



A-Board and Advertising Signs Policy

In Totton, businesses and venues want to promote and advertise their services and products to as many potential customers as possible. Totton and Eling Town Council support's and work's with local businesses to improve the economy but also have a responsibility to ensure the public can use streets and footways safely and without obstruction.

Any A-boards placed in unsuitable locations can pose a potential hazard to passers-by, cause a distraction to drivers and restrict access for maintenance activities, making street cleaning, grass cutting and winter gritting more difficult.

The restrictions placed upon A-board regulations draw to attention that certain businesses are using this form of Advertising, however to ensure a fair and equitable policy is in place and to maintain public safety, permission will not be granted for the display of A-board's within the local authority boundary of Totton and Eling Town Council .

Planning permission, or 'advertisement consent' may still be required if you intend to display an advertisement / company sign on/at your premises or elsewhere under the **Town and Country Planning (Control of Advertisements) Regulations 2007**. The advertising control system covers a very wide range of advertisements and signs and there are many factors to take in to consideration to determine if advertisement consent is required, such as the size of the advert, if it will be illuminated, where it will be situated, whether it's on a Listed Building or in a Conservation area, see www.gov.uk/government/publications/outdoor-advertisements-and-signs-a-guide-for-advertisers

Fly-posting Legislation and Enforcement

Fly posting is the illegal posting of advertisements, leaflets and other promotional material on both Council owned and Private land and property, including any posters, placards, metal directional signs, A-boards and banners, which can advertise a range of businesses, events and services.

Fly posters are often put up on the side of the road, where, as well as distracting motorists, they obscure traffic signs and signals, have a detrimental effect on the environment and can become litter if not removed. Fly posting contravenes **s.132 (1) Highways Act 1980 and s.224 of the Town and Country Planning Act 1990** and is punishable in the Magistrates Court by a sumery fine of up to £2,500. If you would like to discuss any aspects of this guidance, please contact the Town Management Team by email: info@totton-and-eling-tc.gov.uk

Totton and Eling Town Council is responsible for removing this material, as appropriate, from public areas and Council owned buildings under **s.225 TCPA 1990**. The Council can request that advertisements must be removed within 48 hours or Authorised Council Officers may issue a £75 Fixed Penalty Notice for each sign that is displayed without authority on public land.

