

EAST HORSLEY PARISH COUNCIL ADVERTISING AND FLY POSTING POLICY

1 General

The policy of East Horsley 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 three Village Notice Boards within the Parish which can be used to advertise events or matters of local interest:

1. Station Parade, Ockham Road South (outside The Village Store).
2. Bishopsmead Parade, Ockham Road South (outside the Post Office).
3. Effingham Junction, Forest Road (outside the newsagent)

The Policy for the Village Notice Boards is as follows:

- (i) 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.
- (ii) 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:

- East Horsley Parish Council;
- Charitable or not-for-profit organisations from within the local community (based within the boundaries of the Parish of East Horsley);
- 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 a neighbouring community

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

Commercial advertisements are not allowed.

Only 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 events at Station Parade (east side), Bishopsmead Parade and Effingham Junction Notice board

The Parish Council Policy manages temporary notices and signs on the grassy area outside the east side of Station Parade

Such signs must meet the requirement of Class 3D of TCP2007, ie:

- 1 in size they must not exceed 0.6 of a sq m (as a guide A1 size 594mm x 841mm = 0.499 sq m);
- 2 they cannot relate to an event carried on for commercial purposes;
- 3 they must relate to a local event being held of a religious, educational, cultural, political, social or recreational character;
- 4 they may not be displayed earlier than 28 days before the first day of the event;
- 5 they must be removed within 14 days after the end of the event;
- 6 no character or symbol on the advertisement may be more than 0.75 metre in height;
- 7 illumination is not permitted; and
- 8 no part of the advertisement may be more than 4.6 metres above ground level

The priority of organisations to advertise events is:

- (i) East Horsley Parish Council;
- (ii) Charitable or not-for-profit organisations from within the local community (based within the boundaries of the Parish of East Horsley);
- (iii) Charitable or not-for-profit organisations located outside of the local community, running events within the local community;
- (iv) Charitable or not-for-profit organisations located outside of the local community, running events in a neighbouring community.

Organisations wanting to advertise on the grassy area outside the east side of Station Parade must apply, in writing, separately for each event, to the Parish Council Clerk to obtain permission.

Notices must be located so as not to impede sight lines for traffic entering, using or exiting from the parking area in front of the shops on the east side of Station Parade.

Notices may not cause a visual/physical obstruction or a distraction to motorists or in any other way endanger public safety.

Notices must be securely fastened to the ground and the fixings used must not be such as to cause lasting damage to the ground.

Notices may not be attached to telegraph poles, trees, street furniture, road signs or fences.

The Policy of East Horsley Parish Council is to assist Guildford Borough 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.

4 Policy review, publication and complaints

This policy will be reviewed annually by East Horsley Parish Council. It will be published on the Parish Council Website and any comments or complaints about the content should be addressed to: Mr N Clemens, Clerk to East Horsley Parish Council Office, Kingston Avenue, East Horsley, Leatherhead, Surrey KT24 6QT.

SWG

11/11/17