

Shere Parish Council

Policy on Advertising 'A' Boards in Shere Village

Shere Parish Council has authority to control the display of advertising 'A' boards on land within its control, either through ownership or lease. There are laws regarding the placing of advertising 'A' boards but no special conditions or exceptions apply to advertising in a Conservation Area. The Parish Council is supportive of local businesses in the area, whilst also recognising that there need to be restrictions regarding the proliferation of advertising.

The policy of Shere Parish Council is as follows:

- Advertising 'A' boards are permitted on private land, i.e., forecourts, etc;
- Advertising 'A' boards are not permitted on footways or any right of way where the restriction of pedestrian access causes a hazard;
- Each business is limited to the use of one advertising 'A' board;
- Advertising 'A' boards are not permitted in the following locations:
 - War memorial
 - Oak tree in The Square
 - The stream bank, Lower Street
 - The well, Middle Street
 - Swimming pool field
 - Old Fire Station (public conveniences) garden (unless specific approval has been given by the parish council to businesses not located in the centre of the village)
 - The Pound (unless specific approval has been given by the parish council to businesses not located in the centre of the village)

The Parish Council policy aims to promote an environment in which businesses can thrive, whilst maintaining a sympathetic control on 'A' boards, in order to provide an attractive and safe environment for residents and visitors alike. Businesses will be requested to remove 'A' board signage that is felt to be detrimental to the village in any way.

Date Adopted	Date for Review
5 th March 2020	Reviewed and readopted 3 rd February 2022
	Reviewed and readopted 21 st March 2024
	To be reviewed 2026