



Stratfield Mortimer Parish Council

Advertising and Fly Posting Policy

General

- 1 The policy of Stratfield Mortimer Parish Council (“the Council”) is to manage advertising and minimise fly posting within the Parish.
- 2 In accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007 (“the 2007 Regulations”), the Council 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 Council.
- 3 In particular, the Council owns and manages eight (blue metal) notice boards within the Parish (“the Notice Boards”) and controls the use of the Fairground (and, thus, manages any displays on the Fairground fence (“the Fence”)).

Permitted advertisers and priority – Notice Boards and Fence

- 4 Commercial advertising is not permitted except in the limited circumstances stated below.
- 5 Non-commercial advertising will be permitted from the organisations below, in the following order of priority where space is limited:
 - the 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.

Notice Boards - locations

- 6 The Notice Boards are available to advertise events or matters of local interest in accordance with this Policy and are located as follows:
 - Victoria Road (outside Mortimer Library);
 - Victoria Road (at the entrance to College Piece);
 - St Catherine’s Hill (opposite the entrance to Sweetzer’s Piece);
 - Windmill Road (near to the entrance to Spring Lane);
 - The Street (at the entrance to the Fairground Car Park);

- The Street (outside St Mary's School);
- West End Road car park;
- Alfred Palmer Memorial Field (at the entrance).

Notice Boards – permitted advertising

7 Format and display

- 7.1 The maximum size permitted for an advertisement placed on a Notice Board is A4 (297mm x 210mm).
- 7.2 Paper notices should be laminated to protect them from the weather.
- 7.3 Only push pins/drawing pins may be used to fix advertisements to Notice Boards – staples may not be used.

8 Display period

- 8.1 Council notices are not subject to period restrictions.
- 8.2 Major village event - where agreed by the Council or its Community Committee, advertising for a major village event (eg Fun Day) may be permitted at any time leading up to the event.
- 8.3 Other events - dated event advertisements may be displayed from 21 days prior to the event and remain until the event has taken place.
- 8.4 Undated / ongoing event advertisements - are subject to removal after 14 days.
- 9 Removal of non-compliant advertising - advertisements that fail to comply with the Permitted Advertising rules and/or above requirements may be removed and destroyed.

The Fence

- 10 The Council manages temporary notices on the Fence.
- 11 Such notices must meet the requirement of Class 3D of the 2007 Regulations, ie they relate to any local event being held for charitable purposes but not for any commercial purpose*.
- 12 Commercial and profit-making organisations are not allowed to advertise on the Fence, *with the exception that temporary notices announcing the visit of a travelling circus or fair are permitted (these have deemed consent under Class 3F of the 2007 Regulations).
- 13 Organisations wishing to advertise on the Fence must apply, in writing and separately for each event, to the Clerk to the Council to obtain permission – such permission will detail where the notice is to be located.
- 14 Unless agreed by the Council or its Community Committee, notices may be displayed for a maximum of 14 days in advance of the event.
- 15 Any advertising material must be secured using a method which will not damage the Fence (ties, string, etc) - the use of nails, screws, etc, is not permitted.
- 16 The maximum size of any rigid notice is A0 (1189 mm x 841mm).
- 17 The maximum size of any banner is 2.4m x 1m.
- 18 All notices must be removed during the day following the event.

Other Locations within the Parish:

- 19 Advertisements placed at other locations within the Parish must comply with the five 'standard conditions' of the 2007 Regulations, and:
 - have the permission of the owner of the site on which they are displayed (this includes the West Berkshire Council Highway Department if the sign is placed on highway land);
 - be kept clean and tidy;
 - be kept in a safe condition;
 - 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.
- 20 Thus, advertisements must not be attached to telegraph poles, trees, street furniture, road signs or fences.
- 21 The Council will assist West Berkshire Council in the removal of unauthorised signs.

