

HENLEY-ON-THAMES TOWN COUNCIL



ON-STREET ADVERTISING POLICY

Version ID	Description of change	Version sponsor	Policy Owner	Creation date	Approval date	Next review date
2.1	Comprehensive review	Town Clerk	T&C Committee	08/10/2019	n/a	n/a
2.2	Minor amendments	Town Clerk	T&C Committee	18/10/2019	n/a	n/a
2.3	Clarifications to item 4.4	Town Clerk	T&C Committee	28/10/2019	27/11/19	Nov 2021

SCOPE OF THE POLICY

- 1.1 Henley is renowned for its picturesque setting and town centre. As a busy market town, it is also home to a broad range of shops and other businesses, which need to advertise their services.
- 1.2 This policy looks to balance the needs of businesses with the desire to retain the town centre's attractiveness, by regulating the use of posters, A-boards, signs, and other advertising placed on the public highway around the town centre.

WHAT AND WHO IS COVERED BY THE POLICY

- 2.1 The policy is intended to direct staff as to how they should manage requests for posting advertisements, and removing any advertisement that contravenes this policy. The policy is also here to inform local businesses and other advertisers of their obligations. The policy covers all public highway within the civil parish of Henley-on-Thames.

LEGAL FRAMEWORK

- 3.1 Under ss132 and 143 of the Highways Act 1980, the power to enforce any restrictions regarding advertising on the public highway lies with the local highways authority, Oxfordshire County Council. The County Council delegated this power to the Town Council under s101 of the Local Government Act 1972 in an agreement of 25th March 2009.
- 3.2 As the local licensing authority, South Oxfordshire District Council are also responsible for controlling the display of advertisements which fall within the Town and Country Planning (Control of Advertisements) Regulations 2007.
- 3.3 Within these Regulations, temporary signs such as posters (Class 3) are permitted as long as:
 - (a) they are for non-commercial purposes or for a travelling circus or fair
 - (b) they do not exceed 0.6sqm in size (for reference A1 is 0.5sqm and A0 is 1 sqm)
 - (c) they are not displayed more than 28 days before the event
 - (d) they are removed within 14 days after the event ends
- 3.4 South Oxfordshire District Council have the power to remove any advertisement that contravenes the regulations, and to bring a prosecution under s224 of the Town and Country Planning Act 1990.
- 3.5 A-boards on the public highway (including footways) where vehicles are prohibited require express advertisement consent from South Oxfordshire District Council, as well as consent from the Town Council, under its 2009 agreement with Oxfordshire County Council.

- 3.6 Fly-posting is the display of advertising material on private property without the owner's consent. The landowner has the power under common law to remove any such advertising.
- 3.7 Any advertisement placed on the highway (including the footway) which causes an obstruction, is an offence under s137 of the Highways Act 1980. The Police have the power to deal with such an offence.

POLICY STATEMENT

- 4.1 The Council's objective is to permit advertisements insofar as they:
- (a) are not detrimental to the visual amenity of the town
 - (b) do not cause an obstruction or other offence, and
 - (c) are beneficial to Henley residents and visitors
- 4.2 The Town Clerk shall be delegated authority to determine all permissions relating to both A-boards and posters, as laid out below.
- 4.3 All applications to display advertisements on the public highway should be made by contacting the Town Council on 01491 576982 or emailing n.taylor@henleytowncouncil.gov.uk.

Posters

- 4.4 No posters or other temporary signs shall be permitted on the public highway unless they meet the following criteria:
- (a) they do not exceed A2 in size and are no smaller than A4
 - (b) they are not displayed more than 7 days before the event
 - (c) they are removed within 2 days after the event ends
 - (d) they can demonstrate a direct and significant benefit to Henley residents and visitors
 - (e) there are no more than ten posters promoting the same event
 - (f) there are no more than three events being advertised at one time
- 4.5 Consent shall be granted for any not-for-profit events that meet the above criteria.
- 4.6 Consent shall be granted for commercial events, should they meet the criteria set out in 4.4, and should they demonstrate that they have received consent from the Licensing department at South Oxfordshire District Council.
- 4.7 No advertising shall be permitted on Council-owned property without the express permission of the Council.
- 4.8 Posters and other signage must not be affixed to any tree, bench or green street furniture.
- 4.9 Posters should be made out of laminated cardboard or a Foamex style material.

- 4.10 The use of any kind of tape to affix posters is strictly prohibited, and our preferred method of affixing is string.
- 4.11 Any organization not removing their posters within two days after the event ends shall not be granted any future permission.
- 4.12 Any unauthorized posters shall be removed immediately. If possible, the Council will attempt to contact the event organizer to arrange the collection of the posters.
- 4.13 If the posters are not be collected within 14 days, the Council shall dispose of them.

A-boards

- 4.14 No A-boards shall be permitted on the public highway unless they can demonstrate that they have received consent from the Licensing department at South Oxfordshire District Council.
 - 4.15 A-boards must be placed on the footway at the closest point to the entrance of the business without causing an obstruction.
 - 4.16 No more than one A-board or standalone advertisement per business shall be permitted on the public highway.
 - 4.17 In the first instance, the Council shall contact the business of any A-boards contravening the above conditions, and request that they remove it.
 - 4.18 Should the A-board or standalone advertisement not be removed within one day, the Council shall remove the advertisement and inform the business.
 - 4.19 If the advertisement is not collected with 28 days, the Council shall dispose of it.
 - 4.20 Any organization that continually contravenes the rules on either A-boards or posters shall be referred to Oxfordshire County Council, South Bucks District Council, and / or the Police, as appropriate, for further action.
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