

Little Gaddesden Parish Council

Policy on the use of banners, estate agents boards and posters for advertising village events

18th January 2021 (review Jan 2023)

	
	<p>GENERAL ELECTION</p> <p><i>VOTE FOR BLOGGS</i></p> <p><i>Don't forget to use your vote</i></p>

Purpose of this Policy

Little Gaddesden is a thriving Parish with many clubs and societies organising events and activities that can result in a lot of advertising materials being displayed in and around the village. Dacorum Borough Council is the main body responsible for controlling advertising in the village but as landowner of the Church Road Playing Field, car parks and the Green, the Parish Council is sensitive to the protected designation of parts of the village as a Conservation Area and an AONB and wishes to ensure that advertising is well managed for the benefit of all.

Scope of this policy

1. Any advertising material for events and activities posted up in the village, including Estate Agents boards when used to advertise events.
2. Election advertising
3. Use of the Parish Council owned Village Notice boards
4. Flyposting

Legal framework for advertisements

The advertisement control system in England consists of laws made by the Secretary of State, which are part of the planning control system. The present Law is the Town and Country Planning (Control of Advertisements) Regulations 2007 which has been in force since 6 April 2007.

There is an official Circular and also Planning Policy Guidance Notes, produced by Communities and Local Government, (Communities and Local Government Circular No 03/2007 and DOE Planning Policy Guidance (PPG) Note No 19.

Throughout England, local planning authorities are responsible for the day-to-day operation of the advertisement control system, and for deciding whether a particular advertisement should be permitted or not. For Little Gaddesden this is Dacorum Borough Council and they are also responsible for enforcement activity related to adverts.

Implementation framework for advertising events in the village

1. **Any advertising material for events and activities posted up in the village, including Estate Agents boards when used to advertise events.**

Any advertising material on the Parish Council's land, i.e.

- a. The Church Road Playing Field including on the boundary fences (excluding the land let to the Sports Club, Tennis Club and Bowls Club),
- b. The Green,
- c. The Car park adjacent to the Bowls Club and the one next to the Sports Club,

requires the Parish Council's consent. This can be requested at any time from the Parish Clerk, either verbally at the Parish meeting or in writing / e-mail at any other time.

Consent is likely to be given for up to 4 small consecutively running signs on the Green, giving details of an event, provided that they are set back a safe distance from the

road and are professionally printed and secured to wooden boards. Boards may be put up for a maximum of **a week** before the event and must be removed the day after the event. It is unlikely that the Parish Council will permit advertising for more than two events at the same time. The boards must be placed at the northern end of the Green (between Church Road and the first access road that crosses The Green).

Consent is likely to be given for non-commercial banner signs to be erected on the fence of the Church Road Playing fields, opposite the Village Hall. Banners may be put up for a maximum of **four weeks** before an event and must be professionally printed and secured to the fence using ties or wire and removed the day after the event. It is unlikely that advertising for more than two events will be permitted at the same time.

For regularly occurring events such as the Market, keep fit clubs etc. organisers are requested to use the village notice boards.

For all events, one off or regularly occurring events, consent is likely to be given for one advert board such as an A-frame board **on the day of the event**, placed on the Green, to alert people to the event. The day board must be removed the same day. An example of an acceptable board would be the Village Produce Association swing sign.

Permanent recruitment signs for club members will not be permitted on the Parish Council's land or boundary fences. Such advertisements might be permitted for a fixed **two week** period e.g. at the start of the season but will require Parish Council approval.

Occasionally events have been advertised by erecting banner signs on fences at the entrance to Church Road. These require consent of the owners (not the Parish Council) and compliance with the general advertising regulations.

The Village Hall is run by the Village Hall Management Committee who have their own policy on what advertising is permitted in and around the hall. Organisers should liaise with the Village Hall Manager (Paulette Reed) about advertisements such as banner signs above the entrance porch.

Estate Agents boards that are used for advertising Village events.

The Parish Council does not control these (except if permission is sought to erect them on PC owned land) but Councillors would urge those people seeking support from Estate Agents for their event, to only allow the board to be erected **three** weeks before

the event and to agree in advance with the Estate Agent that they remove it as soon as possible after the event but certainly within **three days** of the event. Villagers have asked that organisers limit the advertising to just a few boards for the event, otherwise it looks as if the whole village is up for sale!

2 Election advertising

The Parish Council does not control election or referendum advertising but will not normally allow party political poster boards to be erected on Parish Council owned land prior to elections. If consent is given and any advertisements are displayed, they must be removed not more than 14 days after the close of the poll to comply with official government regulations. Posters erected without consent will be removed.

3. Use of the Parish Council owned Village Notice boards

This policy applies to the notice boards in the village which are identified by the words Little Gaddesden Parish Council and were kindly constructed, donated and maintained by David Brattle and located at:-

1. Village Stores and Post Office
2. Ringshall Junction
3. The Green – Hudnall Lane end
4. Cromer Close
5. Hudnall Lane/Grovells junction

The policy does not apply to boards owned and maintained by others, for example the Church, The Village Hall, the Bowls Club and the Tennis Club or the large general noticeboard located at the Village Shop.

- **The primary purpose of the Parish Council Notice Boards is for official notices.**
- **The secondary** but welcome use, where space permits, is for Little Gaddesden Village Clubs and Societies and Charity supporters to advertise village events.
- Adverts for regular meetings may be posted on the understanding that one off events will take priority and regular events may be covered over by other adverts for some period.
- Clubs/societies/charities are asked to be responsible for removing their own adverts, although the Council or others wishing to advertise their events may also remove adverts of events that have already occurred.
- To avoid the boards looking a mess it is preferred if the adverts are laminated

- or encapsulated in some way to prevent water intrusion or insect damage!
- Adverts should be restricted to a maximum of A4 size.
- **The third priority** and only where space permits is for the advertising of non-commercial events outside of the village, e.g. other Villages' events.
- No commercial advertising will be permitted on the boards, such advertising will be removed by the Council. Commercial advertisers are asked to contact the Village Stores and pay for their commercial advertising of events or services.
- Occasional ad hoc items like lost pets will of course be ok.
- Any, ragged, unsightly or faded adverts may be removed by the Council.

4. Fly posting and the penalties associated with it

Advertising of events, sales or any other matter on gates, fences, lamp posts or other street furniture in public areas, roads, footpaths etc. are not permitted by any planning legislation and will be removed and enforcement action requested of Dacorum Borough Council. The Conservation Area Character Appraisal will make reference to such unwanted advertising.

Example of enforcement action

Dacorum recently secured a prosecution for the illegal display of unauthorised advertising boards attached to highway furniture in numerous prominent locations in Hemel Hempstead. In total, there were 17 separate offences. The two defendants were Nowitslaw Ltd and Litigant in Persons Ltd, based in Hemel Hempstead. They were found guilty. Both companies were fined £42,500.

Philip Stanley, Dacorum Borough Council's Development Management (Specialist Services) Team Leader, said: "This case highlights our role in maintaining an attractive appearance to the borough and keeping it a place to be proud of. Our action demonstrates the robust approach we are prepared to take."

Cllr Graham Sutton, Portfolio Holder for Planning and Infrastructure, said: "Unlawfully sited banners are unsightly and can be visually distracting to motorists.

"As the local planning authority we must ensure that the advertisement regulations in place to maintain the attractiveness of our borough are followed. We will take appropriate action against illegal advertising, including prosecuting those who unlawfully site advertising boards and compromise the appearance of our borough."

Signed by the Chairman  Dated 17/2/21