

# **Long Melford Parish Council**

The Parish Offices  
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## **Policy on Posters, Poster Boards, Noticeboards, Fly-Posting, A Boards and Housing Development Yellow Signs**

Policy adopted by the Parish Council on 4<sup>th</sup> November 2021

# Long Melford Parish Council

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### Background

Long Melford is a heritage village and the village centre is within a Conservation Area. It is a popular destination for visitors and tourists and the Parish Council is committed to maintaining this popularity whilst at the same time supporting village businesses and community groups.

A considerable effort has gone in to improving the village centre, including two re-surfaced official car parks, the investment of funds and volunteer time in 'Long Melford in Bloom' and the employment of a village caretaker. Also, the new village volunteer team have been re-conditioning the existing stock of public seats and benches, with three new seats also installed at village centre locations during 2021.

Prior to the pandemic, fly-posting had become a worsening problem in Long Melford and with restrictions now easing the issue is likely to reappear. Fly-posting is unsightly and illegal and local authorities are encouraged to use measures to control it. It is also illegal to display advertising posters on the public highway (Highways Act 1980).

That said, support of the Parish Council for businesses and organisations holding events in Long Melford is vitally important, as long as this advertising is carried out responsibly.

A committee comprising members of the Long Melford Business Association, other local business owners and representatives from the Parish Council recommended the adoption of the following, by the Parish Council, in respect of posters and poster boards that are displayed within the Long Melford settlement boundary, as defined in the Long Melford Neighbourhood Plan. (see [www.longmelfordnp.co.uk](http://www.longmelfordnp.co.uk)). The Council resolved to adopt this Policy at its full council meeting on 4<sup>th</sup> November 2021.

The fly-posting element of this Policy will not apply to posters within the curtilage of private businesses/land/grounds except by agreement with the landowner concerned. However, this Policy will apply to street furniture/road signage/telegraph poles etc on land belonging either to Suffolk County Council, Babergh District Council or Long Melford Parish Council. It has also been agreed with regard to Hyde-Parker land in the village, but will not apply to posters/boards on the A134 Melford bypass.

### Accepted Locations for posters and poster boards

- As a general principle, advertising via posters, poster boards and banners in Long Melford is limited to Long Melford events **only**.
- Three 'official' locations (over and above official notice boards) have been identified:
  1. Street furniture on Hyde Parker land opposite The Conduit.
  2. Railings by Brook House opposite Bull Lane entrance.
  3. Small grass space immediately after Sudbury roundabout on west side of B1064 Sudbury-Melford Road. (Pending owner confirmation).

At these locations, posters or poster boards are permitted but **only** for Long Melford events.\*  
One poster or poster board per event and per location.

Posters and poster boards at these locations should be displayed no earlier than four weeks before the event and should be removed within two days of the completion of the event. (See major event exceptions below).

- In addition to the locations above, there will be four official village noticeboards which are available for Long Melford events:
  1. Alongside the Old School car park.
  2. Alongside the Village Hall car park.
  3. On the LMPC noticeboard near The Pharmacy.
  4. Alongside the Country Park car park.

Again, these are for posters for Long Melford events with a limit of one poster per event and per noticeboard.

All posters for official noticeboards must be neatly produced and laminated to offset the impact of the elements. They should not include any material deemed to be offensive by representatives of the LMBA Committee which has produced this Policy.

Posters for these notice boards should be displayed no earlier than four weeks before the event and should be removed within two days of the completion of the event. (See major event exceptions below).

- For events which use the Old School, the Village Hall or any other village community halls, or for village wide events like Festive Long Melford, up to two posters or poster boards can be placed on Policeman's Green (a.k.a Little Green), or a single ground fixed banner, as long as these are not affixed to and do not obscure the Long Melford in Bloom displays at that location.

Also for Old School events, a reasonable number of posters and poster boards can be displayed in the immediate proximity of the location (as defined by the length of the front wall of the Old School), up to a day before the event, including ones affixed to the EC Charging Point sign opposite the OS car park entrance. These are to be removed within a day of the event and advertisers are reminded not to affix posters to the Speed Indicator Device post just north of this point.

- Fixings must be taken away when a poster or poster board is removed, except pins that are for common use on a noticeboard.
- For major events, e.g. Big Night Out, Scaresville, Leestock, Annual circus/fair, Festive Long Melford and/or the Summer Fete, posters and/or poster boards should conform with the spirit of this Policy but can be displayed for up to 6 weeks before an event. Removal of these posters/boards should still be within 2 days of the conclusion of the event. Further events, beyond those listed here, can be defined as 'major' in relation to this Policy by prior arrangement with the Parish Council.
- **Any posters or poster boards which do not conform with this Policy will be dealt with by representatives from the LMBA Committee, using their discretion in accordance with each situation they are presented with.**

### **A Boards (belonging to Long Melford businesses)**

A Boards will be permitted subject to the following:

- A Boards are generally subject to agreement between landlord and tenant.
- They should be kept smart and well maintained and be of a size that is proportional to their location and the business they represent.
- They should not obstruct pavements, parking spaces or the highway, or impair the vision of motorists and other road users.
- Commonly one A Board per central business and in certain cases where more than one is favoured by a business, the number should be reasonable and proportionate to the size of the business concerned, in the judgement of the Parish Council.

## Housing Development Yellow Signs

The following are local authority guidelines for Housing Development Signs. This section is for information only:

- These signs should be limited to the local area only, from the nearest A or B road – with no more than 2 strategic junctions having signs for a particular development.
- Signs can be in place only from the beginning of work on the sub-structure of a development and must be removed within 3 months of the sale of 80% of the development or within 6 months of the completion of construction, whichever is sooner.
- No sign should impede the visibility of another sign on the highway or that of drivers.

No sign is permitted on posts also used by traffic signals, warning (triangular) signs or bus stop poles.

Any concerns re existing signs need to be reported to the Parish Council so the Clerk can notify SCC Highways. These signs cannot be removed by the Parish Council. <https://highwaysreporting.suffolk.gov.uk/>

Any queries on poster advertising within the village should be directed to the LMBA Committee (via the Parish Clerk), who will assess them in accordance with this Policy.

## Notes

- \* This location is subject to a small number of exceptions from outside Long Melford which have an existing agreement to advertise on Hyde-Parker land.

This Policy does not apply to notices from Babergh District Council's Planning Department.