

# **Alcester Town Council**

## **Advertising Policy**

### **Introduction**

The policy of Alcester Town Council is to manage advertising and minimise fly posting within the town so as to provide residents with relevant information whilst maintaining the town 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 within the town 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),
- 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

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

### **Notice Boards**

There are two Town Council Notice Boards which can be used to advertise events or matters of local interest. Please forward notices to the Town Council office or email them to [administration@alcester-tc.gov.uk](mailto:administration@alcester-tc.gov.uk)

Space is limited on these notice boards but reasonable efforts will be made to post notices of interest to the community. Commercial advertisements are not allowed.

### **Notices for events**

Alcester is a festival and market town and there are a large number of events throughout the year.

Temporary notices which are no larger than 0.6 square metres may be displayed for a period of no more than two weeks prior to the event. They must be removed within three days of the event.

Such notices and signs must meet the requirement of Class 3D of TCP2007, i.e. they relate to any local event being held for charitable purposes but NOT for any commercial purpose.

The signage must also relate to events taking place within Alcester or neighbouring villages and be of general interest to the community.

Alcester Town Council reserves the right to remove any notices and signs which do not comply with this Policy

August 2018

Approved by Presidium – 31<sup>st</sup> July 2018

Approved by Full Council – 7<sup>th</sup> August 2018