



## Stratfield Mortimer Parish Council Advertising and Fly Posting Policy

### 1. General:

The policy of Stratfield Mortimer Parish Council is to manage advertising and minimise fly posting within the Parish. In accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007 (referred to below as TCP2007), the policy does not allow indiscriminate advertising / fly posting on telegraph poles, trees, street furniture, road signs, fences or highway verges etc. Advertising material which contravenes this Policy may be removed by the Parish Council.

### 2. Village Notice Boards:

There are eight Village Notice Boards within the Parish which can be used to advertise events or matters of local interest:

1. Victoria Road (outside Mortimer Library).
2. Victoria Road (at the entrance to College Piece).
3. St Catherine's Hill (opposite the entrance to Sweetzer's Piece).
4. Windmill Road (near to the entrance to Spring Lane).
5. The Street (at the entrance to the Fairground Car Park).
6. The Street (outside St Mary's School).
7. West End Road car park
8. Alfred Palmer Memorial Field (at the entrance).

The Policy for the Village Notice Boards is as follows:

- Dated event advertisements
  - may be displayed on notice boards from 21 days prior to the event and remain on the boards until the event has passed.
- Undated / ongoing event advertisements
  - the Parish Council will monitor and write the date on the advertisement and then remove it after a period of 14 days.

As space is limited on these boards the order of priority is:

- Parish Council, Charitable or not-for-profit organisations from within the local community (based within the boundaries of the Parish of Stratfield Mortimer)
- Charitable or not-for-profit organisations located outside of the local community, running events within the local community
- Charitable or not-for-profit organisations located outside of the local community, running events in an adjacent community

If space is limiting, notices will be removed in accordance with the above priorities.

**Commercial advertisements are not allowed.**

Only push pins drawing pins to be used to apply advertisements - staple guns are not to be used.

The maximum size for an advertisement on a Village Notice board is A4 (8.3 in (210 mm) x 11.7 in (297 mm)).

### **3. Permission for Organisations to advertise local events on the Fairground Fence (opposite the junction with West End Road):**

The Parish Council Policy manages temporary notices and signs on its Fairground Fence. Such notices and signs must meet the requirement of Class 3D of TCP2007, i.e. they relate to any local event being held for charitable purposes but NOT for any commercial purpose.

The priority of organisations to advertise events is:

1. Parish Council, Charitable or not-for-profit organisations from within the local community (based within the boundaries of the Parish of Stratfield Mortimer).
2. Charitable or not-for-profit organisations located outside of the local community, running events within the local community.
3. Charitable or not-for-profit organisations located outside of the local community, running events in a neighbouring community.

**Commercial and profit-making organisations are therefore not allowed** to advertise on the Fairground Fence, with the exception that temporary signs and notices announcing the visit of a travelling circus or fair are permitted (these have deemed consent under Class 3F of TCP2007).

Organisations wanting to advertise on the Fairground Fence must apply, in writing, separately for each event, to the Parish Council Clerk to obtain permission. Notices may be displayed for up to 2 weeks in advance at this location:

The maximum size of any notice is A0 (46.8in (1189 mm) x 33.1in (841mm) and notices must be secured to the Fence using brackets which do not damage the fence or plastic ties / string. The use of nails/screws, etc. is not permitted.

Additionally, on the day prior to an event a banner (max size 6ft (1.8m) x 2ft (0.61m)) may be fixed to fairground fence to the left of the entrance to the Parish Council car park.

All notices / signs referred to above must be removed during the day following the event.

### **4. Other Locations within the Parish:**

Advertisements placed at other locations within the Parish must comply with the five 'standard conditions' of TCP2007:

- Be kept clean and tidy,
- be kept in a safe condition,
- have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is placed on highway land)
- not obscure, or hinder the interpretation of official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport
- be removed carefully where so required by the planning authority.

Thus, advertisements must not be attached to telegraph poles, trees, street furniture, road signs or fences.

The Policy of SMPC is to assist West Berkshire Council in the removal of unauthorised signs. As the Parish Council's resources are limited, priority will be given to signs that do not have deemed consent, affect public safety or do not have the permission of the owner of the site.

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