

# **FLAXTON PARISH COUNCIL ADVERTISING POLICY**

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## **FLAXTON PARISH COUNCIL ADVERTISING POLICY**

### **Introduction**

The policy of Flaxton Parish Council is to manage advertising and minimise fly posting within the Parish, so as to provide residents with relevant information whilst maintaining the village in a clean and tidy state, and a pleasant place to live. In accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007 (referred to below as TCP2007) advertisements placed at other locations within the Parish must comply with the 'standard conditions' of TCP2007:

- 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 placed on highway land or the Green Gait Owners if on Common Land),
- Not obscure, or hinder the interpretation of official road or rail signs, or otherwise make hazardous the use of these types of transport,
- Be removed carefully where so required by the planning authority.

Thus, advertisements must not be attached to telegraph poles, trees, street furniture, road signs or fences.

### **Parish Council Notice Board Advertisements**

There is one Council Notice Board within the Parish, adjacent to the Old School House, which can be used to advertise events or matters of local interest.

The Policy for the Village Notice Board is as follows.

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. For 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:

- Parish Council,
- Charitable or not-for-profit organisations from within the local community (based within the boundaries of the Parish),
- 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,
- Events that are for profit but likely to offer benefit to the community such as fitness classes.

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

Commercial advertisements are not allowed and will be removed.

Only drawing pins should be used to apply advertisements - staple guns are not to be used. The maximum size for an advertisement on the Village Notice Board is A4 (8.3 in (210 mm) x 11.7 in (297 mm))

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### **Flaxton Parish Council Website Advertisements**

As per the Parish Notice Board, Flaxton Parish Council will only publish advertisements on the website if they fall into the following categories:

- Parish Council,
- Charitable or not-for-profit organisations from within the local community (based within the boundaries of the Parish),
- 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,
- Events that are for profit but likely to offer benefit to the community such as fitness classes.

No advertisements will be accepted which do not fall within these categories, unless by a resolution of the council at a council meeting.

### **Approval**

The Clerk plus one councillor responsible for the web site, will review advertising on the website to ensure suitability. The Council will reserve the right of final approval of advertisements prior to displaying them and the right to remove adverts once placed, if necessary.

### **Charges**

There will be no charge for approved advertisements.

### **Style and content of advertising**

The Council will be very flexible and allow advertisers to decide how their advertisements will be laid out, what fonts and colours can be used etc. However, they must meet the requirements of the Council's Accessibility Statement to ensure that their content is available to the widest possible audience, regardless of technology or ability.