


## South Somerset District Council's Advertising Protocol


Below are some of the points in the council's advertising protocol, which is guided by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.


1. The Development Control Service will be responsible for controlling all unauthorised signs displayed outside the confines of the highway.
2. 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.
3. The Street Scene Unit will be responsible for the control and removal of unauthorised signage pasted onto buildings and street furniture.
4. Action will be taken to recover all reasonable costs incurred in the removal and storage of unauthorised signs.
5. 'A' board signs may only be displayed immediately outside the premises to which they relate, and must not cause obstruction of the pavement or endanger pedestrians' safety.


Full details and more information on the Advertisement Regulations can be found at [www.southsomerset.gov.uk/signs](http://www.southsomerset.gov.uk/signs)



South Somerset District Council  
More information is available from  
 [www.southsomerset.gov.uk](http://www.southsomerset.gov.uk)

 01935 462462  
(8am to 6pm Monday to Friday)

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**IF YOU NEED THIS INFORMATION IN  
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PLEASE CALL 01935 462462**



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## South Somerset District Council



A guide to advertising your event:  
Signs and Posters



Advertising in the wrong place could lead to your sign being removed and a fine of up to £2500.

This guide tells you how you can legally use signs to advertise your event.

There are some simple rules about where you can and where you cannot put a sign up, so keep this guide to hand.

This information is designed to help you advertise your local event in a way that will keep your neighbourhood safe, neat and tidy.

Advertising in the right places and with the right sort of signs makes sure that the area remains clean and tidy, and that neighbours are not annoyed by nearby signs or posters.

Motorists are also safer without distractions at the roadside, and pedestrians will be at less risk of tripping over or having their path blocked by a pavement sign.

The rules for advertising are governed by the Advertisement Regulations, which are the same for the whole of the country.

A link to more information on the Town & Country Planning (Control of Advertisements) (England) Regulations 2007 can be found at [www.southsomerset.gov.uk/signs](http://www.southsomerset.gov.uk/signs)

South Somerset District Council's Streetscene team are able to issue fines and remove signs in the district that do not comply with the Regulations, so it is important to make sure that your sign is legal.

The next two pages give you some of the do's and don'ts of putting up a sign.

### What you CAN do with signs:



You CAN display temporary signs for:

- religious;
- educational;
- cultural;
- political;
- social and recreational events.

You CAN put these signs up:

- on private land – with the land owners permission, such as in your garden;
- on town and village noticeboards;
- on official advertisement sites;
- on shop and public hall noticeboards;
- in free papers and village news sheets;
- on town and village web sites.

All signs must be taken down within 14 days of the event ending.

### What you CANNOT do with signs:



You CANNOT display signs:

- that are for commercial purposes;
- that are larger than 0.60 square metres (which is about the size of a house 'for sale' sign);
- that are illuminated;
- that are more than 4.60 metres above ground level;
- more than 28 days before the event.

You CANNOT put signs up:

- on the public highway including pavements;
- on verges;
- on road or traffic signs;
- near road junctions;
- on street furniture, such as telegraph poles, benches or walls.

Extra signs in these places can cause obstructions or distractions to drivers or pedestrians.