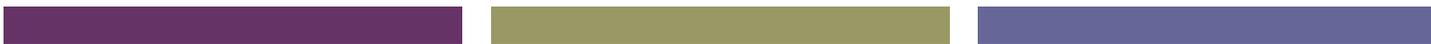


Diocese of Sheffield



DAC Guidance Notes



**Guidance Notes on  
External Banners  
and Notice Boards**

### Introduction

A faculty will be required for a new notice board and for the refurbishment of an existing notice board. Like for like repainting or adding a new Vicar's name or new contact details so not require a faculty. All external noticeboards, banners and other forms of advertising your church and activities will require a faculty if they are to be permanent or semi-permanent fixtures. In addition, they may require permission from your local planning authority. Banners for temporary events such as a Christmas fair, Alpha Course or welcome to new students, do not require a faculty providing that:

- They will be on display for no longer than the duration of the specified and temporary event that they advertise.
- They are not displayed earlier than 28 days before the first day on which the activity or event is due to take place
- They are removed within 14 days of the end of the event.

Your notice board presents an image of your church to the world. It is important to work out your proposals thoroughly and provide full information to the DAC, especially for a church which is a listed building, or in a conservation area. Make sure too that your proposals are well illustrated for committee members who may not know the building.

The information you provide to the Diocesan Advisory Committee(DAC) to your application should include the PCC resolution, photographs (either digital or prints) of the church and area to be affected, a location plan showing where the board(s) will be positioned, detail on the wording and lettering style and a colour scheme/chart. It is important that the DAC sees the boards(s) in its/their context. If you are using prints, you might mark them up with the shape of the board, or even make a tracing paper overlay.

Bear in mind that you may require planning permission. Make sure you consult the local authority. The following are among the factors which you will need to consider.

### **Purpose**

- What is the purpose of your notice board or boards? Are they for advertisement? i.e. to present who you are and what as a parish church you stand for.
- To display fixed information, i.e. names and addresses of clergy, details of services and times, opening times and arrangements;
- To explain where to gain entry? You might be surprised how difficult it is to find the way into some churches, even when they are unlocked.
- To denote that this is a Church of England Parish Church?
- To announce special services and events, to display public or official notices or citations etc? Such notices will be temporary in character.

### **Fixed or movable notices**

- You need to decide whether the notices and other information on the board are to be fixed or movable. You may need some of each type.

- To help decide you should ascertain whether your notices would be accommodated by one multi-purpose notice board design, or whether it would be better to have two or even three boards with different designs and purposes Bear in mind it is important not to over-clutter or appear disorganised.
- A board for posters or moveable lettering may need a lockable casement front, though these need to be carefully chosen to ensure they are robust and appropriate to their environment.
- (d) Posters and other notices should be designed with no less care than the notice board itself. Each type of notice should be carefully sited in relation to its purpose, and should be designed in a style that relates one to another. They should be worthy of each other and of you, even though a faculty may not be needed for each, and every individual notice. They are what will be seen and by what you will be judged.

### Position and context

Of crucial importance is the location of each board and how it will be seen in its context. A notice board in the centre of Sheffield or Doncaster may need to be quite different from one in Adlingfleet, Campsall or Bradfield. Sites of differing urban and suburban appearance will call for different types of design. Consider the position of your notice boards in relation to the church building and the routes followed by traffic and by passers-by.

- Will they be readily seen without causing offence by their excessive dominance over the streetscape?
- How fast will the onlooker be moving? A notice board to be seen from a car or a bus will not be the same as one before which the pedestrian may thoughtfully pause.
- How will they appear in relation to the architecture of the church itself behind them, the boundary and railings of the churchyard, a lychgate or a car park? The style should be appropriate to your church building and its context.
- Think about the size and height of each board, and mark its dimensions clearly on the drawing.
- Is each notice board to be fixed to the wall of the church, or will it be freestanding?

- Different rules apply in relation to whether or not planning permission will be required, but you should decide what is right for you then apply for any permissions you may need.
- Will each board be internal and external? You may need a board inside for family notices. Control should be exercised over who is allowed to pin their notices onto it, and how often they are cleared.

### Architectural appearance

- Some diversity of style is appropriate within a framework of appropriate formality.
- Good manners should be observed, and respect should be paid to a conservation area with a strong local character. Bear in mind the architectural style which your notice boards should follow, whether they should have for example a moulded cornice or a simple aluminium frame.
- Each board should be carefully designed, with a drawing by your architect, and its construction and materials thoroughly considered so that it is robust, waterproof and durable. The drawing should always illustrate a cross-section through the board and its frame.
- The material and style of lettering should also be carefully chosen and illustrated, as well as their colours and those of the surface of the board itself (to contrast with the lettering) and the frame. The lettering should in any event be carefully set out on the drawing before the sign writer starts work. Each board should be designed as a harmonious whole.

Particular care must be taken when signs are displayed on or close to listed buildings so that they do not detract from the character and appearance of the building. Even signs that are normally permitted within the advertisement regulations require separate listed building consent if they are attached to listed buildings.

### Wording

Finally, do not neglect the grammar, syntax and punctuation of the wording on the notice board. Avoid unintended humour, or offering opportunities for the graffiti artist.

### Points to Consider: definitions and local planning permission

#### What is a Banner?

Banners are defined by *The Town and Country Planning (Control of Advertisement) (England) Regulations 2007*, which state that:

Banners are temporary devices designed to announce a specific event or activity that in itself is temporary in nature and for which inclusion on a permanent notice board is not appropriate. Whether within or outside church buildings, a banner that is intended to be more permanent in nature will require a faculty. Consideration should also be given to local planning authority regulations, which strictly control the use of banners, especially on listed buildings.

#### What is an advertisement?

The term “advertisement” covers a very wide range of advertisements and signs including:

- Posters and notices
- Placards and boards
- Fascia signs and projecting signs
- Pole signs and canopy signs
- Models and devices
- Advance signs and directional signs
- Estate agents' boards
- Captive balloon advertising (*not* balloons in flight)
- Flag advertisements
- Price markers and price displays
- Traffic signs

- Town and village name-signs
- Memorials and railway signals are not regarded as advertisements.
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### Temporary Advertisements

Schedule 3 Part 1D Classes of Advertisement, for which Deemed Consent is Granted of the Advertisement Regulations, allows an advertisement announcing any local event of a religious, educational, cultural, political, social or recreational character or relating to any **temporary** matter in connection with any event or local activity to be erected without advertisements consent but only if it meets the following criteria:

- No advertisement may exceed 0.6 square metres
- No advert may be displayed earlier than 28 days before the first day on which the activity or event is due to take place;
- It must be removed within 14 days of the end of the event.
- No part may be above 4.6 metres above ground level.
- NB 'enclosed land' does not refer to the curtilage of a church but to being inside a shopping centre or inside a railway station or bus station such that an advertisement is not visible at all from the road.

### Who controls outdoor advertisements?

Local planning authorities are usually responsible for the advertisement control system and deciding whether a particular advertisement should be permitted or not. There are two main exceptions to this arrangement:

- If the advertisement is to be displayed in any National Park, the planning authority is the National Park authority, or if it is to be displayed within the Broads area then the planning authority is the Broads authority

- If the advertisement is to be displayed in an urban development area, the planning authority normally is the Urban Development Corporation for that area

If the planning authority refuses consent for your advertisement, or require you to remove an existing advertisement, you have a right to appeal against their decision

It is often helpful to discuss your proposal with your local authority before you send in your application – this is known as pre-application advice. Your local authority will normally have details of how to go about this on its website.

Further information can be found in the booklet, *Outdoor advertisements and signs, a guide for advertisers*, <http://www.communities.gov.uk/index.asp?id=1144629>

### **When is advertisement consent required?**

Some advertisements are not regulated by the planning authority, and others benefit from 'deemed consent', which means, depending on the size, position and illumination of the advert permission is not needed. Others will always need consent. Types of advertising which normally need planning permission include:

- The majority of illuminated signs
- Advertisements using specialised structures for their display, such as poster hoardings and most non-highway authority roadside advance warning or directional signs
- Signs positioned above 4.6 metres in relation to buildings above the level of the bottom part of first floor windows or on gable ends.

It is important to check with your local planning authority to see if you will need to apply for planning permission for your banner, advertisement or noticeboard. If you do need local planning permission, you will need to complete and submit an [Application for Consent to Display an Advertisement form](#) to your local

planning authority. When considering applications for planning permission, local authorities will have regard only to 'amenity' and 'public safety'. Evidence of their permission will be needed as part of your faculty application.

Remember a new or replacement sign will require a faculty. Depending on its size and location, permission from your local planning authority may be required **AS WELL** as a faculty.