**Outdoor Advertising Policy for Slaley Parish 2021.**

1. **The Government** has a comprehensive guide to outdoor advertising and the Parish Council urges members of the civic parish who wish to advertise, to access this guidance. There is a link to the guidance on the Parish website.

Outdoor advertisements and signs: a guide for advertisers.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\_data/file/11499/326679.pdf

1. **Northumberland County Council** - Most adverts, including business related signs, do require formal NCC ‘express’ consent and the Parish Council along with NCC urges residents to visit the website above to find out if their advertisement requires permission. NCC, in addition, indicates ‘priorities for taking action against unauthorised advertisements are those which: 1. pose a serious risk to public safety 2. cause identifiable harm to the amenity. 3. cause identifiable harm to the setting of listed buildings or conservation areas’.
2. **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.
3. **What is ‘Outdoors’?** This is ill defined but includes private and public outside space and includes signs in windows which can be seen from outdoors.

In line with the above but also mindful of the need for Slaley organisations to advertise, the PC has produced this policy.

1. **Slaley Civic Parish –** 
   1. 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.
      1. What the PC will do. Immediately and with care, after consultation with PCllrs, remove any advertisement which presents **immediate** danger to the public. The Parish Clerk will notify the advertiser where possible. At monthly meetings the PC will consider what actions to take where advertisements do not meet government guidelines.
   2. Some types of advert are exempt from planning controls and qualify for what is called ‘deemed consent’ – provided they conform to specific NCC 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.
      1. What the Parish Council will do. No action necessary except to share this information and be able to clarify if there are questions from the public.

All following policy points require action to share this policy with these organisations each year and highlight the policy on the website and on social media.

* 1. 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 remove immediately the event ends.
  2. 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.
  3. 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 3 days) after the advertised event (Film Club boards, Pony Club events).

* 1. 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. *Certain exemptions*

*are recorded in (b).*

This temporary policy to be reviewed in the October 2021 meeting.

* 1. Due to the COVID-19 pandemic the Government has issued a new temporary Pavement Licensing Regime.

The legislation comes into force in Northumberland 3/8/20 until 30/9/2021.

<https://www.gov.uk/government/publications/pavement-licences-draft-guidance/draft-guidance-pavement-licences-outdoor-seating-proposal>

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| The points made in this Policy were agreed at the Annual Parish Council meeting on |
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| date |
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| Signed Chairman of the meeting ………………………………………………………… |

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| 1. It was agreed at the January 2014 meeting of Slaley Parish Council that an Outdoor Advertising Policy was needed to provide clear guidance on what type of adverts are  acceptable and when formal consent as planning permission will be required. |  |
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| 2. |  |
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| 3.  The main issues that are taken into account when NCC approve adverts are public safety – particularly in relation to roads and driving – and their effect on ‘amenity’ – or how the sign fits in with the character of its surrounding area. | This is covered in 2 and 5a |
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| 4. |  |
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| 6. It was agreed in February 2014 that all business advertising should be restricted to boards with planning permission attached to, or within the perimeter, of the premises for which the advertising information relates. | Cllr Taylor asked if this was too restrictive |
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| 7. |  |
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| 9. As formerly agreed July 2013 as appendix to Standing Orders. From September 2007 –  Planning department asked that all advertising boards for local events keep advertising within the confines of the parish (Slaley Show etc) | It was agreed 2017 with Highways dept that Slaley Show could use those sites which through custom and practice the Show had used for a century. This is something to check. |
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| 10. |  |
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| 11. It was agreed at the January 2014 meeting that the advertising of business events and organisers of community functions should be restricted to the various notice boards, the Hexham Courant, the Monthly News, the parish web site and the new Facebook page or by email distribution. | Possibly too restrictive? |
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| 12. Due to the COVID-19 pandemic the Government has issued a new temporary Pavement Licensing Regime. The legislation comes into force in Northumberland 3/8/20 until 30/9/2021 | Link given |
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| The points made in this Policy were agreed at the Annual Parish Council meeting on |  |
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| Monday August 10th 2020 |  |
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| Signed Chairman of the meeting ………………………………………………………… |  |