



STURMINSTER NEWTON TOWN COUNCIL

Policy concerning advertisements on land controlled by the Council

Adopted on: 7th April 2016

Review date:

1. Sturminster Newton Town Council desires to preserve visual amenity and to reduce litter throughout the parish. However, it also desires to assist in the promotion of events and/or activities which tend toward the good of the community (rather than private profit) where this can be done without unacceptable loss of amenity. Accordingly, the Council will not authorize or tolerate the display of advertising material on land which it controls save as specifically indicated in paragraph 2 below.
2. The Council will allow on a temporary basis items:
 - 2.1 which are official notices or which give notice of events, campaigns or activities within this parish tending toward public benefit and not wholly or mainly for private or commercial profit; and
 - 2.2 which are secured in a suitable manner either:
 - 2.2.1 to the railings on the north side of the A357 either side of the bridge or at the south-east end of the Railway Gardens, or
 - 2.2.2 to posts or hoardings planted adjacent to the railings on the north side of the A357 either side of the bridge; and
 - 2.3 for which the consent of the local planning authority either has been obtained by the advertiser or is not required; and
 - 2.4 which, in the reasonable opinion of the Council, is not offensive, or likely to distract road users, or otherwise such as ought not to be permitted.
3. For the purposes of the preceding paragraph 2, "a temporary basis" means:
 - 3.1 for official notices, the period for which such notice is required to be given;
 - 3.2 for notices of events, two weeks before and three days after the relevant event; and
 - 3.3 four weeks in any other case.
4. Council staff are authorised:

- 4.1 to take down items (along with ties and other fixings) which do not comply with the foregoing principles and remove them to the Council Office as soon as reasonably practicable;
- 4.2 where practicable, to notify the relevant advertiser of the removal of each item within 24 hours of such removal and make it available for collection during the hours when the Council Office is open to the public;
- 4.3 to refer queries regarding advertising on land controlled by the Council to the Town Clerk, and
- 4.4 to dispose of any items removed in accordance with this policy which have not been collected from the Council office after 28 days.