

# Advertising Policy

Adopted 19<sup>th</sup> January 2015 (Full Council); Reviewed: September 2019 (Full Council)

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HISTON & IMPINGTON Parish Council have agreed the following policy regarding advertising on Council property (with exception of Recreation Ground, New Road, Impington)

## Definitions

HIPC - Histon & Impington Parish Council

Council property - **Histon:** The Green and Green Play Area  
Manorial Waste land, School Hill  
War Memorial area  
Gatehouse Road allotments  
The Burial Ground and allotments Glebe Way  
Land rear of Manor Park  
Section 52 land Narrow Lane

**Impington:** Homefield Park  
Doctors Close Play Area  
South Road Play Area  
Clay Close Lane Pocket Park  
The Coppice wooded area  
The Copse and Crossing Keepers Hut  
Ambrose Way amenity land

- Any advertising on Council property may only be displayed with written authority from HIPC, although generally permission will not be given to advertising benefiting business or private interests.
- Advertising must be for information pertinent to the community, or in support of community events.
- Adverts are not to be displayed for any more than 21 days and **must be removed within 2 days following an event.**
- The period of display is to be agreed with HIPC.
- Adverts must be in keeping with the area.
- No obscene or offensive language or images are to be used.
- Specific siting for the advertising will be outlined in the permission. The views of the Highways Authority will be taken into consideration with adverts on fencing belonging to the County Council

This policy is to be enforced by the Council. Any advertising found without written permission will be removed and a possible fine levied.

**Consent from Histon & Impington Parish Council does not imply that a planning consent from South Cambs District Council would be granted for the advertising media being used**