation close to the Bargates junction (location 1). The Council's Planning Services considers that the installation of an AQMS at this site would be permitted development by virtue of Schedule 2, Part 12, Class A of the Town & Country Planning (General Permitted Development) Order 2015 which allows certain development undertaken by local authorities in their role as a statutory undertaker. However, it would be prudent and good practice to ensure reasonable consultation is undertaken with yourselves before proceeding.

### Objectives

In summary, the key objectives are to deliver the following by the end of financial year 2021/22:

- develop new air quality monitoring capabilities in Leominster by installing an AQMS in the Leominster AQMA,
- modernise the existing AQMS asset in Hereford,
- improve access and scope of real-time data capture in both Herefordshire AQMAs,
- improve reliability of the existing AQMS asset in Hereford,
- reduce escalating maintenance costs of aging and outdated air quality monitoring equipment, and
- reduce escalating need for Environmental Health staff intervention / resource to address breakdowns of the AQMS asset.

I hope the above is informative and provides sufficient clarity on this project, and look forward to answering any questions arising on behalf of the project board.

Kind Regards,

# Herefordshire.gov.uk

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Environmental Health 

Chartered Environmental  
Health Practitioner

# Air Quality Monitoring Station Project

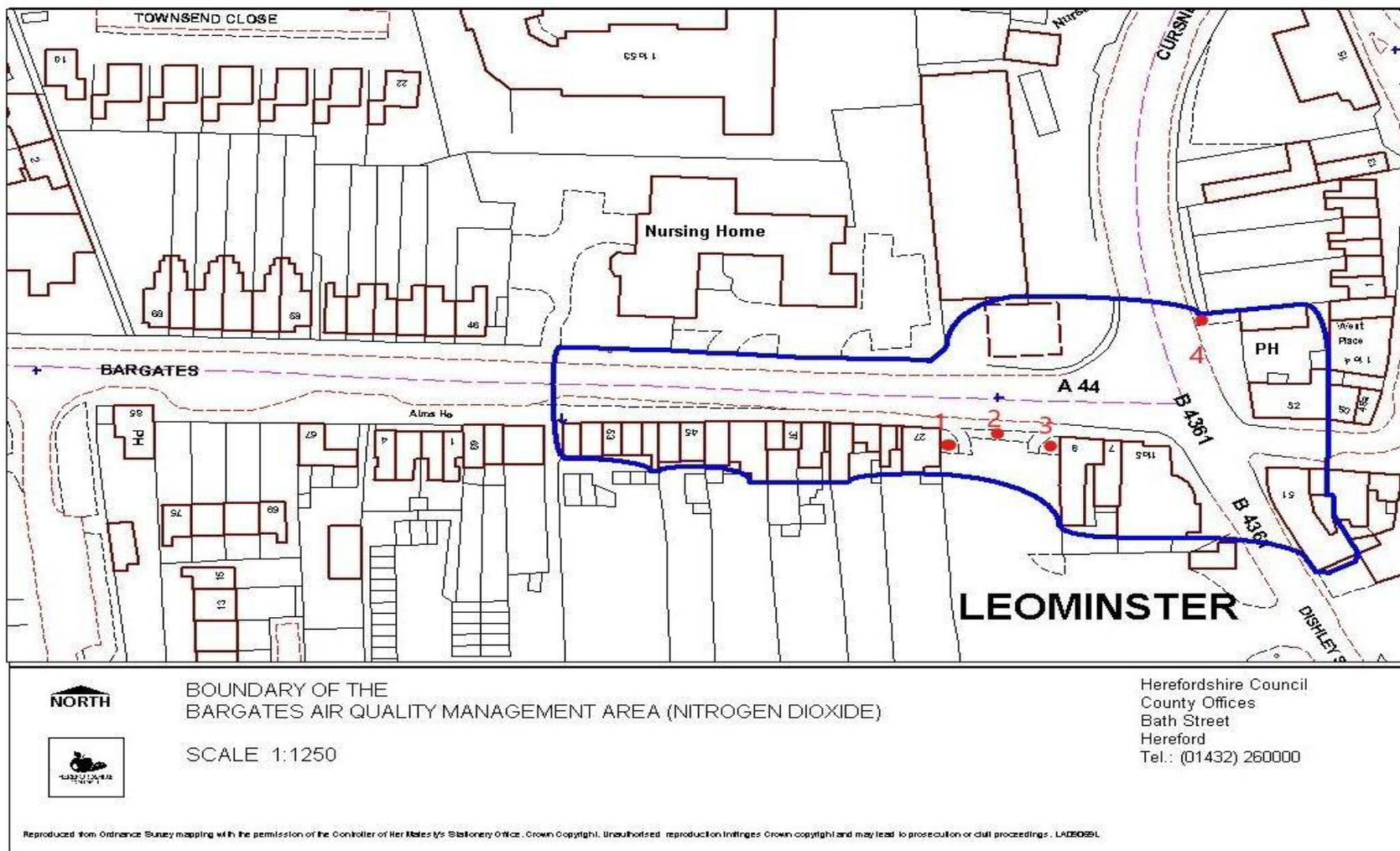
Charles Yarnold,  
August 2021

# AQMS Herefordshire

Pollutant	Air Quality Objective	
	Concentration	Measured as
Nitrogen Dioxide (NO <sub>2</sub> )	200 µg/m <sup>3</sup> not to be exceeded more than 18 times a year	1-hour mean
	40 µg/m <sup>3</sup>	Annual mean
Particulate Matter (PM <sub>10</sub> )	50 µg/m <sup>3</sup> , not to be exceeded more than 35 times a year	24-hour mean
	40 µg/m <sup>3</sup>	Annual mean
Sulphur Dioxide (SO <sub>2</sub> )	350 µg/m <sup>3</sup> , not to be exceeded more than 24 times a year	1-hour mean
	125 µg/m <sup>3</sup> , not to be exceeded more than 3 times a year	24-hour mean
	266 µg/m <sup>3</sup> , not to be exceeded more than 35 times a year	15-minute mean

## *Air Quality Objectives in England*

# AQMS – New Leominster Site

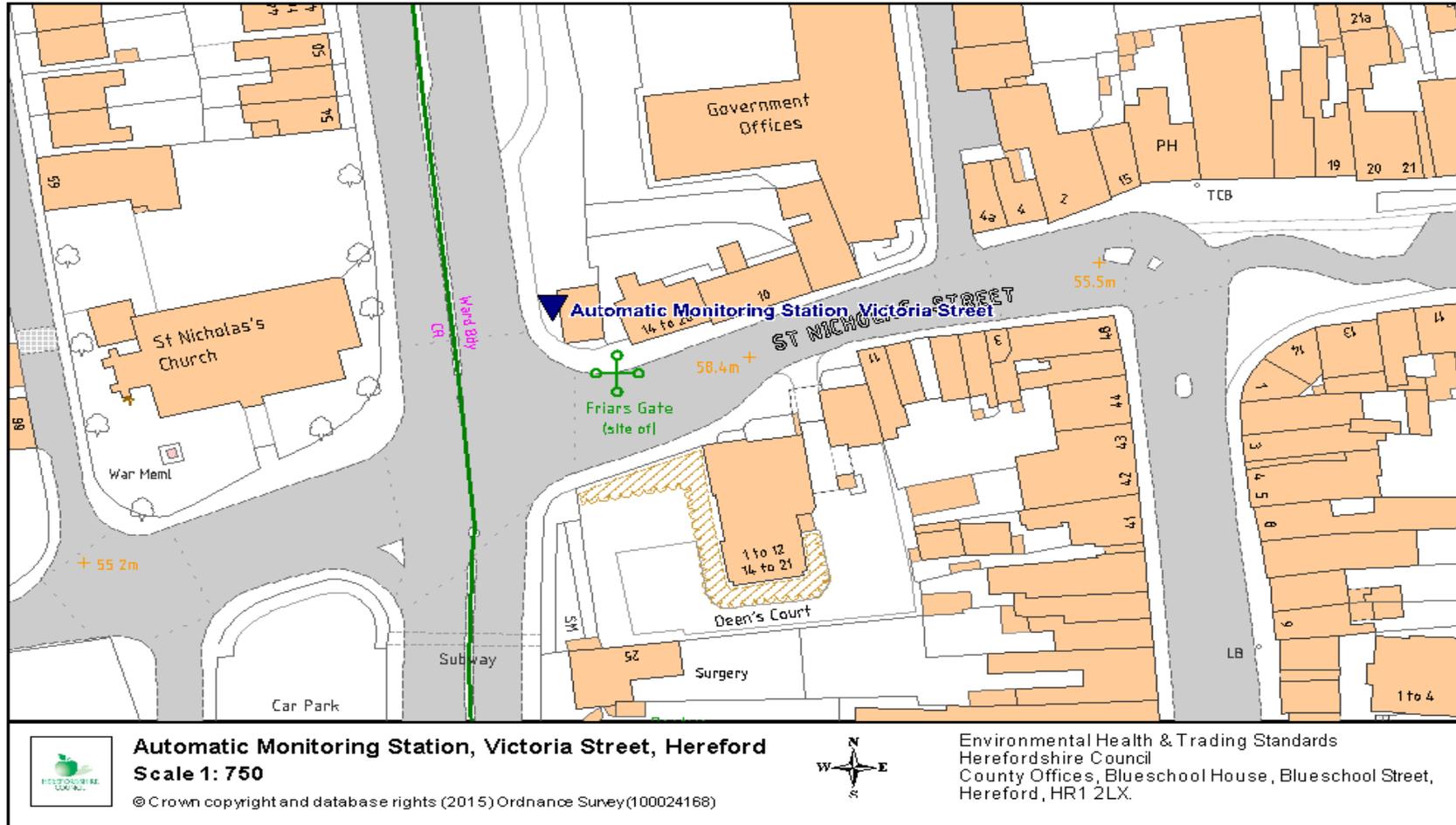


# AQMS – New Leominster Site

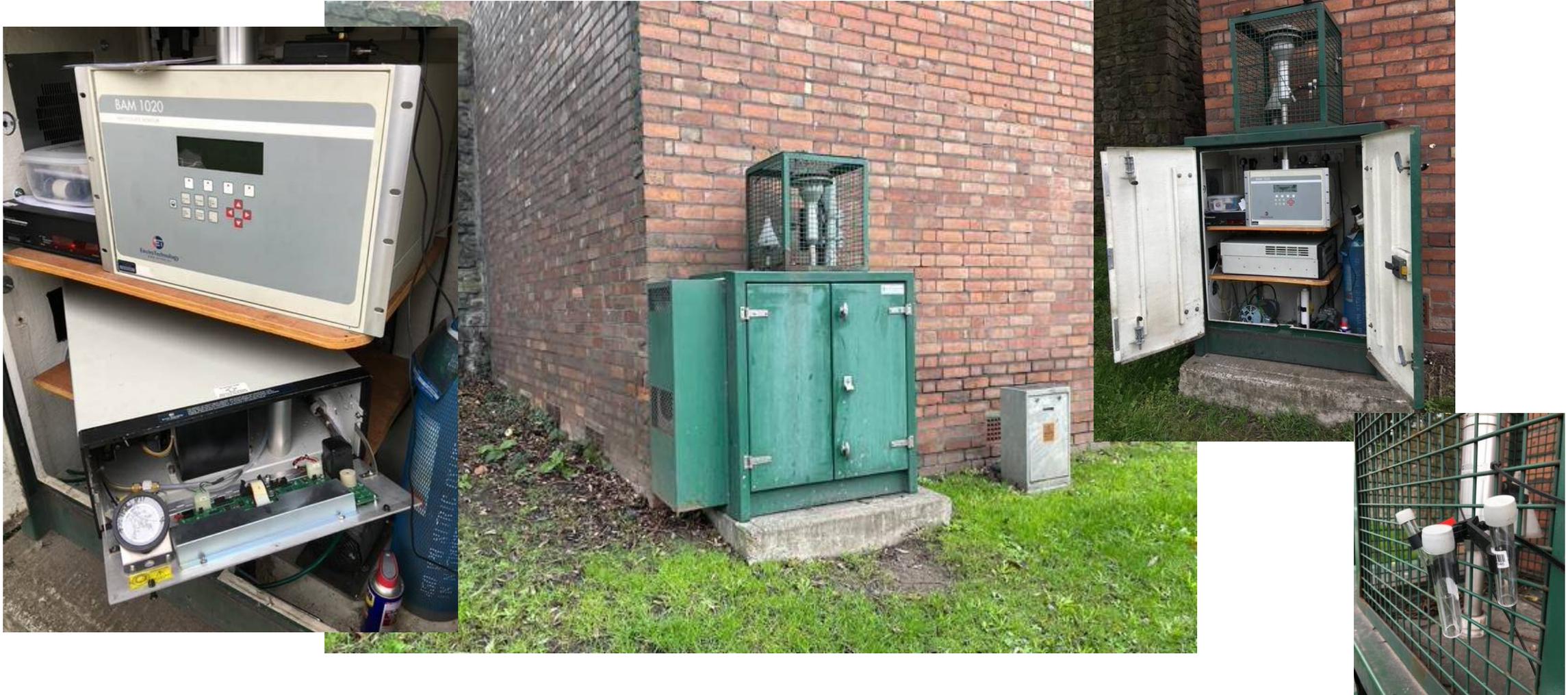
## Location 1



# AQMS - Hereford Site Refurbishment



# AQMS - Hereford Site Refurbishment



# Project Budget

Capital cost of project	2021/22	2022/23	2023/24	Future Years	Total (3yr)
	£0	£0	£0	£0	£0
Installation and maintenance of AQMS at Leominster to include:					
PM-Coarse ( PM10 & 2.5 ) Combined Particulate Measurements	£27,317.00	NA	NA	NA	£27,317.00
Chemiluminescent real-time NOx analyser	£10,702.00	NA	NA	NA	£10,702.00
Wireless 3G/4G Data Terminal/ Router	£409.00	NA	NA	NA	£409.00
AQ Station data logger	£1,598.00	NA	NA	NA	£1,598.00
3 Year Private Customer Data Centre (CDC) internet based cloud solution	£2,137.50	NA	NA	NA	£2,137.50
Roadside monitoring enclosure (including air conditioning and electricals)	£4,305.00	NA	NA	NA	£4,305.00
Installation & Commissioning	£1,200.00	NA	NA	NA	£1,200.00
Basic AQMS service & support	£2,665.00	£2,665.00	£2,665.00	£2,665.00	£7,995.00
Local Site Operator (LSO) Service	£8,100.00	£8,100.00	£8,100.00	£8,100.00	£24,300.00
Section 50 Highways Agency approval fee (for new site)	£262.50	NA	NA	NA	£262.50
New power supply via street pillar	£5,000.00	NA	NA	NA	£5,000.00
New Concrete pad and connection of power to cabinet (BBLP)	£1,500.00	NA	NA	NA	£1,500.00
Contingency / unforeseen / repairs	£10,000.00	£2,000.00	£2,000.00	£2,000.00	£14,000.00
Renovation and maintenance of Hereford AQMS to include:					
PM-Coarse ( PM10 & 2.5 ) Combined Particulate Measurements	£27,317.00	NA	NA	NA	£27,317.00
Chemiluminescent real-time NOx analyser	£10,702.00	NA	NA	NA	£10,702.00
Wireless 3G/4G Data Terminal/ Router	£409.00	NA	NA	NA	£409.00
AQ Station data logger	£1,598.00	NA	NA	NA	£1,598.00
3 Year Private Customer Data Centre (CDC) internet based cloud solution	£2,137.50	NA	NA	NA	£2,137.50
Installation & Commissioning	£1,200.00	NA	NA	NA	£1,200.00
Basic AQMS service & support	£2,665.00	£2,665.00	£2,665.00	£2,665.00	£7,995.00
Local Site Operator (LSO) Service	£8,100.00	£8,100.00	£8,100.00	£8,100.00	£24,300.00
Contingency / unforeseen / repairs	£10,000.00	£2,000.00	£2,000.00	£2,000.00	£14,000.00
TOTAL (exc. VAT)	139,324.50	25,530.00	25,530.00	25,530.00	£190,384.50