

Stanhoe Parish Council - Advertising Guidance Policy

Any person or organisation wishing to advertise and event or service within the village on green public spaces must have the permission of the Parish Council.

As a general policy guideline this will normally only be given to one off events held within the village. However, other applications will be considered on their merits. Any event signage, once approved, can be installed 5 days before an event and must be taken down within 24 hours of the event.

Any signs put up without permission will be removed.

There are several areas of advertising which the Parish Council seek to monitor for the benefit of the whole village-

1. Parish Noticeboard: Village Hall. 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. 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. The Council recognises that current Planning Laws appear to be powerless to prevent fly posting taking place. Nevertheless, the Council will generally adopt a pro-active policy of removing fly posting, in particular, in the following circumstances-

(A) Any fly posting on trees will be removed immediately

(B) Posters for one-off events due to be held in or close to the village that are:- (a) attached to telegraph poles, other structures, etc.' more than 3 weeks prior to the event, or (b) not taken down by the organisers within 3 days after the event, will be removed by the Parish Council.

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.

(C) 'A' Boards

'A' boards are permitted on private property. However, the displaying of 'A' boards on public highways or footpaths is not permitted by law.

(D) Signs on Premises

The display of signs advertising any business is controlled by legislation and anyone intending to erect such signs are advised to ensure that they comply with the relevant legislation. Norfolk County Council can give helpful advice, they are the relevant enforcement Authority.

General Background Information on Advertising Regulations

Outdoor advertisements are dealt with under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The Local Planning Authority is responsible for deciding whether a particular advertisement should be permitted or not. The regulations cover the wide range of advertisements and signs which are commonly seen outdoors. Please see Appendix A below a relevant list. 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 Planning Authority

Under the Town & Country Planning Regulations 2007 there are 16 specified classes of advertisement which can be displayed without the need to make an application to Norfolk County Council. These include the following which are more relevant to our village.

Class 1 – Functional advertisement by public bodies – this would include the Parish noticeboards.

Class 2(c) – Notices or signs relating to Public Houses which are displayed at the premises - only one sign is allowed, without Planning Permission, on each frontage and must not be more than 2 m² in area.

Class 3(d) – Temporary notices for a local and charitable event – this does not include Commercial events. The advert must not be more than 0.6 m² in area.

Class 5 – Advertisement on business premises (not on public property) for goods or services - which are available at the premises. There are restrictions on the size of letters and location of the sign on the premises but these would not normally cause a problem for the business.

Appendix A

The advertising control system covers a range of advertisements and signs including:-

Posters and notices

Placards and boards

Fascia signs and projecting signs

Pole signs and canopy signs

Advance signs and directional signs

Estate agents' boards

Traffic signs

Town and village name signs

Approved 16th July 2025