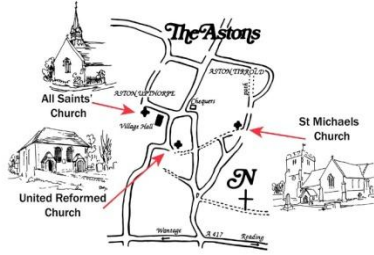


Astons' Villages Advertising Policy



This information is designed to help you advertise your local event in a way that will keep our villages safe, happy, neat and tidy. Advertising in the right places and with the right sort of signs makes sure that residents are not annoyed by nearby signs or posters. Motorists are also safer without distractions at the roadside.

Aston Tirrold & Aston Upthorpe Parish Council Advertising Policy

The Parish Council reserves the right to remove any signs that a Councilor deems to be inappropriate or inappropriately sited within the villages.

The information below gives some guidance regarding appropriate advertising.

Background Information

The advice for advertising is governed by the Advertisement Regulations, which are the same for the whole of the country <https://www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers>

Under the Town & Country Planning Regulations 2007 there are 16 specified classes of advertisement that are 'deemed consent is granted' and that can be displayed without the need to make an application to SODC. These include the following that are relevant to our Parish.

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

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 0.6m² 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–adverts allowed under Class 5 above are also allowed to be displayed on a private forecourt or boundary structure which encloses that forecourt.

There are also classes of advertisement to which certain restrictions do not apply though they may have specific conditions or limitations. Below are those that are most likely to be relevant for the Parish:-

Class A - An advertisement displayed on enclosed land is permitted without approval though it must not be visible from outside the enclosed land or from any place to which the public have right of access.

Class B - An advertisement displayed on or in a vehicle normally employed as a moving vehicle is permitted, as long as the vehicle is not used principally for the display of advertisements.

Class D - An advertisement displayed on an article for sale or on the container in, or from which an article is sold is permitted as long as 1) the advertisement refers only to the article for sale, 2) is not illuminated, and 3) does not exceed 0.1 m².

Class E – An advertisement relating specifically to a pending election or referendum. This advertisement must be removed within 14 days after the close of the poll.

Class G – A traffic sign, authorised by the local Highways Authority.

Class H – An country’s national flag; the flag of the Commonwealth, the European Union or United Nations, any English County or of any saint - though neither the flag nor flagstaff may display any advertisement additional to the design of the flag.

Class I – An advertisement displayed inside a building as long as it is not illuminated and not within 1m of any external door, window or opening through which it would be visible from outside the building.

In Summary

What you CAN do with signs:	What you CANNOT do with signs:
<p>You CAN display temporary signs for:</p> <ul style="list-style-type: none"> ■ religious; ■ educational; ■ cultural; ■ political; ■ social and ■ recreational events 	<p>You CANNOT display signs:</p> <ul style="list-style-type: none"> ■ that are for commercial purposes; ■ that are larger than 0.60 m² (which is about the size of a house ‘for sale’ sign); ■ that are illuminated; ■ that are more than 4.60 m above ground level; ■ more than 28 days before the event
<p>You CAN put these signs up:</p> <ul style="list-style-type: none"> ■ on private land – with the land owner’s permission, such as in your garden; ■ on the village notice boards; ■ on official advertisement sites; ■ on shop and public hall notice boards; ■ in free papers and village news sheets; ■ in the village web sites <p>All signs must be taken down within 14 days of the event ending.</p>	<p>You CANNOT put signs up:</p> <ul style="list-style-type: none"> ■ on the public highway including pavements; ■ on verges; ■ on road or traffic signs; ■ near road junctions; ■ on street furniture, such as telegraph poles, benches or walls <p>Extra signs in these places can cause obstructions or distractions to drivers or pedestrians.</p>