

Parks Service Policy on advertising on or in parks, commons and open spaces.

Anyone who displays an advertisement, or uses an advertisement site, or knowingly permits someone else to do so, without the consent required for it is acting illegally and may be subject to a prosecution with a maximum fine of £2,500 (and with an additional daily fine of one-tenth of the maximum penalty on conviction of a continuing offence).

It is illegal to display any advertisement (even if it has deemed consent) without first obtaining the permission of the owner of the site. For most parks, commons and greenspaces in Wandsworth this permission should be sought from the Chief Parks Officer. If the site in question is not owned / managed by LB Wandsworth you will be redirected accordingly.

What do we mean by advertising?

The advertisement control system (as defined by the DCLG¹) covers a very wide range of outdoor advertisements and signs including (but not limited to):

- posters and notices
- placards and boards
- fascia signs and projecting signs
- pole signs and canopy signs
- models and devices
- captive balloon advertising (not balloons in flight)
- flag advertisements

Isn't there a "deemed consent" under planning regulations for some sorts of advertising?

There may be deemed consent / permitted advertising under the planning regulations, however there are byelaws that apply in our parks, commons and open spaces which still require you to seek permission. If you fail to do so you will be liable for prosecution under the byelaw offences.

Permitted advertising not requiring planning permission but which may contravene byelaws includes:

- notices or signs to be displayed on any premises for the purpose of advertising the fact that a person, partnership or company is carrying on a profession, business or trade at those premises. These would include the name of a company operating from the premises. An advertisement in Class 2(B) must not exceed 0.3 of a square metre in area. *Byelaws may however still apply*
- temporary notices or signs which are intended to advertise any local event being held for charitable purposes, which may be religious, educational, cultural, political, social or recreational, but *not for any commercial purpose*. The advertisement permitted by Class 3(D) must not exceed 0.6 of a square metre. *Byelaws may however still apply*
- temporary notices or signs announcing the visit of a travelling circus or fair. These advertisements must not be displayed more than 14 days before the opening of the circus or fair and must be removed within seven days afterwards. The local planning authority must be told 14 days beforehand of the sites of the notice. The notice or sign must not exceed 0.6 of a square metre. *Byelaws may however still apply*

Advertisements permitted under the above categories must not: have any letters, figures, symbols or similar features of the design over 0.75 of a metre in height; have the highest part of the advertisement at more than 4.6 metres above ground-level; or be illuminated in any circumstances.

OK so what do they byelaws say about advertising?

GLC Bylaws

36(b) No person shall... display any advertisement without the Consent of the Council...

Wandsworth Bylaws

4. Billposting. No person shall post any bill, placard or notice whatsoever upon any wall, stone, lamp-post, seat, tree, or other thing in or enclosing any park, garden or open space.

16. Distribution of Bills etc. No person shall distribute any bill, placard or other printed or written matter in any park, garden or open space.

It should be noted that neither bylaw supersedes, nor is superseded by, planning legislation. The fact that the Council happens to be the planning authority is not relevant to the byelaws, they are parallel systems of regulation.

I think my proposal is permitted under both sets of legislation above, what next?

If you wish to erect advertising in or on a park, common or green space you still need the permission of the Council's Parks Service. This is regardless of whether planning or by-law regulations are relevant – you may only do what we as landowners allow. For permission to erect advertising contact, in writing:

Chief Parks Officer,
Wandsworth Parks Service
Battersea Park,
London
SW11 4NJ

parks@wandsworth.gov.uk

Without the following details we will not process your application:

- Name of the site at which you wish to advertiseⁱⁱ
- The format & size of the advert you wish to use
- if you are seeking permission for mobile advertising to promote an activity you are carrying out on the site – please give details of your regular time slot, day of the week and allocated location
- Your daytime contact details

NB: if you are already dealing with our Events team please discuss your advertising needs with them in the first instance.

Even if permitted any advertisements must comply with the following conditions.

They must:

- be kept clean and tidy
- be kept in a safe condition
- not obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport
- be removed carefully where so required by the planning authority or any authorised officer of LB Wandsworth

ⁱ Department for Communities and Local Government

ⁱⁱ For requests concerning Battersea Park your enquiry may be passed to the Events Team as additional planning restrictions apply and priority is given to advertising associated with Events being held in the Park.