



Wing Parish Council - Advertising Guidance Policy

There are several areas of advertising which the Parish Council seek to monitor for the benefit of the whole village-

1. **Parish Noticeboards**: Recreation Ground, Jubilee Green, Wing Hall, Moorlands Road, High Street, Wing and High Street, Burcott.

The noticeboards are for the use of charitable, voluntary, non-profit making organisations and clubs to publicise activities which are within or close to the village.

No advertisements for commercial events to be held outside the village will be permitted.

2. **Fly posting on telegraph poles, other structures, trees, etc.**

The Parish Council strongly disapproves of all forms of fly posting, which it considers can have a significant adverse impact on the local environment. The Council recognises that current Planning Laws appear to be powerless to prevent fly posting taking place. Nevertheless, the Council will generally adopt a pro-active policy of removing fly posting, in particular in the following circumstances-

(1) Any fly posting on trees will be removed immediately

(2) Advertisements for any events to be held outside of the village will be removed immediately

(3) Posters for one-off events due to be held in or close to the village that are:-

(a) attached to telegraph poles, other structures, etc.' more than 3 weeks prior to the event, or

(b) not taken down by the organisers within 3 days after the event, will be removed by the Parish Council.

NB: Non-compliance with the Conditions 2.(3)(a) or (b) above will mean that posters display by such organisations may on subsequent occasions be removed immediately by the Council

Organisers of events are also reminded of the need to obtain the prior permission of the owner(s) of relevant telegraph poles, other structures etc.

3. **'A' Boards**

We would point out that 'A' boards are permitted on private property. However, the displaying of 'A' boards on public highways or footpaths is not permitted by law.

4. **Signs in shop windows**

The regulations do not generally control advertisements placed inside the premises to advertise the goods or services which are available at the premises.

5. **Signs on Premises**

The display of signs advertising any business is controlled by legislation and anyone intending to erect such signs are advised to ensure that they comply with the relevant legislation.

Buckinghamshire Council can give helpful advice, they are the relevant enforcement Authority.

General Background Information on Advertising Regulations

Outdoor advertisements are dealt with under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The Local Planning Authority (Buckinghamshire Council) is responsible for deciding whether a particular advertisement should be permitted or not. The regulations cover the wide range of advertisements and signs which are commonly seen outdoors. Please see Appendix A below for the full list.

All outdoor advertisements must comply with the following five 'standard conditions':-

- Be kept clean and tidy
- Be kept in a safe condition
- Have permission of the owner of the site/land
- Not obscure or hinder the interpretation of official road signs, etc
- Be removed carefully where so required by the Planning Authority

Under the Town & Country Planning Regulations 2007 there are 16 specified classes of advertisement which can be displayed without the need to make an application to Buckinghamshire Council. These include the following which are more relevant to our village.

Class 1 – Functional advertisement by public bodies – this would include the Parish noticeboards.

Class 2(c) – Notices or signs relating to Public Houses which are displayed at the premises - only one sign is allowed, without Planning Permission, on each frontage and must not be more than 2 m² in area.

Class 3(d) – Temporary notices for a local and charitable event – this does not include Commercial events. The advert must not be more than 0.6 m² in area.

Class 5 – Advertisement on business premises (not on public property) for goods or services - which are available at the premises. There are restrictions on the size of letters and location of the sign on the premises but these would not normally cause a problem for the business.

Class 6 – Advertisements on forecourts of business premises – adverts allowed under Class 5 above are also allowed to be displayed on a private forecourt or boundary structure which encloses that forecourt.

Appendix A

The advertising control system covers a wide range of advertisements and signs including:-

- Posters and notices
- Placards and boards
- Fascia signs and projecting signs
- Pole signs and canopy signs
- Models and devices
- Advance signs and directional signs
- Estate agents' boards
- Captive balloon advertising
- Flag advertisements
- Price markers and price displays
- Traffic signs
- Town and village name signs