



SOUTH WONSTON PARISH COUNCIL ADVERTISING POLICY

Approved: September 2026

This policy explains which categories of advertising, in what form and in which location will be permitted by the Parish Council.

The Parish Council's own promotional advertising (not covered by this policy) and publicly-sourced advertising both comply with the Advertising Standards Authority-administered UK Code of Non-Broadcast Advertising and Direct and Promotional Marketing 2010 (CAP), the Code of Recommended Practice in Local Authority Publicity 2011, the Town and Country Planning Act (Control of Advertisements) (England) Regulations as amended 2012 and Planning Practice Guidance (Advertisements) 2019.

The Parish Council welcomes applications for temporary/time-limited advertisements:

- 1) From village-based charities, organisations and groups which benefit the parish and its residents or
- 2) From those charities, organisations and groups from the wider community which benefit or are of particular interest to the parish and its inhabitants.

The Parish Council will not accept advertising material from:

- 3) commercial or political bodies or pressure groups or any advertisers that are not "legal, decent, honest and truthful" (CAP).

The Parish Council will permit the following types of advertising material:

- a) In the form of posters or leaflets on paper or card A5 or A4 in size as advised by Clerk,
- b) In the form of digital posters (size/format to be decided by the Parish Council's media editors) and
- c) In the form of A boards (A1 or A2), feather, rectangle or teardrop flags (96cm x 168cm), pop-out banners (2000 x 1000mm) or rectangular banners (910 x 610mm).

All advertising must be eye-catching and attractively designed and show clearly “who, what, when and where”.

Advertising will be located on Parish Council property in or on the places permitted (see below). No advertisements may be placed anywhere but as set out in this policy. Fly-posted items will be removed.

Advertising categories may be placed:

- a) according to available space on the Parish Notice Board in the Recreation Ground Car Park or according to available space on the noticeboard or shelf in the Pavilion,
- b) according to available space on the Parish Council’s social media or South Wonston Voice (digital newsletter) and
- c) A boards and flags may be sited near the Pavilion entrance, securely fixed and weighted, not obstructing official signage, the car park or path or presenting a public hazard or causing damage to Parish Council property. The Parish Council does not accept liability for any accident, injury or damage. Event organisers must monitor their signs for stability, repair any damage they cause and have appropriate insurance. Pop-up banners may be placed near the Pavilion entrance or the MUGA, games court or sports pitches as appropriate, (same conditions as above). Please note that the MUGA, and the games court walls are for Parish Council promotions ONLY. Any other banners will be removed. Rectangular banners may be fixed to the Pavilion porch or fastened to suitable and moveable frames alongside the grass edges of the car park or sports pitches on the Recreation Ground (same conditions as above).

Advertising categories will be displayed and removed:

- a) X weeks before the event and removed afterwards, or, if for information only, displayed for one month and then removed
- b) X weeks before the event and removed afterwards or, if for information only, displayed for one month and then removed, or
- c) Displayed and removed on the day of the event.

Applicants should request a form (normally digital but also available on paper) X weeks before their event or start of information display from Clerk who will use her discretion to grant permission for advertisements which meet the above acceptable criteria or, if uncertain, consult the Chair. Applicants will be notified within X days. There is no charge. Clerk may be contacted at clerk@southwinton-pc.gov.uk