

**LEA PARISH COUNCIL
POLICIES AND PROCEDURES
ADVERTISING POLICY ADOPTED 16 AUGUST 2021**

**Reviewed: 3.10.22
Next review: Oct 2023**

1. Introduction

1.1 This policy covers the three designated green spaces as defined in the Lea Neighbourhood Plan adopted January 2018 that are in the ownership of Lea Parish Council on behalf of the Parish.

1.2 Guidance has been sought from Lincolnshire County Council Highways, Town & Country Planning (Control of Advertisements, (England) 2007, National Planning Policy Framework 2019 and Central Lincolnshire Local Plan (2012-2036).

1.3 The purpose of this policy is to control the display of advertisements on these three spaces thus protecting the visual amenity of the village.

1.4 This Policy sets out what advertising the Council will allow and how it will be managed.

2. Lea Park

2.1 Lea Park is a Local Nature Reserve.

2.2 Apart from Lea Parish Council notices, the Council will not allow any banners or boards, including the entrance area just off the A156, to be displayed in the park.

2.3 A village notice board on Butlers Pantry is available to advertise local and nearby events and services. Requests for displaying a notice should be referred to the Parish Clerk.

2.4 There is a separate notice board for Parish Council business.

2.5 Lea Tennis Club require permission from the Council to display banners on the tennis court fences.

3. The Village Green

3.1 The Village Green is situated on Gainsborough Road and bordered by Rectory Lane which leads to the Village Hall. The old village pump makes it an area of historical interest.

3.2 This area is restricted to displaying notices about village events such as those held at The Village Hall.

3.3 The notices should be no larger than a 50cms square and positioned to be read by pedestrians.

3.4 Notices should not be hazardous for pedestrians and must not obstruct vision for drivers exiting Rectory Lane.

3.5 Notices should be removed immediately after the event or sooner if the event is fully subscribed.

3.6 Other notices may be removed by the Council.

4. The Green

4.1 The Green is situated to the west of the junction of Willingham Road and A156. The Green is a pleasant grassed area and providing a significant contribution to the rural character of the village and views in and out of Lea.

4.2 There should be no distractions by advertisements or other notices to drivers at this busy junction therefore advertising boards or banners will NOT be allowed.

4.3 Small Posters (A4) size may be pinned to the inside of the wooden bus shelter on the Green. This shelter belongs to and is maintained by the Council. The Council will monitor the shelter and remove any out of date or unsuitable advertising.

4.4 There is a notice board in this area which is divided into two sections. The left side is for Church news and the right side for Parish Council business.

This policy will be reviewed annually.