

LOOE TOWN COUNCIL

K O N S E L T R E L O G H

**Events Signage
Guidance for Charitable/Voluntary
Organisations or Community Groups**



**Adopted by Council:
13th August 2024**

Next Review: July 2026



Events Signage

Guidance for Charitable/Voluntary Organisations or Community Groups

Looe Town Council are committed to supporting events signage, where events are arranged in connection with fundraising for genuine charitable or voluntary organisations or community groups.

You can display signs for local events for a short period as long as they are:

- temporary advertisements or
- signs up to 0.6 square metres. (A2)

They must not be displayed more than 21 days before the event begins and must be removed within 48 hours after it ends.

In all cases the advertisement should only be displayed with the land owners' consent and must not endanger the public or highway safety.

All outdoor advertisements must comply with five 'standard conditions'.

They must:

- be kept clean and tidy
- be kept in a safe condition
- have the permission of the owner of the site where they are displayed
- have the permission of the Highway Authority if the sign is to be placed on highway land
- not get in the way of official road, rail, waterway or aircraft signs
- not make using these types of transport more hazardous
- be removed carefully as required by the planning authority.

You may need to apply for advertisement consent if the advertisement is:

- bigger than 0.3 square metres or
- any size if illuminated.

Existing Practise in Looe

Looe Town Council is aware that for many years banners, displayed with the consent of the landowner, have been displayed in the Looe Harbour Commissioners car park and on the West Looe side of the bridge at the junction with Polperro Road.

These banners do not comply with planning regulations. However, until a suitable site is identified with planning permission for temporary event banners the council will work with landowners to ensure that banners are not displayed more than 21 days before the event begins and must be removed within 48 hours after it ends. All banners must comply with five 'standard conditions' They must:

- be kept clean and tidy
- be kept in a safe condition

- have the permission of the owner of the site where they are displayed
- have the permission of the Highway Authority if the sign is to be placed on highway land
- not get in the way of official road, rail, waterway or aircraft signs
- not make using these types of transport more hazardous
- be removed carefully as required by the planning authority.

Banners at other locations in the town should not be erected without applying for planning consent.

Not sure if you Need Consent?

You can:

- [Apply for consent to display an advertisement](#) via the Planning Portal
- download and complete a [consent to display an advertisement application form](#)

If you are unsure whether you need planning consent or not, then you could use the '[Do I need planning permission or building control?](#)' service.

Banners Over the Highway

If you are considering placing a banner over the highway you must seek the permission of Cornwall Council. More information can be found at [Banners, buntings, seasonal lights or flower baskets over the highway - Cornwall Council](#)

Why are there laws about advertising?

If not managed, advertisements can be an eyesore and a danger to public safety. The local planning authority is responsible for managing consent for all forms of advertisement in the town under the Town & Country Planning Act 1990 and its Regulations. Cornwall Council can enforce the removal of fly posting on the public highway.



Too big – must be no more than 0.6m square – see our guidance on existing practise in Looe

What is fly posting?

Fly posting is where an advertisement is displayed either:

- without consent of the local planning authority
- or fails to meet conditions for its consent

Are community venues allowed to display advertisements such as posters or banners in the local area?

If you are holding a local, temporary event for charitable purposes you have permission to put up signs and temporary notices. A charitable event may be for religious, educational, cultural, political, social or recreational purposes. However, the event cannot be for any commercial purpose.

This permission would include an advertisement for:

- a church bazaar
- a fete for a parent-teacher association
- a sponsored marathon in aid of charity
- an amateur sports event, but not any sporting event organised for commercial purposes

Deemed Consent

Permission to put up signs and temporary notices for a charitable event is known as “deemed consent”.

This means you do not have to apply for permission from the local planning authority before you put up your advertisements.

There are certain conditions which you must follow under “deemed consent”.

Following these conditions will ensure that you are not required to remove your advertisements:

- The poster cannot be dirty or untidy
- The poster cannot be in an unsafe condition, for example, insecure or damaged
- The poster cannot be positioned to obscure a road sign
- The poster must not be over 0.6m² in area
- The letters etc. must be less than 0.75m tall
- Don't put the advertisements up more than 28 days before the date of the event
- Take the advertisements down within 14 days after the end of the event
- The top of the poster must not be more than 4.6m above the ground
- The poster must not advertise a local event more than 21 days in the future or an event that happened over 48 hours after
- The event must not be purely for commercial purposes.



Right size (about A2)

Too big and dangerous



Charitable Event but unsafe location



What are commercial Purposes?

An advertisement for a business would be considered as purely commercial if it was not in some way benefiting a charity and therefore in the public interest.

Examples including slimming and exercise classes, theatrical performances and sales events.

If there is a charitable element to the event, this should be made clear on the advertisement.

If we have a commercial operation using our venue and advertising in the area, is this OK?

Unfortunately, a commercial operation is not permitted to advertise in the area under the conditions of “deemed consent”, as these conditions state that the event must not be purely for commercial purposes.

If the commercial operator provides a charitable element to their event, then advertising in the area would be acceptable. This should be made clear on their advertisement.

- If your advertisement is purely commercial, you should seek advice and consent from the planning authority at [Apply for consent to display an advertisement](#) via the Planning Portal
- download and complete a [consent to display an advertisement application form](#)

If you are unsure whether you need planning consent or not, then you could use the ‘[Do I need planning permission or building control?](#)’ service.



Not charitable event