

Chaddesley Corbett Parish Council
Draft Policy on Advertising Signs
and Fly Posting
February 2016



INTRODUCTION

Many types of permanent advertising require Planning approval, and numerous types of temporary advertising have 'deemed consent' (eg estate agents' signs). This policy is concerned with temporary advertising that does not have 'deemed consent'.

FLY POSTING

Wyre Forest District Council has a policy for dealing with fly posting within the District. They currently have Enforcement Officers who are empowered to issue fixed penalties for illegal fly-posting. There is no formal definition of fly-posting. However, it is generally taken to be the display of advertising material on buildings and street furniture without the consent of the owner of the property on which they are displayed. Fly-posting can be unsightly and make our towns and villages less attractive for residents and visitors alike. It can make an area feel unsafe and uncared for and impact negatively on people's perceptions of the area. It can also distract drivers or obscure road signs and be hazardous to members of the public.

The District Council believes that there are many legitimate ways for businesses and other organisations to promote their services, activities and events without the need to resort to illegal fly-posting. The Council also believes that fly-posting can be bad for business and can discourage business investment. It can create a less attractive environment for shoppers and disadvantage those businesses that choose to advertise their business in an appropriate and lawful manner.

WYRE FOREST POLICY

Fly-posting is illegal and the Council has a zero tolerance approach which means that enforcement action will be pursued where necessary and appropriate, unless express permission has been granted by the District Council.

Charities and Community Groups

If they wish to display an advert or placard they should check with the District Council first to enquire whether planning consent is required. In some circumstances permission may be granted in accordance with the following policy:-

- advertisements for community and charity events should not exceed 0.6 of a square metre, should not be displayed more than 21 days before the event begins and must be removed within 2 days after it ends.
- have the permission of the owner of the site before placing any signage;
- consider alternative ways of advertising that does not involve fly-posting;
- avoid placing any signage at road junctions, on roundabouts, pelican crossings or traffic lights, where they may cause a hazard by distracting the road user;
- avoid obscuring, or hindering the interpretation of, official road signs;
- avoid putting up signs in sensitive locations or where they could possibly cause offence;
- avoid putting up signs with wording or imagery that could be offensive to members of the general public;

- avoid putting up an excessive number of signs;
- make sure that the signage is not a hazard to pedestrians, cyclists, etc (eg it should be firmly attached and should not be at a height where a pedestrian could walk into it);
- keep signs clean, tidy and in a safe condition; and remove them when required to do so.
- If advertisements for community or charity events are placed in inappropriate locations, or are of an inappropriate nature, then the District Council will contact the organisers, where known, and ask for the posters, banners, etc to be removed. If the organisers cannot be identified, or immediate removal of the signage is required then the signage will be removed and retained at the District Council's Offices for 14 days for collection by the organisers. After this time period, the District Council will assume that the advertising material is no longer needed and will dispose of the material.

Chaddesley Corbett Parish Council

During the recent consultation on the Neighbourhood Plan, 87% of residents agreed that advertising signs should be controlled. Action 23 of the Neighbourhood Plan states that the Parish Council will seek delegated Powers to approve and enforce temporary/permanent advertising signs.

In agreement with the District and County Councils the following policies have been agreed.

FLY-POSTING

Any incidents of fly-posting around the Parish of Chaddesley Corbett will be reported to the District Council for necessary enforcement action to be taken, in accordance with their adopted policy.

It is recognised that consideration should be given to supporting the sustainable growth of rural businesses, promoting the development and diversification of agricultural businesses and support tourism. The Neighbourhood Plan states that advertising should seek to balance a positive approach to sustainable development and economic activity suitable to our rural setting and ensure that any advertising is consistent in number, size, design and appearance, with the rural and historic setting of our Village and settlements across the Parish.

Advertisements on Private Property with the owners' consent

Where advertisements/banners/A boards are considered to be inappropriate to the rural setting, they will be reported to the District Council for enforcement action with a view to either their removal, or their replacement by more appropriate signs.

Advertising Signs on the Highway/Verges

'A' Boards and other advertising materials positioned on grass verges adjacent to a road (not on private land or the hedgerows) require permission from Worcestershire County Council. Worcestershire County Council has delegated authority to the Parish Council to enforce this policy on their behalf.

Chaddesley Corbett Parish Council has therefore prepared the following policy on advertising materials situated on or adjacent to roads.

'A' Boards - It should be noted that 'A' boards are permitted on private property. However, the displaying of 'A' boards on public highways or pavements/footpaths is not permitted by law.

Approval of temporary advertising – Chaddesley Corbett Parish Council will allow certain advertisements, subject to prior approval, for no more than 21 days prior to an event and must be removed within 48 hours of the end of the event (including any fixings)

Banners publicising events, with the prior consent of the Parish Council, may be placed no more than 21 days prior to the date of the event and must be removed within 48 hours of the end of the event (including any fixings)

Notices will generally be A4, and in any case not more than A3, in size. Notices or Banners will not be displayed so as to cause a visual/physical obstruction or a distraction to motorists.

Banners across the street need approval from the County Council as there are safety and clearance issues to address. Such applications will be assessed according to the circumstances.

A Boards are permitted in moderation, but they must not obstruct the footway or highway, and should be placed as close to the relevant business as practicable

When posters, banners or A Boards are placed illegally or without permission, this will be discussed with the owner with a view to removal of the material or negotiation of a suitable compromise. If agreement cannot be reached the signage will be removed and retained by the Parish Council for 14 days for collection by the organisers. After this time period, the Parish Council will assume that the advertising material is no longer needed and will dispose of the material.