

Slaley Parish Council
Advertising Guidance Policy

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1. Purpose

The Parish Council has prepared these guidance notes to help businesses, private organisations, charities and individuals to communicate messages, through adverts to their intended audiences.

The Council wants to see a thriving local business and charitable community but at the same time it is mindful of its role in maintaining the environment and visual serenity of the Parish for the benefit of all.

Anyone wishing to advertise for any reason in the Parish should consider these guidelines before posting any material.

2. The Technical Bits

What the government has to say

The government has a comprehensive guide to outdoor advertising (*Outdoor advertisements and signs: a guide for advertisers*) and the Parish Council urges members of the parish who wish to advertise, to access it. A copy can be found on the Parish website at:

[Outdoor advertisements and signs: a guide for advertisers.](#)

The position of Northumberland County Council

Most adverts, including business related signs, do require formal County Council 'express' consent and the Parish Council along with County Council urges residents to review the governments guidance (*Outdoor advertisements and signs: a guide for advertisers*) to find out if their advertisement requires permission. The County Council, in addition, indicates 'priorities for taking action against unauthorised advertisements, these are if:

- i. they pose a serious risk to public safety
- ii. cause identifiable harm to an amenity
- iii. cause identifiable harm to the setting of listed buildings or conservation areas'.

Some types of advisements are exempt from planning controls and qualify for what is called 'deemed consent' – provided they conform to specific Northumberland County Council conditions and limitations. Examples include public notices, temporary signs such as 'For Sale' or 'To Let', posters for travelling fairs and certain adverts on structures like bus shelters.

What is an ‘advertisement’?

The advertisement control system covers a very 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 (not balloons in flight) ● flag advertisements ● price markers and price displays ● traffic signs ● town and village name-signs.

What constitutes ‘Outdoors’?

This is ill defined but includes private and public outside space and includes signs in windows which can be seen from outdoors.

3. Advertising In Slaley Parish

a) General

i. Principles

In line with government guidelines – All outdoor advertisements must: ● be kept clean and tidy ● be kept in a safe condition ● have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land) ● 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.

ii. The position taken by the Parish Council

- Where the Parish Council, following consultation between Councillors, consider an advertisement presents an immediate danger to the public it will be removed. The Parish Clerk will notify the advertiser accordingly where possible.
- At monthly meetings (as the need arises) the Parish Council will consider what actions to take where advertisements do not meet government guidelines and act accordingly. Where possible the Parish Clerk will notify the advertiser of the Parish Councils deliberations.

b) The Parish Council Notice Board

i. Principles

The Parish Council notice board is only to be used for the posting of official Council notices and community information.

Official Council notices comprise: ● the name and contact details of the Parish Clerk ● the Parish Councils website address ● a list of members of the Parish Council and how they can be contacted ● venues, dates and times of meetings for the year ● agenda for forthcoming meetings ● the last set of approved minutes ● details of where the minutes, the code of conduct and other public documents may be inspected.

Community information may take the following form, advertisements for charitable and non-profit making events and activities of interest to the residents Slaley Parish. These notices will be displayed no more than a maximum of two weeks before the event or date of effect and should be removed within a week of the specified dates that they are advertising.

The following notices are not permitted: ● those bigger than A4 in size ● those of a political nature ● commercial notices advertising businesses or profit making activities details of where the minutes, the code of conduct and other public documents may be inspected.

ii. [The position taken by the Parish Council](#)

- The Parish Clerk will check the content of the Parish notice board on a weekly basis removing and adding information at that point in line with section 3 b. i. above.
- Any issues or complaints about the content of the Parish notice board should be addressed in the first instance to the Parish Clerk:

c) [Fly Posting On Telegraph Poles, Trees, Other Structures etc.](#)

i. [Principles](#)

The Parish Council strongly disapproves of all forms of fly posting, which it considers can have a significant adverse impact on the local environment

Northumberland County Council can take action against those responsible for fly posting, they can remove illegal posters and placards, and recover the costs incurred in doing so. They also have the powers to issue fixed penalty notice against offenders.

Where adverts are placed on poles, structures or trees this can only be with the landowners consent.

ii. **The position taken by the Parish Council**

- The Parish Council will generally report fly posting to Northumberland County Council to request their assistance with its removal. They may also take steps to remove fly posting in the following circumstances: • any fly posting on trees • advertisements for commercial events • fly posting that is evident on any of the Parish council's facilities.
- Where possible the Parish Clerk will notify the advertiser that their fly poster has been removed.

d) **'A'/sandwich boards and other advertising methods**

i. **Principles**

The law prohibits displaying A/sandwich boards or any other forms of advertising on public highways or footpaths.

Planning regulations do not generally control advertisements placed inside premises to advertise the goods or services which are available within them.

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

ii. **The position taken by the Parish Council**

Where the Parish Council (as the need arises), following consultation between Councillors (either by mail or at a Parish Council meeting, consider an A board or other advertisement to be in breach of the law the Parish Clerk will be instructed to notify the advertiser accordingly and request appropriate steps be taken to address the issue.

4. Slaley Parish Council resolutions relative to advertising

Over the years Slaley Parish Council have passed a number of resolutions relative to advertising in the Parish. For completeness they are set out below.

- a. It was agreed at the February 2014 meeting that Sandwich boards placed on the footpath while fund raising events are in progress at the Commemoration Hall, the School and the Church are allowed providing they do not restrict passage for wheelchairs or pushchairs or are a danger to people & vehicles in periods of strong winds and that they are removed immediately the event ends.
- b. It was agreed in February 2014 that no outdoor advertising should be attached to telegraph poles either in the village street or elsewhere in the parish. The exception is Planning Applications that have prior permission from NCC to be positioned on telegraph poles adjacent to the property where the Application is related.
- c. As formerly agreed July 2013 as appendix to Standing Orders. From December 2006 - Small advertising boards, from community activities could be erected for a few days, in the parish, if they were promptly removed (within three days) after the advertised event (Film Club boards, Pony Club events).
- d. As formerly agreed July 2013 as appendix to Standing Orders – From July 2008 – Freestanding notice boards placed on the public grass and footpaths between Townhead and Townfoot should not be allowed for health and safety reasons. The following exceptions exist, adverts with deemed consent e.g. public notices, temporary signs such as ‘For Sale’ or ‘To Let’, and posters for travelling fairs etc..
- e. Due to the COVID-19 pandemic the Government issued temporary Pavement Licensing Guidance. The legislation came into force in Northumberland on 3rd August 2020 until 30th September 2023.

Following a review of its advertising policy in December 2023 this revised advertising guidance policy was created. It was adopted by Slaley Parish Council on 11th December 2023.

Review Date: This Policy will be reviewed every two years or sooner if legislation or events dictate or it is the will of the majority of the Parish Council