
Report To:	Planning, Leisure & Environment Committee	Date:	15th April 2024
Contact Officer:	Paula Harrison		
Subject:	Advertising Signs		

1. Estate Agents Boards/Advertising Signs

- 1.1 Councillors will be aware that on a frequent basis, advertising boards are posted on public land, most commonly where grass verges are adjacent to roads. The rules associated with these are in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 1.2 An Estate Agents For Sale/Sold board should only be installed within the curtilage of the property for sale. There are no freedoms to advertise on public land without permission. There should only be one post per property, on which may have multiple boards.
- 1.3 In addition to Estate Agents, occasionally other types of advertising boards are positioned on verges. Swindon Borough Council may give permission to advertisers to position banners in key locations, usually railings, however this is fairly infrequent in West Swindon.
- 1.4 Locally, there are car retailers who use their curtilage to park vehicles for sale and they have a reasonable amount of freedom to do this. Larger scale advertising boards and signs are likely to need planning permission.

2. Action

- 2.1 Generally, the Parish Team are more likely to remove boards from public grassed areas during the Spring/Summer time as we need to keep the area free from obstructions for mowing purposes.
- 2.2 Whilst it is currently a low priority, the Parish Team will respond to requests for the removal of signs and boards. Signs are generally held for a couple of weeks in case the owners make themselves known for collection. After this, they are disposed of as waste.

3. Recommendations

- 3.1 That the Committee note the Parish Council's response to advertising boards and signs and instruct accordingly.