

DRAFT COPY FOR COMMENTS

SIGNAGE & ADVERTISING GUIDANCE POLICY FOR NEWNHAM PARISH

There are several areas of advertising which the Parish Council seek to monitor for the benefit of the whole village-

1. Fly posting on telegraph poles, other structures, trees, bollards, etc.

The Parish Council strongly disapproves of all forms of fly posting, which it considers can have a significant adverse impact on the local environment. The Council recognises that current Planning Laws appear to be powerless to prevent fly posting taking place.

Nevertheless, the Council will generally adopt a pro-active policy of removing fly posting, in particular in the following circumstances-

- (1) Any fly posting on trees will be removed immediately
- (2) Advertisements for any events to be held outside of the Parish will be removed immediately
- (3) Posters for one-off events due to be held in the Parish that are:-
 - (a) attached to telegraph poles, other structures, etc.' more than 3 weeks prior to the event, or
 - (b) not taken down by the organisers within 3 days after the event, will be removed by the Parish Council.

NB: Non-compliance with the Conditions 2.(3)(a) or (b) above will mean that posters display by such organisations may on subsequent occasions be removed immediately by the Council, Organisers of events are also reminded of the need to obtain the prior permission of the owners of relevant telegraph poles, other structures etc.

2. 'A' Boards

We would point out that 'A' boards are permitted on private property. However, the displaying of 'A' boards on public highways or footpaths is not permitted by law.

3. Signs in shop windows

The regulations do not generally control advertisements placed inside the premises to advertise the goods or services which are available at the premises.

4. Signs on Premises

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. FODDC can give helpful advice as they are the relevant enforcement Authority.

5. Signage on Public spaces

The Beeches – Banners are permitted to be displayed, subject to the approval of the parish council, for a period not exceeding 48 hours . Banners should be placed at least 5 metres? from the Highway.

The Chains – No signage is permitted in this area.

The Embankment on the High street – By application to the Parish Council.

The Green – No signage permitted in this area

The Playing Field- By application to the Parish Council.

Approved and adopted by Newnham Parish Council on Date _____

GENERAL BACKGROUND INFORMATION ON ADVERTISING REGULATIONS

Outdoor advertisements are dealt with under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The Local Planning Authority (Forest Of Dean District Council (FODDC)) 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. Please see Appendix A below for the full list.

All outdoor advertisements must comply with the following five 'standard conditions':-

Be kept clean and tidy

Be kept in a safe condition

Have permission of the owner of the site/land

Not obscure or hinder the interpretation of official road signs, etc. Be removed carefully where so required by the Planning Authority

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 FODDC. These include the following which are more relevant to our village.

Class 1 – Functional advertisement by public bodies – this would include the Parish noticeboard.

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 2 m² in area.

Class 3(d) –Temporary notices for a local and charitable event– this does not include Commercial events. The advert must not be more than 0.6m²in area.

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 the se would not normally cause a problem for the business.

Class 6 –Advertisements on forecourts of business premises–adverts allowed under Class 5 above are also allowed to be displayed on a private forecourt or boundary structure which encloses that fo recourt.

APPENDIX A

The advertising control system covers a wide range of advertisements and signs including:-

Posters and notices

Placards and boards

Fascia signs and projecting signs

Pole signs and canopy signs

Models and devices

Advance signs and directional signs

Estate agents' boards

Captive balloon advertising

Flag advertisements

Price markers and price displays

Traffic signs

Town and village name signs

