

NETTLEHAM PARISH COUNCIL



Advertising Guidance Policy

The Parish Council has prepared these guidance notes to help both business and private organisations get their message across to potential customers.

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 village environment for the benefit of all. Advertisers should consider these guidelines before instigating any advertising.

The Parish Noticeboard outside the Coop store

The Council operates the following Policy relating to advertising on the notice board.

To place a notice on the board please call into the Parish Office on Scothern Road with the notice or email it to us at: reception@nettleham-pc.gov.uk.

The following conditions will apply:

1. The noticeboard is for the use of charitable, voluntary, non-profit making organisations and clubs to publicise activities which are within or close to the village.
2. Business/commercial organisations are able to publicise **one-off events** to be held in or close to the village.
3. General advertisements for business/commercial/private services or products **will not be permitted**.
4. Notices will generally be displayed, with the initial date of display logged, no more than one month prior to the event/activity.
5. Notices will be removed after one month or after the date of the event/activity whichever occurs first.
6. Regular events or those requiring more advance notification will be considered on a case by case basis.

The Village Green

Adverts for **village based** Charitable or Non Profitmaking organisations wishing to advertise events to be held in the village will be permitted.

The proposed size and wording of adverts must be approved by the Parish Office prior to display and will only be permitted for one week prior to the event.

Adverts for commercial or business organisations will not be permitted, nor will adverts for events to be held outside of the village.

Fly posting on telegraph poles, other structures, trees, etc.

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

West Lindsey District 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.

The Council will generally report fly-posting to West Lindsey District Council to request their assistance with its removal. The Council **may** also take steps to remove fly posting in the following circumstances:-

1. Any fly posting on **trees**.
2. Advertisements for **commercial** events.
3. Fly posting that is evident on any of the Council's land or facilities

Organisers of events are also reminded of the need to obtain the prior permission of the owner(s) of relevant telegraph poles, other structures etc.

Organisers should also be aware that the village magazine, Nettleham Matters, together with the Nettleham News and Nettleham Village Facebook sites are excellent media to use in order to reach local residents.

'A' Boards and other Advertising methods

The law **prohibits** displaying A Boards or any other forms of advertising on public highways or footpaths. The Council does not generally permit use of notice boards on their land e.g. The Village Green.

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

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. WLDC can give helpful advice, they are the relevant enforcement Authority.

The Council hopes that those businesses, especially within the Conservation Area, which seek to advertise their products or services will do so in a professional and appropriate manner which reflects well on the business itself and also on our village environment.

Adopted on 20 March 2018. Reviewed and adopted – NPC 18.02.20

Review Date: This Policy will be reviewed every 2 years or sooner if legislation or events dictates