



Sarratt Parish Council

Policy and Procedures: Display of Signs and Posters

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 Sarratt Parish Council. The Council fully accepts the need for effective publicity to draw attention to local events. Such publicity is essential to the success of these events and hence to the life of the Parish community. However, within its general duty of care for its 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 Parish.

2. Objectives

Requests for the display of signs, or complaints about unsightly signs, are regularly received by the Parish Council. This policy aims to provide guidelines which will assist Council decisions and ensure 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 Sarratt Parish Council.
- 3.2. Applications should be made in writing to the Clerk of the Council at least three weeks before the event being publicised.
- 3.3. Permission may be given for publicising a single event, or in certain instances 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. Flyposting is not permitted under the byelaws. Any such posters will be removed by the Council and if an organisation or individual persists in flyposting then, with the agreement of the Council, they 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 Parish 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 Parish 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 do expect them to be of reasonable standard, quality and size.
- 3.9. The day-to-day handling of these matters is delegated by Sarratt Parish Council to the Parish Clerk, and Lead Councillors for the Environment.

Reviewed and adopted: 13 April 2021