



## **GLEBE ADVERTISING BOARDS POLICY**

The Glebe is home to Oyster and Mersea Island Football Clubs, West Mersea Cricket Club, West Mersea Tennis Club, Mersea Island Rugby Football Club and Mersea Bootcamp. For a number of these clubs Advertising and Sponsorship is a key part of their income stream. However the Glebe is primarily a Public Open Space, with the natural environment to be enjoyed by all residents.

This policy sets out the allowance of advertising boards whilst protecting the natural environment of the Public Open Space.

It is the responsibility of the individual clubs to assure that all advertising boards must be properly maintained and in a safe condition, causing no damage to the structure that they are fixed upon, all content is to be of a family friendly nature. West Mersea Town Council reserves the right to remove, without notice, any advertising material that the Council feels is inappropriate.

Each of the 4 MISA affiliated clubs are to be allowed 128 square feet of advertising in a block 32ft x 4ft, as set out below (typically 16 – 4 x 2 foot / 1.2m x 0.6m boards, as specified by Colchester Borough Council planners).

### Glebe 1

Oyster Football Club – 128 sq ft (in a block of 32ft x 4ft – 9.75m x 1.2m) on Glebe 1 to be attached to the green fence backing onto Colchester Road.

Mersea Island Football Club - 128 sq ft (in a block of 32ft x 4ft – 9.75m x 1.2m) as situated at present.

West Mersea Cricket Club - 128 sq ft (in a block of 32ft x 4ft – 9.75m x 1.2m) attached to the batting cage as at present.

### Glebe 2

Mersea Island Rugby club - 128 sq ft (in a block of 32ft x 4ft – 9.75m x 1.2m) on Glebe 2 situated as presently, facing away from the housing.

No further advertising is to be displayed on Glebe 2, so as to reduce the impact on the overlooking housing and not to detract from the scenic nature of the Public Open Space.

In recognition that the Rugby Club has entered into certain commitments with its sponsors West Mersea Town Council is willing that the existing boards remain in place until 31<sup>st</sup> October 2020: the situation to be reviewed in good time to make any changes at the end of October.

### Match Day Advertising

Match day advertising is not limited in size, but it can only be located next to the pitch of the club responsible for it and only be erected on the day of the match and taken down at close of play.

No advertising will be permitted on communal areas of the Glebe, unless prior consent has been granted by MISA, such as the car park, around the pavilions, paths around the field or anywhere that might impede free access of visitors or members of the public wishing access to the Glebe, In the event of any dispute the final decision will rest with West Mersea Town Council. No advertising should cause an unnecessary distraction to traffic passing along Colchester Road.

Care is to be taken to cause no damage to any structure it is attached to (no staples, nails etc), and the advertising must be stored safely and out of sight when not in use. Care should also be taken to ensure that all signage is made safe for players, spectators and other Glebe users and does not pose any risk to property, vehicles etc.

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Next review: October 2021