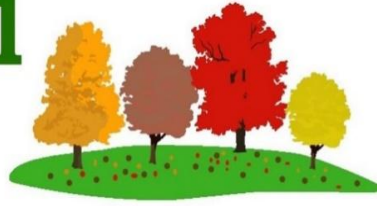


Sunningwell

Parish Council



Advertising Policy

Agreed by the Parish Council on 25th September 2025
Minute [148/25]

Sunningwell Parish Council (the Council) is committed to fostering a thriving local community. This includes supporting businesses, charitable organisations, and community groups based within the parish in promoting their activities and services, It is also committed to preserving aesthetic and safety standards across the parish and ensuring all relevant planning legislation is complied with.

Supporting Events

The Council will support appropriate advertising of events and services by local enterprises and organisations within the parish, including on its property, as follows:

- **Sunningwell Parish Council Newsletter and Website:** requests for information about events being held within the parish may be included in the Council newsletter or added to the news section of the website. Requests must be made using the contact form on the website. The Council reserves the right to determine what items to publish and edit submissions as necessary. Priority will be given to promoting community, charitable and non-profit events.
- **Parish Noticeboards:** requests by local organisations to place advertising notices promoting events within the parish on the Council's noticeboards will be considered upon application (clerk@sunningwell-pc.gov.uk).
- **Poster advertising:** the Council will only allow advertising posters to be placed on its property with its prior approval. It may also require proof from the relevant organisation that poster advertising in any other location within the parish adheres to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Poster Display Guidelines

Outdoor advertisements are dealt with under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. All outdoor advertisements must comply with the following five standard conditions:

- Be kept clean and tidy
- Be kept in a safe condition
- Have permission of the owner of the site/land
- Not obscure or hinder the interpretation of official road signs, etc
- Be removed carefully where so required by the local Planning Authority or the owner of the site.

Poster Advertising on Council-owned property

Details of proposed event advertising must be sent to the Council clerk (clerk@sunningwell-pc.gov.uk) at least 3 weeks prior to any intended advertising for **pre-approval by the Council**. The maximum size for any proposed advert must not be more than 0.6 m² in area. Details to be supplied to the clerk must include:

- Details of the event being advertised
- The proposed size and design of the advertising
The proposed location of the advertising
- The proposed duration of the advertising.

Posters may only be affixed to Council property once the clerk has confirmed approval in writing.

All advertising:

- Posters may be displayed for a maximum of **three weeks prior to an event** and must be removed **within three days following** its conclusion.
- **'A' Boards** are permitted **on private property only**, and must not obstruct public footways or thoroughfares.

Advertising Restrictions

- Commercial events taking place **outside the parish** may not be advertised on Council property or noticeboards.
- Any advertising **contravening planning regulations** or **attached to Council property without the required pre-approval** will be removed without prior notice.

- **Fly posting**, including affixing signs to trees, lamp posts or other public infrastructure, is not permitted, and the Council reserves the right to remove materials at its discretion if a majority of Councillors agree that the nature or level of advertising is excessive, unnecessary and/or interferes with the aesthetic or safety of the parish.

Should you require assistance or wish to discuss an advertising proposal, or are unsure what property is owned by the Council, please contact the Sunningwell Parish Clerk (clerk@sunningwell-pc.gov.uk).