

1. Statement of Policy

The policy of Ruddington Parish Council is to manage advertising and minimise fly posting within the Parish in accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007 (TCP2007).

2. Village noticeboards

The Parish Council currently has 5 external noticeboards, located at St Peter's Rooms, the Village Hall, Clifton Road, Ashworth Avenue & The Green. There are also noticeboards in the foyer of St Peter's Rooms, as well as a table and 2 racks where flyers and leaflets can be displayed.

The Policy for advertising on these noticeboards and any others that may be installed, and/or the table and racks at St Peter's Rooms, is as follows:

- 2.1 The design and content of all adverts must be approved before they can be displayed.
- 2.2 Adverts can only be put up on the noticeboards by Parish Council staff.
- 2.3 Adverts, leaflets and flyers can be submitted by hand, by post or by email. The Parish Council will print or make up to 3 copies free of charge; additional copies must be paid for in line with current photocopying charges.
- 2.4 All advertising must be for events, activities or services that are either located in Ruddington or aimed at village residents.
- 2.5 No political advertising is allowed, with the exception of information around forthcoming Councillor Surgeries or elections.
- 2.6 Adverts for regular events can remain on the noticeboards, table or leaflet racks, subject to space and Parish Council permission. Organisers are responsible for replenishing leaflet supplies and making sure the information displayed is up to date.
- 2.7 The maximum size of any advert is A4 for posters and A5 for leaflets or flyers. The design must not contain content that may be considered obscene or offensive languages or images.
- 2.8 Any unauthorised, out of date or inappropriate advertisements will be removed.

3. Banners and A boards

Where events are taking place at Council-owned premises, an A board or banner may be displayed outside the premises or booked room before and during the event. The Policy for displaying these is as follows:

- 3.1 Banners must be fixed in place using string, cable ties, blu-tac or similar and not nails, screws etc.
- 3.2 All advertising materials must be approved by the Parish Council before being displayed.
- 3.3 Banners and A boards must be removed as soon as the event has finished.
- 3.4 Subject to space and Parish Council permission, it may be possible for organisers running regular events to store their banner or A board at the premises where the event takes place. Any such requests must be discussed with the Parish Clerk in advance.

4. Village Newsletter (The Rudd)

No paid advertising whatsoever is permitted in the Rudd. However, the following promotional activities are permitted at the Parish Council's discretion:

- 4.1 Organisers running events, activities or services in Ruddington can promote these by including listings on the Diary page of The Rudd if appropriate. The listings will also appear on the Diary page of the Parish Council website (see section 5 below).
- 4.2 Organisers can also submit editorial about their event, activity or service, provided that the article is information-based rather than blatant advertising. The Parish Council reserves the right to edit articles or decline to publish them.
- 4.3 To maximise the chances of publication, organisers should submit at least one image with their editorial. Logos are generally permitted.
- 4.4 From time to time, the Parish Council may agree to publish posters promoting events in The Rudd.
- 4.5 The deadline for submitting editorial or Diary entries for The Rudd is 15th of the previous month.

5. Parish Council website

No paid advertising whatsoever is permitted on the Parish Council website. However, the following promotional activities are permitted at the Parish Council's discretion:

- 5.1 Organisers running events, activities or services in Ruddington can promote these by including listings on the Diary page of the Parish Council website if appropriate. The listings will also appear on the Diary page of The Rudd (see section 4 above).
- 5.2 In most cases, articles and images that appear in The Rudd will also be published in the News section of the website.
- 5.3 Business owners in Ruddington can list their details in the Local Businesses directory on the website and/or the appropriate page in the Getting Involved section. Listings are free and will be posted at the Parish Council's discretion. The following details must be provided as a minimum: business name, business type or sector, address and phone number.
- 5.4 Organisers running regular or ongoing events, activities, groups or clubs can list these on the appropriate page in the Get Involved section of the website. Listings are free and will be posted at the Parish Council's discretion. The following details must be provided as appropriate: activity name or title, description, times and days of the week the activity takes place, contact name and phone number. Email and web addresses and logos can also be included.
- 5.5 Business owners and organisers are responsible for informing the Parish Council office if any of the details in their listing are missing, incorrect or need updating. Although every effort is made to ensure the accuracy of the information on the website, the Parish Council cannot accept responsibility for any inaccuracies or omissions and does not endorse any service, business or organisation mentioned on it.

6. Non-Council owned premises

Advertisements placed at other locations within the Parish must comply with the five 'standard conditions' of TCP2007:

- i. Be kept clean and tidy,
- ii. Be kept in a safe condition,
- iii. Have the permission of the owner of the site on which they are displayed (this includes the Highways Authority if the sign is placed on highway land)
- iv. 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
- v. Be removed carefully where so required by the planning authority.

Charitable/community events

Although the organisers of some charitable or community events choose to advertise on public highway, this is contrary to the Highways Act 1980. Adverts on the public highway, be they on lamp columns, traffic signs or signals, trees or pedestrian barriers, highway verges, can pose a danger to both pedestrians and motorists, and they also make an area look untidy and create an eyesore.

However, we will not generally take any action to remove such adverts. Although we do ask that organisers observe the following conditions:

- Adverts should only be affixed to lamp columns, and not to traffic signs, traffic signals, trees or pedestrian barriers.
- Adverts should not be placed within 5m of a traffic junction.
- The method of affixing the advert must not damage the lamp column in any way.
- Adverts should not be affixed earlier than seven days before the event, and removed within 24 hours after then event.
- All fixings must be removed when the advert is removed.
- Thought should be given to the size, design and number of adverts.
- The adverts should state the name of the charity that is benefiting from the event.
- Please note that we may remove any adverts that do not observe these conditions, or pose a danger, are considered offensive, or too numerous.

This Policy does not allow indiscriminate advertising / fly posting on telegraph poles, trees, street furniture, road signs, fences or highway verges etc. Advertising material which contravenes this Policy may be removed by the Parish Council.

If illegal fly-posting that relates to an event taking place at Council-owned premises is brought to the Parish Council's attention, organisers should note that their event and any future bookings may be cancelled without notice.