



SILCHESTER PARISH COUNCIL

Member of the Hampshire Association of Local Councils

[Silchester Parish Council](http://www.silchesterparishcouncil.gov.uk)

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Advertising Policy

The purpose of this policy is to clarify which advertising is acceptable on Parish Council land, on Parish Council noticeboards and on the Parish Council website.

Silchester Parish Council policy:

- 1) Advertisements for local community and charity events only will be allowed on parish land, noticeboards and the website. Business/ commercial advertising will not be allowed.
- 2) Parish Council permission to erect/display any form of advertising must be gained from the Parish Council via the Clerk before any signs are erected.
- 3) Signs or banners on the common should comply with Class 3(d) of the advertising regulations in Appendix 1 below.

Signs which fall outside of these conditions will require planning permission from BDBC as well as Silchester Parish Council consent.

- 4) Signs/ banners will usually be granted permission for a maximum of 2 weeks and they must be removed within 72 hours after the event has taken place.
- 5) Signs must be erected in a safe and secure manner and without damage to Parish land. The council will require any damage to be repaired at the advertisers own expense.
- 6) Signs must be erected in an appropriate position so as not to obstruct pedestrian access, cover road signs or impede the sight line for vehicles.
- 7) The Parish Council reserves the right to remove any signs that do not conform to the criteria of this policy.

Appendix 1

Advertising regulations

The regulations which govern advertising signs, posters and banners can be found here [Outdoor advertisements and signs: a guide for advertisers - GOV.UK](#)

The section regarding Class 3(d) of the Town and Country Planning (Control of Advertisements) Regulations 2007 applies to the deemed consent of temporary banners:

Class 3(D) permits temporary notices or signs which are intended to advertise any local event being held for charitable purposes, which may be religious, educational, cultural, political, social or recreational, but not for any commercial purpose. This permission would include an advertisement for: a church bazaar a fete for a parent-teacher association a sponsored marathon in aid of charity an amateur sports event, but not any sporting event organised for commercial purposes. The advertisement permitted by Class 3(D) must not exceed 0.6 of a square metre.

Advertisements permitted by Class 3 must not: have any letters, figures, symbols or similar features of the design over 0.75 of a metre in height; have the highest part of the advertisement at more than 4.6 metres above ground-level; or be illuminated in any circumstances. And, if a Class 3 advertisement relates to a sale or event, it must not be displayed more than 28 days before the sale or event begins and must be removed within 14 days after it ends.

Tracking changes

Review Date	Point	Changes made
<i>September 2025</i>	<i>Whole policy</i>	<i>Policy written</i>
<i>November 2025</i>	<i>Whole policy</i>	<i>Discussed at PC meeting and updated.</i>
<i>1st December 2025</i>	<i>Whole policy</i>	<i>Policy approved for circulation</i>