

Stoke by Nayland Parish Council

Policy on Control of Roadside Advertising

Policy

- (1) Event Advertising will be permitted on highway verges, utility poles and similar structures subject to the following conditions:
 - (a) Signs shall comply as a minimum with Suffolk County Council Highways Advice Note ESE 01 "Advertising Signs in the Highway"
 - (b) Advertising signs must relate to events in the Parish of Stoke by Nayland or its adjoining Parishes (Nayland, Leavenheath, Polstead, Shelley, Higham)
 - (c) Signs shall be no greater than A2 size, except for events within the Parish where one banner sign may be erected on the grass triangle at the junction between Stoke Hill and School Street
 - (d) A maximum of six signs per event may be displayed within the Parish
 - (e) Signs shall be erected no more than four weeks before the event and shall be removed within two days of the event.
- (2) Advertisements unrelated to a specific event shall comply with 1(a) and 1(c) above, and shall be displayed for no longer than four weeks.
- (3) Advertisements in breach of the foregoing may be removed without notice and will be retained for one month prior to disposal. Signage may also be removed without notice when a party has been informed of this Policy.

Objectives

The objective of this Policy is to confine informal roadside advertising and signage to appropriately-sized **temporary** notices for community events in the Parish or in neighbouring parishes, as well as for public information notices that are of specific interest to Parishioners, such as local road closures.

Procedures

The Clerk will forward a copy of this Policy to any party that erects or seeks to erect signage that appears in conflict with the Policy. The Clerk shall notify the said party of any breach within 3 days of such breach being brought to his/her attention, requesting removal of the offending signs within no more than 3 days, after which the Clerk shall arrange for such signs to be removed to storage, provided that the signs are located on land over which consent to enter for this purpose has been obtained¹.

This Policy shall be reviewed at least biennially.

¹ Consent currently applies to roadside verges in the ownership of Suffolk County Council Highways, and to land in the ownership of the Tendring Hall and Priory Estates