

# Rowlands Castle Parish Council

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## Advertising Policy for The Green (including Deerleap Verge)

Adopted by Council on 8 May 2012,  
Subsequently amended on 7 October 2019, 1 November 2021  
and 1 September 2025

### 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 have been for regular Parish events that have been organised within the Parish and were suitable for the Parish environment and had received automatic approval. Council has therefore 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 or on Deerleap Verge, **no more than 2 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 longer periods 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. Requests to advertise frequently recurring events, ie weekly or monthly, such as those events that may be held in local commercial establishments, should be made to the Parish Clerk to receive longer term approval, and the decision to grant permission will be made on a case-by-case basis.
6. The Clerk reserves the right to rescind approval at any time should it be deemed necessary.
7. 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.