

# **Advertising on Arnside Parish Council (APC) property**

## **Purpose**

To maintain the integrity of APC property and manage the standard and number of advertisements displayed on such property.

## **Policy**

Persons and organisations shall apply to APC for permission to attach/erect advertisements (signs, banners, other material) on APC property such as the promenade railing and landscaped areas.

Permission may be granted for the following categories:

- One off or annual charity events taking place in Arnside.
- Cross bay walks organised by charities.
- Events which promote community activities in Arnside.
- Events which the APC deem suitable and which donate to either APC or charitable organisations.

**Advertisements must not be displayed for a period of more than two weeks.**

**Advertisements shall be of a suitable standard agreed with APC prior to display.**

**Advertisements which promote individual businesses will not be permitted.**

## **Policy Exception in response to COVID-19**

On application for permission to do so and to support both existing local business recovery and new business set up, the Council will allow such businesses to display advertisements (signs, banners, other material) on APC property such as the promenade railing until further notice, but until the earliest end September 2020.

## **Enforcement**

Advertisements which are not APC approved will initially be removed by APC. Persistent offenders will be subject to enforcement by the SLDC Enforcement Officer responsible for such actions.