EVENT RELATED BRANDING

ISSUE: NEED FOR ADVERTISEMENT CONSENT Summary:

"No advertisement may be displayed unless consent for its display has been granted"

"Advertisement" defined as "any word, letter, placard, model, sign, board, notice, device or representation in the nature of and employed wholly or partly for the purpose of advertisement, announcement or direction.."

Deemed consent, not requiring any express application or permission, is provided for in the 2007 Advertisement Regulations as set out below²

NB: alterations to listed buildings may required listed building consent

Deemed Consent	Provision in the Regs	Restrictions/Conditions	Comment
Functional advertisement of local authorities.	Sch 3, part 1, Class 1 1A	 Must be wholly for announcement or direction in relation to function of a local authority. Must be reasonably required for safe and efficient performance of functions No illumination unless reasonably required Must not exceed to 1.55sq m 	Can potentially be used for Barbican Arts, Culture Mile and Open Spaces activities.
	1B	Can be an advertisement displayed by a local planning authority on land in the area.	Likely related to planning related notices e.g. Notice of Applications or Local Plan Consultation (due to .reference to planning authority)

¹ S 220 TCPA 1990 & Reg 4 TCP (Control of Advertisement) (England) Regulations 2007 ("the Regs")

² The deemed consents included in this Schedule are those most likely to facilitate "Event related branding" and open spaces. The list is not exhaustive. For full list see Regs https://www.legislation.gov.uk/uksi/2007/783/contents

Temporary miscellaneous advertisements – local events	Sch 3 Para 1, Class 3 3D	 Must announce a local event of a cultural, educational or recreational character. Must not be for commercial purposes. Must not be displayed earlier than 28 days before or 14 days after the event. No part to be more than 4.6 m above ground level. No character or symbol to be more than 0.75m high. 	Can potentially be used for Barbican Arts, Cultural Mile and events. (City Local Plan resists advertisement above ground level)
Flag advertisements	Sch 3, part 1, Class 7 7A	 Must be attached to a single flagstaff projecting vertically from the roof of a building. Must only have name of person occupying the building; or refer to a specific temporary event at the building Characters must be less than 0.75,,,if in a conservation area. 	Can potentially be used to promote temporary events at the building. (City Local Plan 2015 indicates that flags and banners will not be permitted except where appropriate for cultural institutions)
	7AA	 Must be attached to a single flagstaff projecting from part of a building other than the roof. Not in a conservation area Must only have name of occupier of the building; or refer to a specific temporary event (other than offering named goods for sale) Only one flagstaff at a time. Flagstaff must not exceed 2m sq. 	