

Area West Committee – 19th September 2007

## **6. Advertisement Protocol**

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### **Purpose**

To appraise members of the Council's protocol for the control of advertisements.

### **Background**

Following the implementation of new legislation, the Scrutiny Committee commissioned and considered a report on the means of controlling the display of signs and advertisements, particularly relating to fly posting, in South Somerset.

The Scrutiny Committee endorsed the findings of the Commission and the District Executive approved the protocol at its meeting on 7th June 2007 (copy attached at page 2).

The Senior Enforcement Planner will give an oral presentation to members to inform them of the content of the protocol.

Representatives from Town and Parish Councils have been invited to the meeting for this item during which there will be an opportunity to comment and ask questions.

**Background Papers:** *Report to District Executive – 7th June 2007*  
*Protocol for the Control of Advertisements*

**Advertising Protocol**

1. All signs shall be displayed in accordance with the Town & Country Planning (Control of Advertisements) (England) Regulations 2007
2. Where such signs are displayed without exemption or deemed consent, consideration will be given to the expediency of taking enforcement action for the removal and / or prosecution of the offence.
3. The Development Control Service will be responsible for controlling all unauthorised signs displayed outside the confines of the highway.
4. The Street Scene Unit will be responsible for the control and removal of all unauthorised commercial signs within the confines of the highway, which includes pavement and verge areas.
5. The Street Scene Unit will be responsible for the control and removal of unauthorised signage pasted onto buildings and street furniture.
6. The display of signs relating to social and charitable events will be referred to the Development Control Service for assessment under Class 3D of the Regulations.
  - The Development Control Service will advise any offender under Class 3D of the offence and provide an opportunity to remove or reposition the signs
  - Failure to comply with the request will be subject to consideration of enforcement action, including that of prosecution action
  - Repeat display of signs contrary to the deemed consent class (3D) of sign will render the advertiser liable to formal action, including prosecution action.
7. In the interest of commercial viability, discretion will be given to the expediency of action over the display of commercial 'A' board signs, provided they are located immediately outside the premises to which they relate, and do not cause obstruction of the pavement or endanger the safety of pedestrians.
8. Action will be taken to recover all reasonable costs incurred in the removal and storage of unauthorised signs.
9. Action will be taken to recover all reasonable costs incurred in the specialist work to remove from buildings, structures and street furniture, any pasted signs and advertisements.
10. All action will be in accordance with national legislation and government advice and commensurate and proportionate to the offence.