



# *ILFRACOMBE HARBOUR*

## *Advertising Policy*

*NORTH DEVON COUNCIL*

*DRAFT VERSION*

*Authored by: Harbour Master*

# ILFRACOMBE HARBOUR

## Advertising Policy

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### Background

*The entrance to the Pier has for a great many years been a favoured spot for Businesses, either those who have their businesses on the Harbour or in the near vicinity to the Harbour, to place advertising boards.*

*Over time these boards have become numerous with some even encroaching onto the nearby Highway wall known as Quay Road Wall.*

*These advertising boards do not have any conformity with each other leading to a miss match of size ,quality and spacing giving the Pier Entrance and the surrounding area a ‘hotch potch’ appearance and an off putting ‘wall’ of advertising for Residents and visitors to the Harbour.*

### Mission statement

*It is the intention of the duly appointed Harbour Master by North Devon District Council as the Harbour Authority to set in place a unified advertising policy for the Harbour and associated land owned by North Devon District Council.*

*This policy will enable the following;*

- 1. To enhance the entrance to the Pier to Residents and Visitors alike by offering a cleaner and more advantageous view of the Harbour.*
- 2. To open up advertising opportunities in other areas of the Harbour to present businesses and to other businesses who wish to advertise on the Harbour.*
- 3. To provide a uniform standard of advertising board.*

## The Policy

### Advertising board Criteria

*All advertising boards shall be of the following size and construction*

*Size - 1200mm x 800mm*

*Construction – Aluminium with smooth (rounded) corners*

### Placement of Advertising boards

*All advertising boards will be placed in accordance to the Harbour Masters plan of allocated positions and in agreement with the board owner. Not with standing if there is any disagreement then the Harbour Masters allocation is final.*

### Existing Harbour Businesses

*This is to mean any business that operates under lease or licence from within the Harbour area will be allocated 1 advertising place free of charge. Any additional advertising boards will be subject to the same regulations as stated in the section ‘All Others’.*

### All Others

*All other businesses or individuals that wish to place advertising boards on the Harbour and surrounding NDC owned land will be subject to the conditions laid out in the advertising licence agreement and be subject to a fee of £300 p.a*

### Removal of Advertising Boards

*All advertising boards that do not meet the criteria specified within this policy and not removed upon request by the Harbour Master will be removed at the owners’ expense.*