

Branston & Mere Parish Council

Fly-posting Policy

Due to increasing number of advertising and fly-posting activities within the village, that have an impact on the appearance, beauty and the cleanliness of the Parish, Branston & Mere Parish Council has established and adopted this policy to assist in monitoring and dealing effectively with issues concerning the posting of advertisements, notices and fly-posting within the Parish.

1. Parish Council Noticeboards.

a) Station Road.

The noticeboard is mainly for the use of Parish Council, County & District Council and Police notices. The noticeboard is kept locked.

b) Lincoln Road.

There are three sections. One is for Parish Council & Village Hall notices and is kept locked. The other two sections 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 parish will be permitted.

c) Branston Booths.

There are two sections. One is for Parish Council, County & District Council and Police notices. The other section 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 parish will be permitted.

2. Fly posting on telegraph poles, other structures, trees, etc.

The Parish Council strongly disapproves of all forms of fly posting and considers that it has a significant, adverse impact on the local environment.

The Parish Council recognises that current Planning Laws appear powerless to prevent fly posting. Nevertheless, the Council will generally adopt a pro-active policy of removing fly-posting, particularly 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 or close to the village that are: -

a) attached to telegraph poles, other structures, etc.' more than 3 weeks prior to the event

b) not taken down by the organisers within 3 days of the event.

NB:

- Non-compliance with conditions 2c will mean that posters displayed by the same organisations may be removed immediately on subsequent occasions.
- Organisers of events are reminded of the need to obtain the prior permission from the owner(s) of relevant telegraph poles, other structures etc.

3. 'A' Frames.

'A' Frames 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.

Signs advertising a business are controlled by legislation and anyone intending to erect such signs are advised to ensure that they comply with the relevant legislation.

NKDC are the relevant enforcement authority and can give helpful advice.

6. Requesting temporary business and promotional notices within Branston & Mere.

Any individual, organisation or business that wishes to display 'temporary' notices within the Parish of Branston and Mere in order to promote an activity or event should contact the Parish Council to obtain prior approval. Details of the event and examples or images of the shape, size, material and colours of the signage must be provided six weeks in advance to allow consideration at the next meeting of the Parish Council and the following conditions are to be strictly adhered to:

- a) Any signage must be manufactured of suitable material and be an acceptable size and shape in order that there is no adverse impact on the surrounding environment; particularly if to be located within the conservation area.
- b) Signage must be appropriately and securely fastened to a suitable structure.
- c) Signage must be sited where it does not present a risk/danger to pedestrians or traffic and does not inflict any damage to trees, bushes, hedges or structures etc.
- d) Under no circumstances are notices to contain any words or images that could cause any offence.
- e) Upon conclusion of the event, all signage must be removed and appropriately disposed of at the earliest opportunity, but no later than 3 days after the event.

Any individual, organisation or business that fails to comply with this policy and displays signage within the Parish will face having it removed without question.

The Parish Council is available to provide advice on suitable locations.

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 an advertisement should be permitted. The regulations cover the wide range of advertisements and signs which are commonly seen outdoors: -

Posters and notices	Placards and boards	Flag advertisements
Fascia signs and projecting signs	Pole signs and canopy signs	Estate agents' boards
Captive balloon advertising	Price markers and price displays	Models and devices
Advance signs and directional signs	Town and village name signs	Traffic signs

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

- Be kept clean and tidy
- Be kept in a safe condition
- Have the 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 most relevant to the parish.

Class 1 – Functional advertisement by public bodies – this includes the Parish Council noticeboard.

Class 2(c) – Notices or signs relating to a Public House which are displayed at the premises - only one sign is allowed on each frontage without Planning Permission and must not be more than 2m².

Class 3(d) – Temporary notices for a local or charitable events, not including commercial events. The advert must not be more than 0.6 m².

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.

Class 6 - Advertisements on forecourts of business premises.

When business premises have a forecourt, Class 6 gives a further consent to display the type of advertisement permitted by Class 5 - notices, signs and advertisements to draw attention to commercial services, goods for sale or other services available at the premises.

Notices, signs or advertisements must be at ground-level and the total area of advertisements must not exceed 4.6m² on each forecourt.

Forecourt advertisements must not be illuminated in any circumstances.

The term 'forecourt' includes any enclosing fence, wall, screen or other structure. A forecourt does not include the pavement or verge in front of business premises which form part of the highway.

Implementation Date: __ 3rd December 2018. ____ Review Date: _____ 2nd December 2019 ____

Signed: _____

Cllr Richard Naulls - For and on behalf of Branston & Mere Parish Council.