



## **ADVERTISING IN BIDFORD-ON-AVON**

The Parish Council is aware that many local community groups want to advertise their events to ensure as many people as possible know about them and attend. In some cases, businesses also advertise.

However, the rather haphazard way this is done does make the village look untidy with different posters and banners plastered wherever there is a free space, sometimes illegally on Highway such as the culvert boundary on Honeybourne Road or the railings opposite Waterloo Road

In view of this, the Parish Council considered this issue, installed some Advertising Gates at the entrance to the village on:

- Salford Road (B439) at the entrance from the west
- Tower Hill (V439) at the entrance from the east
- Honeybourne Road – at the entrance from the south
- Waterloo Road – at the entrance from the north

Following the installation of the gates, the Parish Council approved the ADVERTISING GATES POLICY which is available on the parish Council website at <http://www.bidfordonavon-pc.gov.uk/pdfs/documents/proc-advertisinggates.pdf>

It has also agreed with County Highways that short time advertising on the roundabout will be permitted.

The Parish Council would request ALL local community groups and sports associations (this includes charity events) to use the Advertising Gates and, for short periods, the roundabout as the only sites to place posters and banners – from the New Year any poster or banner placed outside these sites will be removed and returned, wherever possible. Businesses will be able to use the gate for advertising purposes when they are not in use for community events: the cost is £25 per gate per week.

If you have any queries, please contact the Parish Council Office: 778653/07718628925 or email [infor@bidfordonavon-pc.gov.uk](mailto:infor@bidfordonavon-pc.gov.uk)

The Parish Council is also working with outside agencies to see how best to promote the High Street and improve the signage.