



WOODCHURCH PARISH COUNCIL

BANNER AND ADVERTISING NOTICES POLICY

Adopted by Woodchurch Parish Council on: 27 October 2022	Draft
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Councillor(s) responsible	

Email: clerk@woodchurch-pc.gov.uk

Website: www.woodchurchhub.uk

Parish Council Banner and Advertising Notices Policy final.docx

Banner and Advertising Notices Policy

GENERAL POLICY

It is the Parish Council's policy that all forms of marketing and advertising be approved by the council before use on council land or property, or on the public highway within the parish of Woodchurch.

The purpose of this policy is to make clear what kind of advertisement Banners or Notices can and cannot be erected or displayed within the parish of Woodchurch. Managing the location of advertising banners is important to ensure that they do not result in unintended damage to land or property and are erected in locations where they will pose minimal distraction to pedestrians and road users.

The Parish Council must have reviewed and approved the application request of all banners and advertising notices prior to them being displayed.

This policy does not apply to banners and advertising notices that are erected/displayed on private land. These are managed under the Governments Town and Country Planning (Control of Advertisements)(England) Regulations 2007. Guidance can be found at www.gov.uk/guidance/advertisements.

POLICY COVERAGE

This policy applies to the display of Banners and Notices in the Woodchurch Parish unless otherwise stated.

This policy covers who is permitted to have a Banner displayed, the wording, design and event detailed in the Banner.

REQUESTS FOR APPROVAL OF ADVERTISING

Residents may request approval of advertising and marketing by submitting a copy the item (if applicable) together with a completed Advertising Approval Request Form. A copy of the request form should be submitted to the Clerk. The Advertising Approval Request Form should include a complete description of the advertisement or promotion and how or where it will be used.

The person submitting a request is responsible for obtaining all other necessary approvals apart from the parish council before proceeding with an advertisement or marketing effort.

POLICY PRINCIPLES

All events organised by voluntary organisations in Woodchurch or benefiting the residents of the town will take precedent and will be given priority where there is more than one application for a Banner or Notice.

Applications for events taking place in the surrounding villages will be considered on a case-by-case basis.

Applications from businesses or schools will be considered on a case-by-case basis and must be promoting a specific event e.g. a launch or open day.

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Banner applications from a business detailing a general promotion e.g. a Christmas menu or a sale will be considered on a case-by-case basis.

Applications for personal events such as birthdays or anniversaries will not be considered.

Woodchurch Parish Council has the right to refuse an advertisement application without justification.

Banners and Notices may remain in situ for the time specified in the approved application. Multiple bookings will be considered on a case-by-case basis but are typically not permitted to run consecutively.

It is the responsibility of the applicant to remove their advertisement at the end of the approved period. Adverts remaining in place after the expiry date may be removed by the Parish Council and destroyed.

The Parish Council reserves the right to take down an advert before the end of the agreed period.

REGULATORY REQUIREMENTS/RESTRICTIONS

Adverts shall only be used for advertising local events and will contain no language or information that is defamatory, discriminatory, offensive, misleading, or detrimental to public order and safety.

Some forms of advertising and marketing, such as lotteries, alcohol and cigarette are will not be allowed. The parish council reserves the right to reject any request that may include marketing materials that goes against any regulatory requirements.

Marketing efforts will be reviewed to ensure that target markets are not selected that goes against the protected characteristics Equality Act 2010: race, colour, religion, national origin, sex, marital status, age or disability.

PROCEDURES AND SYSTEMS

Applications should be received a minimum of seven days prior to a Parish Council Meeting that precedes the proposed erection or display date.

The Parish Council will determine if the Banner or Notice is appropriate and whether there is sufficient space available.

All banners must be approved prior to the erection date by Woodchurch Parish Council and prior to them being erected or displayed.

All advertisements are only permitted to be displayed in official Parish Council notice boards. Notices displayed in unapproved locations (e.g. affixed to telegraph poles) may be removed without notice and destroyed.

THE FIXING OF BANNERS

Banners may only be displayed in locations approved by the Parish Council

The location and method by which a Banner will be erected and fixed must be included with the application. If the Banner is to be fixed to a structure that does not currently exist (e.g. to new posts or to a frame) then details of these must be included with the application.

The fixing of banners should be done using environmentally friendly materials wherever practical. Where it is necessary to use cable ties to fix a Banner, any resulting clippings should be collected,

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removed, and disposed of appropriately. On removal of the Banner, the Banner and all affixing materials must be collected, removed and disposed of appropriately.