

SARRATT PARISH COUNCIL

Policy Guidelines on the Display of Signs and Posters on Common Land in the Care of the Council

1. Background

Signs and posters, usually publicising local events, often appear on Sarratt Green or on other common land within the Parish, either with or without the permission of the Sarratt Parish Council (SPC). The Council fully accepts the need for effective publicity drawing attention to local events. Such publicity is essential to the success of these events and hence to the life of the village community. However, within its general duty of care for this common land, the Council has byelaws and is conscious of its responsibility to exercise control over the use of signs which can be unsightly, distracting to traffic and detrimental to the general appearance of the village.

2. Objectives

The issue of signs is frequently discussed by the SPC in considering their response to particular requests or in receiving complaints about unsightly signs. This paper aims to provide policy guidelines which will assist the Council decisions and ensure some measure of consistency and continuity in managing the issue.

3. Policy Guidelines

- 3.1 Organisations or individuals wishing to place signs on common land within the Parish must first seek permission from the SPC.
- 3.2 Applications in writing should be made to the Clerk of the Council at least three weeks before the event.
- 3.3 Permission may be given for publicising a single event or in certain instances the permission may cover a series of repeating events, on the understanding that the Council reserves the right to withdraw this permission at any time in the future.
- 3.4 Fly posting is not permitted under the byelaws. Any such posters will be removed by the Council and if an organisation or individual persists in fly posting then, with the agreement of the Council, will be contacted and further action taken as appropriate.
- 3.5 Commercial premises, e.g. public houses, shops, are not permitted under the byelaws to place signs on common land adjacent to their premises. If such signs appear the person responsible will be asked to remove them. Failing such removal they will be removed by the Council.
- 3.6 Local events fall into two categories.
- 3.6a In the case of functions put on by the village organisations. e.g. Village Day, School Fair, Church Flower Festival, etc., the Council will normally be prepared to give permission for suitable signs to be put up eight days before the actual event.
- 3.6b In the case of functions held in the village arranged by commercial organisations, e.g. Auctions, Antique Fairs, etc., the Council will normally be prepared to give permission for suitable signs to be put up on the day before the actual event.
- 3.7 For all the above functions the organisers should ensure that all signs are taken down on the day following the day of the event.
- 3.8 The Council will not expect signs to be professionally produced but they would expect them to be of no larger than 400 x 500 cm and the content is to be approved by the Council prior to erection.
- 3.9 The day-to-day handling of these matters is delegated by the SPC to the Clerk and the Lead Member for Environment.

