

Pulborough Parish Council Protocol for Signage

This protocol has been drafted to comply and be in accordance with Horsham District Council's own guidelines.

Pulborough Parish Council encourages community advertisers to seek permission and advice from Horsham District Council on the best locations for local advertising and encourages the use of community notice boards.

Please note the following general guidelines for advertisements and signage:

- i). We would not expect any sign or advertisement to be erected more than 28 days in advance of the start of the event.
- ii). We would normally expect signs and advertisements to be no more than 100cms by 60cms but provided all other aspects relating to these guidelines are observed slightly larger advertisements may be tolerated.
- iii). We would normally expect any sign or advertisement for a charity or community event to include the **name and address or name and telephone number or a valid web address**.
- iv). Signs advertising a village fete, fun fair or a circus will be permitted without a name and address or phone number or web address provided they are sited in a suitable place without causing any safety issues.
- v). Any signs advertising a business must be on the premises to which it relates. Information can be obtained from Horsham District Council as the local planning authority.

Important Notes:

1. In the case of signs Horsham District Council regard as acceptable, we expect the signs together with any metal or plastic ties or string used to attach the sign **to be removed within 7 days** after the end of the event. In any case they **must be removed within 14 days** from the end of the event otherwise the Parish Council will advise Horsham District Council who will either issue a £75 Fixed Penalty Notice for each sign still on display or will remove the sign(s) and claim back the cost of removal from the originator or beneficiary of the sign or from the company which put the signs up.
2. Any signs or advertisements which do not comply with the guidelines above are not acceptable. This includes any sign or advertisement which;
 - (a) is on a roundabout (unless it is a fixed sign sponsoring the roundabout)
 - (b) is obstructing a highway, impeding a driver's sightline or obscuring (or hindering the interpretation of) a road, rail, waterway or aircraft sign
 - (c) is offensive
 - (d) has the likely potential to cause harm or which is considered to be a hazard because of its size, location or condition
 - (e) which does not include the beneficiary's name and address or name and telephone number or a valid web address (see point iii above).
3. In the case of signs which are regarded as unacceptable, the Parish Council will advise Horsham District Council. The originator of the sign(s) may be contacted by Horsham District Council and given 48 hours to remove the sign(s). If a sign is not removed within 48 hours then Horsham District Council will either issue a £75 Fixed Penalty Notice for each sign or will remove the signs and claim back the cost of removal from the originator or beneficiary of the sign or from the company which put the signs up.

4. Any sign removed by Horsham District Council (HDC) shall be disposed of without reference to the originator. Horsham District Council shall not be responsible for storing signs, for any damage caused to the signs or for returning signs to the owner
5. 'A' Boards are the subject of a separate protocol managed by West Sussex County Council.
6. An Estate Agent's board relating to the selling or renting of a property must only be kept on the land to which it relates.

Signs on private land

Horsham District Council encourages the use of private land for promoting community and charity events. It is permissible to place signs or advertisements on private land with the permission of the landowner but advertisers are encouraged not to keep such signs up for more than 21 days in advance of an event and to remove them promptly, ideally within 48 hours, of the event concluding. This covers for example the 'South of England Show' type boards placed in hedgerows or inside field boundaries. Such advertisements do not need to contain a name, address and telephone number. In the event that a District Council Officer perceives that any of these signs present a danger then Horsham District Council will liaise with the landowner to suggest a better location.

The relationship between the County Council and Horsham District Council

West Sussex County Council, as the Highway Authority, uses powers under the Highways Act to deal with signs or advertisements on to the Highway. For the sake of these guidelines, a Highway is defined as a public road, street or pathway owned or maintained by the local authority and available to the public for use for travel or transportation. This includes grass verges.

West Sussex County Council has developed operating procedures in consultation with local planning authorities which provide a standard policy across West Sussex enabling a proportionate response to be taken according to specific circumstances.

Horsham District Council supports the County Council which has control over signs and advertisements on the Highway. Horsham District Council holds a delegated authority from West Sussex County Council under S.178 of the Highways Act 1980 to grant permission for the erection of lamppost banners and "apparatus" over or across a highway. This authorises the erection of District Council advertising (e.g. Pantomime, 'Horsham in Bloom' banners).

Powers and the capacity to enforce

The Town and Country Planning Act 1990 (section 224) creates an offence of displaying an advertisement without consent. It is punishable by a fine of up to £2,500. The Highways Act 1980 section 132 (1) A person who, without either the consent of the highway authority for the highway in question or an authorisation given by or under an enactment or a reasonable excuse, paints or otherwise inscribes or affixes any picture, letter, sign or other mark upon the surface of a highway or upon any tree, structure or works on or in a highway is guilty of an offence. This means that any sign not given consent by West Sussex County Council's Highway department is a fly poster even if staked into the ground or hung from street light, pedestrian railing etc.

Horsham District Council can serve a notice that the advertisements must be removed within 48 hours, issue a £75 Fixed Penalty Notice for each sign or remove them and claim its costs of doing so.