

Policy

Advertising Policy

This Procedure is a document that sets out the organization's approved and agreed practices. Any deviation must be discussed with the originating author.

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1. Document Control Sheet

Purpose of document:	The purpose of this policy is to provide governance for organisations wishing to display advertising in the Parish
Dissemination:	This policy will be disseminated to all staff and council members and be made available on the parish website
Implementation:	This document will be accessible via the parish council website and is applicable to all staff and council members.
Review:	This document will be reviewed in 2024 unless there are significant changes in legislation or practice in which case it will be reviewed earlier.
Documents replaced or superseded by this document:	Nil
This document supports (enter Standards and Legislation:	Nil
Key related documents:	Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Financial Implications:	This document has no financial implications for the Billingham Parish Council.
Key word search	Fly Posting, advertising.

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3. Introduction

a. This Policy is designed to assist the Billingham Parish Council (hereafter referred to as the council) to allow them to effectively deal with issues of advertising which the Council seek to monitor for the benefit of the whole village. Advertising plays a valuable part in promoting activity within the parish but needs to be controlled so that it does not physically detract from the parish aesthetics or cause any hindrance to the public.

4. Council Notice Boards

a. Parish Council Noticeboards. These are situated at:

- i. Market Place.
- ii. Convenience Store on Walcott Road.
- iii. Walcott Road / Field Road.

b. The noticeboards are mainly for the use of Council notices and, if space permits, can be used to promote charitable, voluntary, non-profit making organisations and clubs to help publicise activities which are within, or close to, the village. Business organisations are able to publicise one-off events to be held in or close to the village. No advertisements for commercial events to be held outside the village will be permitted.

5. Fly posting

a. Fly positing on telegraph poles, bridge railings, trees and other structures needs to be controlled. The Council strongly disapproves of all forms of fly posting, which it considers can have a significant adverse impact on the local environment. In the following circumstances the advertising will be removed immediately:

- i. Any fly posting on trees.
- ii. Advertisements for any events to be held outside of the village.

- iii. Advertising on the bridge railings, railings in the Market Place or other structures.
- b. Posters for one-off events due to be held in or close to the village will also be removed where they are:
 - i. Attached to telegraph poles, other structures, etc. more than 3 weeks prior to the event.
 - ii. Not taken down by the organisers within 3 days after the event.
- c. Non-compliance with the Conditions in paragraph 5b could mean that posters displayed by such organisations may on subsequent occasions be removed immediately by the Council.

6. 'A' Boards

- a. 'A' boards are permitted on private property. However, the displaying of 'A' boards on public highways or footpaths is not permitted by law.

7. Signs on premises

- a. The display of signs advertising any business is controlled by legislation and anyone intending to erect such signs are advised to ensure that they comply with the relevant legislation. As the enforcement authority North Kesteven District Council should be consulted for further advice.

8. Advertising regulations

- a. Outdoor advertisements are dealt with under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The Local Planning Authority (North Kesteven District Council) is responsible for deciding whether a particular advertisement should be permitted or not. The regulations cover the wide range of advertisements and signs which are commonly seen outdoors.
- b. All outdoor advertisements must:
 - i. Be kept clean and tidy.
 - ii. Be kept in a safe condition.
 - iii. Have permission of the owner of the site / land.
 - iv. Not obscure or hinder the interpretation of official road signs, etc.
 - v. Be removed carefully where so required by the Planning Authority.
- c. Under the Town & Country Planning Regulations 2007 there are 16 specified classes of advertisement which can be displayed without the need to make an application to NKDC. These include the following which are more relevant to our village.

i. **Class 1.** Functional advertisement by public bodies; this would include the Parish Council noticeboard.

ii. **Class 2(c).** Notices or signs relating to Public Houses which are displayed at the premises. Only one sign is allowed, without Planning Permission, on each frontage and must not be more than 2m² in area.

iii. **Class 3(d).** Temporary notices for a local and charitable event. This does not include Commercial events. The advert must not be more than 0.6 m² in area.

iv. **Class 5.** Advertisement on business premises (not on public property) for goods or services which are available at the premises. There are restrictions on the size of letters and location of the sign on the premises but these would not normally cause a problem for the business.

v. **Class 6.** Advertisements on forecourts of business premises When business premises have a forecourt (or more than one), Class 6 gives a further consent to display the type of advertisement permitted by Class 5, namely notices, signs and advertisements to draw attention to any commercial services, goods for sale, or other services available at the premises. A forecourt would include, for example, the enclosed area in front of a newsagents or tobacconist's shop or a terrace in front of a restaurant or cafe. A forecourt does not include the area of pavement in front of business premises which forms part of the highway. Any advertisements must:

- a) Be at ground-level.
- b) Not exceed 4.6 m² on each forecourt frontage to the premises.
- c) Must not be illuminated in any circumstances.