



# **Sturminster Newton Town Council**

## **Advertising & Signage on Council-Controlled Land Policy**

### **1. Purpose**

This policy sets out the standards and controls governing the display of advertising, banners, commercial sponsorship boards, and other signage on land, buildings or property owned, leased, managed or controlled by Sturminster Newton Town Council.

The policy aims to preserve the character and amenity of the area, ensure public safety, comply with planning law and highway regulations, support GDPR and safeguarding standards, and maintain fairness regarding charitable and political advertising.

### **2. Scope**

This policy applies to:

- All Town Council owned, managed, leased or controlled land and buildings.
- Council-run and third-party events on Town Council land.
- Political or election-related publicity.
- Charitable, community or non-profit organisations wishing to promote events.

The policy covers all temporary or permanent signage, banners, posters and promotional material, whether freestanding or attached to railings, posts, street-furniture or structures on Council-related land.

### **3. Policy Statement**

#### **3.1 Prohibition of Commercial Advertising**

The Council does not permit permanent commercial advertising, commercial sponsorship boards, or business-promotional signage on any Council land or property.

#### **3.2 Charitable and Community Event Signage**

The Council may permit temporary signage for charitable, community or non-profit events subject to:

- Written Council approval.
- Clear naming of the charity or organisation (including charity number where applicable).
- Installation no more than 2 weeks before the event.
- Removal within 3 days after the event.
- Compliance with planning and highway regulations.

#### **3.3 Permanent Signage**

Permanent signage of any type (commercial, community or otherwise) is not permitted unless part of a formally approved asset, lease arrangement, or statutory requirement.

#### **4. Election / Political / Campaign Signage**

The Council prohibits the display of election-related posters, banners or campaign publicity on Council-owned or managed land, buildings or street-furniture.

This includes railings, lampposts, noticeboards, verges and other structures.

#### **5. Highways, Safety and QR Code Restrictions**

The Council will not permit:

- Any signage containing QR codes or web links when placed on or near highways .
- Any signage that risks distracting road users.
- Any signage affixed to lampposts, highway signs, public railings or street-furniture under Council control unless explicitly authorised.

Unauthorised signage may be removed immediately if causing obstruction, a safety hazard, nuisance, or breach of policy.

#### **6. Applications for Permission**

All requests for signage must be submitted using the correct form. Requests must include:

- Purpose and type of signage.
- Proposed dates of installation and removal.
- Details of the organisation, charity status and contact information.

#### **7. Enforcement and Removal of Unauthorised Signage**

Council staff are authorised to:

- Remove signage that breaches this policy.
- Store removed signage for 28 days for collection.
- Notify the advertiser where possible.
- Dispose of uncollected signage after 28 days.

#### **8. Exceptions**

This policy does not apply to:

- Internal temporary signage used within hired Council buildings.
- Official Council notices, safety signage or statutory signage.
- Signage included within formally approved leases or licences.

#### **9. Review**

This policy will be reviewed every two years or if required due to changes in legislation.

Adopted: Dec 25

Review Due: Dec 27