

Advertising Policy for The Green

Adopted by Council on 8 May 2012,
Subsequently amended on 7 October 2019 and 1 November 2021

Background Notes

For some years, advertising signs for Parish events etc have required prior approval from the Parish Council Office before being placed on The Green.

This system could be perceived as unnecessarily bureaucratic and placing an undue burden on the Parish Office staff.

Historically, the majority of signs are for regular Parish events, are suitable for the Parish environment and have received automatic approval. Therefore Council has agreed that such signs no longer require prior approval providing the following criteria are met:

Policy

1. Signs advertising events may be placed at either or both ends of The Green, **no more than 3 weeks before the event** in question.
2. Such signs must be removed **no later than 3 working days after the event**.
3. In the interests of traffic safety, signs should be large enough to be read at a glance but not so large as to detract from the attractiveness of The Green or impair visibility.
4. Requests to locate signs on other Council property in the village, or for a longer duration (eg commercial advertising), should be made to the Clerk to the Council not less than 5 working days before they are intended to be displayed, preferably with an example of the intended sign. The Clerk will then decide whether such a sign is appropriate and grant permission accordingly.
5. All signage is subject to planning regulations in accordance with The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the Dept for Communities & Local Government's Outdoor advertisements and Signs: A Guide for advertisers.