

Studland Parish Council

Voluntary Code for “A” boards and other advertising.

Introduction

Below is a voluntary code for businesses, organisations and individuals who place A Boards and other advertising boards and signs in the Parish of Studland.

The Studland Parish Council (SPC) and residents of Studland are keen to ensure that the character of the village is retained and maintained in well-kept manner.

The number of boards has increased over the years, there is duplication of some boards/signs and it has come to the attention of SPC that the community is concerned about the general proliferation in the village, particularly around the cross roads (centre of village) and at the green triangle at the top of Beach Road. Some of these boards remain out during periods when businesses are not open, there are examples of duplication with other signs and adverts / boards. These sometimes fall over - adding to the general road-side clutter.

All businesses and organisations who operate in and from Studland have therefore been asked to sign up to comply with the following code.

Voluntary Code for “A” boards and other advertising:

It is requested that all parties wishing to place / erect a board formally seek approval of the Studland Parish Council and do not erect any such board or advertising until approval has been given.

The request is to be submitted electronically to the SPC Clerk:

parishclerk@studlandparishcouncil.org.uk

Part 1 - details of advertising

The request is to include the following details:

1. Name of Business/organisation
2. Contact details / responsible person
3. Size and type of Board
4. Text of Board (photo of both sides to be provided)
5. Times, dates and duration of intended display
6. Location of intended display
7. Number of boards intended for display in Studland
8. Confirmation that there is no duplication with other signs (permanent or otherwise)
9. Assurance that the board(s) will be taken down / taken away when not applicable
10. Assurance that the information on the board will be kept up to date and relevant
11. Assurance that due regard will always be had that the Board(s) will be sympathetically/appropriately placed and located to keep the village tidy and well presented.
12. All boards will only advertise / relate to businesses and / or events that take place in the village of Studland.

Part 2 - Compliance with Dorset Council policy

This code also takes into account the following requirements within **Dorset Council's current policy on A Boards** – which are expected to be complied with at all times:

- (i) a-boards must be in good condition and appear professionally made (for example, proper sign writing, painting / printing) and will not contain offensive content
- (ii) boards should not exceed a maximum height of 1.2m and width of 0.6m.
- (iii) the A-Board must be 2 sided, or otherwise freestanding, creating an “A” shape or easel effect. Other designs which achieve the same purpose, such as a board suspended from a top-

rail within a frame, is also acceptable. The structure must be of sufficient weight or design to prevent it being blown over in strong winds. It should not be on trailer wheels or other trailer-type device, leant against a wall or be a rotating cylinder

(iv) a-boards must allow a minimum of 1.8m of free passage (increased to 3.5m in pedestrianised areas) when placed on the pavement and the position must be consistent on a day-to-day basis. A-Boards should not be placed on grass verges

(v) a-boards must not impede vehicular and/or emergency access or impede sightlines

(vii) where a business has its own private forecourt adjacent to the highway, any A-Board shall be placed wholly within this forecourt

(viii) when erected on the highway, A-Boards must be positioned immediately outside the premises and as near to the premises as possible.

(ix) a-boards on roundabouts, pedestrian refuges or central reservations will be considered a danger and will be removed immediately in accordance with section 149 of the Highways Act 1980.

(xi) A-Boards must not be attached to street furniture, trees or other items of infrastructure within the highway (including pavements)

(xii) where an accumulation of A-Boards and / or other advertising techniques result in the pavement not being easily accessible, all must be removed until agreement is reached as to what is acceptable

(xiii) businesses wishing to erect an A-Board on the highway must have at least £5 million public liability insurance and be able to produce a copy of a valid when requested to do so.

Part 3 - Agreement

Addressed to the Clerk, Studland Parish Council

I[insert name]seek the approval of Studland Parish Council to erect A board(s) / other advertising as detailed in part 1 above. I also agree to comply with the Dorset Council policy requirements set out in part 2.

Signature of applicant.....date.....

Position held in business / organisation.....

Name of Business or organisation.....

Email address

Contact telephone number