

## Signage and Notices Policy

### POLICY STATEMENT

The Parish Council acknowledges the importance of advertising signs for village businesses and event organisers but must also consider the impact upon the appearance of a rural village environment.

This policy sets out the general principles and approach that the Parish Council will follow in respect of posters, signs and notices in the Parish.

### SCOPE

This policy provides guidelines on commercial advertising and signage, charity event and other event signage placed on verges etc. within the areas maintained by Hughenden Parish Council as well as notices and advertising placed on council owned noticeboards, trees, poles and street furniture, including streetlights, bus shelters & village gates. It also provides guidelines for the use of Hughenden Parish Council notice boards and the material which can be displayed thereon.

The policy applies to all Hughenden Parish notice boards either wholly owned or shared with other parties, also bus shelters, village gates or any other Parish property where a notice can be attached.

### GENERAL BACKGROUND INFORMATION ON ADVERTISING REGULATIONS

Outdoor advertisements are dealt with under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The Local Planning Authority (Wycombe District Council) is responsible for deciding whether a particular advertisement should be permitted or not. All advertisements, whether they require consent or not, are subject to the standard conditions in Schedule 2 to the Regulations. These are:

- No advertisement is to be displayed without 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);
- No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;

- Any advertisement hoarding, or structure is to be kept in a condition which does not endanger the public; and
- If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Under the Town & Country Planning Regulations 2007 there are 16 specified classes of advertisement that are 'deemed consent is granted' and that can be displayed without the need to make an application to Wycombe District Council. These include the following that are relevant to our Parish.

Class 1 – Functional advertisement by public bodies – this would include the Parish noticeboard.

Class 2(c) – Notices or signs relating to Public Houses which are displayed at the premises - only one sign is allowed, without Planning Permission, on each frontage and must not be more than 2 square metres in area.

Class 3(d) – Temporary notices for a local and charitable event – this does not include Commercial events. The advert must not be more than 0.6 square metre in area.

Class 5 – Advertisement on business premises (not on public property) for goods or services - which are available at the premises. There are restrictions on the size of letters and location of the sign on the premises, but these would not normally cause a problem for the business.

Class 6 – Advertisements on forecourts of business premises – adverts allowed under Class 5 above are also allowed to be displayed on a private forecourt or boundary structure which encloses that forecourt.

### **RESPONSIBILITIES AND ACCOUNTABILITIES**

The Clerk and Deputy Clerk are responsible for implementation of the policy and for issuing any required approvals and permissions. It is incumbent upon all councillors to report to the office any signs and notices that come to their attention that are in breach of the policy.

### **PROCEDURE**

#### **Commercial Advertising Signage**

Hughenden Parish Council will seek to monitor excessive signage for the benefit of the whole village.

An enterprise will be permitted to position one sign or "A" Board that meets the requirements of the Town and Country Planning Regulations outside the business on land owned or managed by Hughenden Parish Council.

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Such a sign must not exceed 0.6 square metre in area (for reference, A1 size is 594mm x 841mm = 0.5sq.m).

The sign must be maintained in good order.

The sign must not be positioned such that it could cause a danger to pedestrians or road users.

### Charity Event Signage

Charity event signage will only be permitted if a request for permission is made and is approved, in writing, by the Parish Council.

All requests must be sent to the Hughenden Parish Clerk and each request will be considered on its merits and in light of general conditions.

It will be subject to the following signage permit general conditions:

1. Signs are not to be erected more than 2 weeks before the event and are to be taken down within 5 working days after the event.
2. The signs are to be confined to the immediate locality of the event and shall be positioned as far back from the edge of the carriageway as possible at each location. A maximum of 4 signs only are allowed per event.
3. The signs should be at least 5 metres from any junction and not obstruct any visibility splay, footway or vehicular access; nor shall they be placed in such a position as to contravene any traffic regulation order or impede fire hydrants, inspection covers or Statutory Undertakers' apparatus.
4. The signs are to be freestanding and on no account are they to be attached to road signs, lamp columns street furniture etc.
5. The maximum size of the signs is to be 1.0 square metre. Larger banners may be allowed in exceptional circumstances, but only if pre-authorized by the Clerk of the Parish Council.
6. The signs should be properly constructed and fit for the purpose and on removal the highway shall be left in a clean and tidy condition and any damage shall be repaired to the satisfaction of the highway authority.
7. The location of any Statutory Undertakers' plant must be ascertained prior to the erection of signs.

8. Any claim on the Hughenden Parish Council resulting from any incident involving any sign will be referred to the person/organisation that erected the signs. It is a requirement that suitable cover against any such claim is provided by an appropriate insurance policy.

**Failure to comply with any conditions specified in this permission will result in the removal of the signs and, in accordance with Section 149 of the Highways Act 1980, any costs incurred may be recovered from the promoting body.**

### Village Notice Boards

Hughenden Parish Council allows certain notices to be displayed on its noticeboards with the objective of providing community information of interest to the residents of and visitors to Hughenden Parish, under the following conditions:

1. The order of priority for notices is:
  - a. Hughenden Parish Council;
  - b. Charitable or not-for-profit organisations from within the local community (based within the boundaries of the Parish);
  - c. Charitable or not-for-profit organisations located outside of the local community, running events within the local community;
  - d. Charitable or not-for-profit organisations located outside of the local community, running events in an immediate neighbouring community

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

2. Only notices publicising activities and events, or statutory public documents of non-profit, non-political organisations may be posted. Commercial advertisements are not allowed.
3. Notices must publicise activities or events that are occurring within the Parish or in an immediate neighbouring parish and have specific relevance to the community. Any exceptions to this policy must be agreed by the Clerk on behalf of the Council.
4. The consent of the Council for any notices shall be sought beforehand.
5. Staple guns are not to be used to secure notices.
6. The maximum size for an advertisement on a Village Notice Board is A4 - 8.3in (210 mm) x 11.7in (297 mm).
7. No notices should be displayed on street furniture or other structures.

8. Notices for dated events are to be put up no more than two weeks in advance of the event and must be removed within 5 working days after the event has taken place.
9. Notices for undated or on-going events may be displayed for a maximum of 3 weeks
10. Any information displayed in a language other than English must be accompanied by an English translation.
11. The organisation responsible for the notice must be clearly visible on the notice.
12. The Parish Council takes no responsibility for the content of any notice.
13. The Parish Clerk is given delegated powers to grant permission for those notices to be attached which are deemed to be within the acceptable criteria.

### **Fly Posting**

The policy of Hughenden Parish Council is to minimise fly posting within the Parish. In accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007, 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.

### **Removal of Posters and Signs**

The Policy of Hughenden Parish Council is to assist Wycombe District 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.

The Parish Council will generally adopt a pro-active policy of immediately removing fly posting on trees, telegraph poles, bus shelters, fences and other structures

Advertisements for any events to be held outside of the Local Area will be removed immediately unless prior permission has been granted.

Posters and signage for events due to be held in the Local Area that have not been approved, are erected more than two weeks prior to the event or still in place one week after the event will be removed.

Unapproved commercial posters will be removed, though sponsored boards will be allowed if advertising charitable events subject to the set time limitations.

The Parish Council will also remove any signs that it deems to be a hazard or distraction to road users.

The Parish Council will apply a £100 charge to recover any costs involved in the removal of non-compliant signage from the promoter.



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All posters and other material removed will be held at the Hughenden Parish Council office and will be destroyed if not collected within 30 days of removal.