

Advertising Guidance Policy

As adopted 8 October 2024
Minute ref: 11.d., page 76-2024

To be reviewed and adopted in October
2025.



This Policy is designed to assist the Parish Council to allow them to effectively deal with issues of advertising which the Parish Council seek to monitor for the benefit of the whole village-

1. Parish Council Noticeboard outside the Winchelsea Centre/Parish Office

The noticeboard is mainly for the use of Parish 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 can 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.

2. Fly posting on telegraph poles, other structures, trees, 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 the following circumstances-

- (a) Any fly posting on trees will be removed immediately
- (b) Advertisements for any events to be held outside of the village will be removed immediately
- (c) Posters for one-off events due to be held in the village that are: -
 - (i) attached to telegraph poles or other structures, that display no evidence of authoritative permissions (LCC or the owner of the pole or structure) will be removed by the Council;
 - (ii) not taken down by the organisers within 3 days after the event, will be removed by the Parish Council.

3. 'A' Boards

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

4. 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.

5. 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. NKDC can give helpful advice, they are the relevant enforcement Authority.

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 (North Kesteven District Council (NKDC) 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 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 NKDC. These include the following which are more relevant to our village.

Class 1 – Functional advertisement by public bodies – this would include the Parish Council 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 2m² 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 0.6 m² in 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 these would not normally cause a problem for the business.

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. The term 'forecourt' includes any enclosing fence, wall, screen or other structure, so long as the means of enclosure is not part of the business premises itself. So a forecourt would include:

- the enclosed area in front of a newsagents or tobacconist's shop;
- the area at a petrol filling station where pumps are situated;
- 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. Because Class 6 permits advertisements on the forecourt of business premises, any such notices, signs or advertisements must be at ground-level. And the total permitted area for all forecourt advertisements must not exceed 4.6 square metres on each forecourt frontage to the premises. So a building with two forecourt frontages may have advertisements not exceeding 9 square metres in all, provided that those on each frontage do not exceed 4.6 square metres. Forecourt advertisements must not be illuminated in any circumstances. provided that those on each frontage do not exceed 4.6 square metres. Forecourt advertisements must not be illuminated in any circumstances.

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