

East Dean and Friston Parish Council

Guide to temporary community advertising within the village.

Given the attractive rural setting of this village within the South Downs National Park, the Parish Council are keen to ensure that the local environment is not despoiled by excessive advertising posters and signs on roadside verges or land adjacent to public areas. However, the council is also mindful of the need of local organisations (particularly community or charitable ones) to publicise their events. This guide brings together the national and county guidelines under which temporary advertisements for community events will be tolerated so that organisations can be sure, if these guidelines are followed, that the Parish Council will not remove their posters.

Advertisements on private property (but viewable from public areas).

Examples of these include posters or banners placed on the boundary walls or fences of properties, or situated on **private** verges of properties (particularly on the Downlands Estate). It also applies to public open spaces that are privately owned, such as the Village Green (Gilbert Estate), Greensward (Residents' Association) or Recreation Ground (Parish Council). Needless to say, the permission of the owner of the property **must** be obtained before any advertisement is put up. (In this context it should be noted that the Horsefield Car Park is owned by Wealdon District Council who maintain a total ban on all advertising on its property.)

The display of this material is governed by the "Town and Country Planning (Control of Advertising) Act 2007" and detailed in the UK Government Guidebook "**Outdoor advertisements and signs: a guide for advertisers**" The specific section relating to community events is referred to as class 3 (D). This permits temporary notices or signs which are intended to advertise any local event being held for charitable purposes, which may be religious, educational, cultural, political, social or recreational, but not for any commercial purpose. This permission would include, for example, an advertisement for:

- a church bazaar
- a fete for a parent-teacher association
- a sponsored marathon in aid of charity
- an amateur sports event, but not any sporting event organized for commercial purposes.

The advertisements permitted by Class 3(D) **must not exceed 0.6 of a square metre** (approx 3ft by 2ft).

Advertisements permitted by Class 3 **must not:**

- have any letters, figures, symbols or similar features of the design over 0.75 of a metre in height, or **0.3 of a metre** (approx. 12 inches) **in height if they are in any Area of Special Control; (i.e. within a National Park)**
- have the highest part of the advertisement at more than 4.6 metres above ground-level, or **3.6 metres** (approx. 12 ft) **in any Area of Special Control**
- be illuminated in any circumstances.

If a Class 3 advertisement relates to a sale or event, **it must not be displayed more than 28 days before the sale or event begins and must be removed within 14 days after it ends.**

If the Parish Council is made aware of any poster or sign that breaches these guidelines, they will take steps to contact the owner of the property to have it removed or amended so that it does comply. Where it is not possible to contact the owner, or where the owner refuses to comply, then the council will take steps to remove the offending sign and store it for thirty days or until it is reclaimed. After thirty days the council will arrange disposal of the sign.

Advertisements on verges adjacent to the public highway.

Examples of these include verges adjacent to the A259, Gilbert's Drive, Upper and Lower Streets. The Parish Council has also determined that verge areas within the Downlands Estate that are not part of private properties (for example, the triangles at the junction of Windmill and Warren Lanes and between Micheldene Road and The Link) should also be treated as if they were on a public highway.

Advertisement signs and posters in these areas are subject to the byelaws enacted by East Sussex County Council. In the case of advertisements for community events in rural areas a dispensation has been granted as follows:-

East Sussex County Council will **tolerate** these provided they are for charitable or community events (Community = amateur dramatics/carnival/bonfire/parish events etc.)
Maximum of **two** signs on each approach road to the event
Signs to be placed at the **back** of the verge
Signs are **not** permitted on street furniture
Signs **not** to be placed within **60m** of a junction
Signs **not** to be erected more than **7 days before the event**
Signs to be **removed** within **24 hours of the event**
Signs not to exceed **0.6** square metre in area (approx. 3 feet by 2 feet.)
Enquirers placing signs do so at their **own risk** and should be advised that they may wish to take out public liability insurance recommended five million pounds.
NO COMMERCIAL ADVERTISING
NO METAL POSTS
SIGNS PLACED OUT NOT COMPLYING WITH THESE GUIDELINES MAY BE SUBJECT TO REMOVAL WITHOUT NOTICE.

The Parish Council is entitled to act as agent for East Sussex County Council in enforcing these guidelines. In such circumstances, signs that breach the guidelines will be removed and stored by the council for a period of thirty days. Where possible the originator of the sign will be contacted to retrieve their property. If, however, they choose not to do so, or if it is not possible to contact them, then the advertising material will be disposed of after the thirty-day period.

Election Posters

When a General or Bye-Election or Referendum has been called, UK Government legislation lifts the restriction on posters or signs (regardless of size) relating to that event for advertisements located on private property but viewable from public areas, provided the permission of the property owner has been given and the advertisement contains the name and address of the promoter. **All posters or signs must be removed within 14 days of the vote.**

This allowance does NOT apply to public verges adjacent to the highway and any political advertisements placed there will be removed without notice.

Village Notice Boards

These boards are owned by various village organisations, such as the Village Hall Trust and the Parish Council and their permission must be sought before posting material on these boards. Such material should **only** relate to community matters and events within the village and not to outside organisations or events. Advertisements that breach these conditions will be removed without notice.