

Purpose

The council is committed to being transparent about how advertising is used within the village and on land which is managed by Marton Parish Council. This includes the Spinney (which is leased from the Capesthorne Estate) and the Village Green (which is owned by Cheshire East Council).

The Parish Council do not advertise on their website or in any of their produced documents. As such this policy only applies to physical “print” media, and not to any digital or online advertisements. The signs must comply with legal requirements (relating to size and location) and will be removed by the Parish Council or Planning Enforcement if they fail to comply.

More information can be found below:

https://www.cheshireeast.gov.uk/highways_and_roads/highways-licences-and-permits/highway_projection.aspx

<https://www.planningportal.co.uk/permission/common-projects/adverts-and-signs/planning-permission>

Aims

The Parish Council generally are happy to allow advertisements that fall into the below categories:

- Advertising a community event or community programme
- Raising awareness of a particular matter
- Are appropriate and relevant to village residents
- Temporary (please see section below of timing)

The Parish Council will not allow advertisements that are:

- Overtly political
- “National” matters, not directly affecting the local community
- Commercial (i.e. advertising a business)
- Permanent (please see section below of timing)

Process

Should individuals or organisations wish to advertise, they should contact a Parish Councillor or Clerk.

For new advertising (i.e. you have not been allowed to advertise previously), permission will be granted by the Parish Council. Please bear in mind that this will be approved at a Parish Council meeting, so permission may take up to 3 months to be granted.

Once written consent has been granted, a Councillor may verbally consent to you displaying the same advert again if your advert relates to an annual event (e.g. Christmas event, Marton Wakes).

As of the date of publication of this policy (July 2026), there are several long-standing arrangements in place, where verbal consent only is required. If you are in doubt as to whether your advertisement is included in this, please contact the Clerk.

Once permission has been granted, if there are any questions over installation, please contact the Clerk or a Councillor.

Approved by the Parish Council 21st July 2026

To be reviewed in next election period 2027 - 2031

Timing

The Parish Council has the below timing requirements:

- If you are advertising an event, the advert can be displayed no sooner than three months before the event and should be removed as soon as is practicable after the event has taken place.
- If you are raising awareness of an issue, and there is no definitive end date, the Parish Council will allow you to display advertisements for a period of 3 months. At the end of this period, Councillors may agree to an extension but may also ask for the adverts to be removed.

Removal of adverts

The Parish Council reserves the right to remove adverts in the following circumstances:

- If adverts are installed without express permission of the Parish Council or the landowner. If permission has been granted by the landowner, a copy must be sent to the Clerk prior to the advertisements being displayed.
- If adverts are in a state of disrepair. It is the responsibility of the advertiser to regularly check their advert and ensure that it remains neat, tidy and legible.
- If adverts are causing a danger for residents (e.g. if the advert is blocking line of sight for traffic)
- If the advert is highlighting an event, and the date of the event has passed.
- If the advert is displayed for longer than 3 months, and an extension has not been granted.
- If complaints are received from residents regarding the advert.
- If adverts fail to comply with legal requirements

In all cases, the Parish Council will make endeavours to contact the advert holder, to allow them the chance to remove the signs themselves. This may not always be possible, and the Parish Council reserve the right to remove signs immediately if any of the above circumstances apply and will assess this on a case-by-case basis.

If signs are removed by the Parish Council, the Parish Council make endeavours to contact the advert holder to give them the chance to collect their adverts from a pre-agreed location and, if agreed by Councillors, to amend / repair / reinstall. If no response is received within 14 days, the Parish Council will dispose of the adverts.

Review

This policy will be reviewed once per election term.