



ILFRACOMBE HARBOUR STANDARD ADVERTISING POLICY

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1.0 DOCUMENT CONTROL

This is document which is subject to biannual (2 Yearly) review and periodic amendment as required.

Major changes will be issued as a new version with all minor amendments to that version annotated by a decimal point e.g., V2 will become V2.1, V2.2 etc.

Amendment proposals should be sent to the Harbour Master using the following means:

Email: harbourmaster@northdevon.gov.uk

Phone: 01271 862108

Post: Harbour Masters Office, The Quay, The Pier, Ilfracombe EX34 9EQ

1.1 RECORD OF REVIEW AND AMENDMENTS

Review (R) / Amendment (A)	Date	Description of Changes
R & A	04/02/2021	Reformat & Section 1.0 Added
R	10/01/2023	No Changes

2.0 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 Harbour wall known as Quay Road Wall.

These advertising boards do not have any conformity with each other leading to a mismatch 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.

3.0 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.

4.0 THE POLICY

4.1 ADVERTISING BOARD CRITERIA

All advertising boards shall be of the following size and construction

Size - 1200mm x 800mm

Construction – Aluminum with smooth (rounded) corners

4.2 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.

4.3 EXISTING HARBOUR BUSINESSES

This is to mean any business that operates under lease or licence, other than the Commercial Boat Operators who fall under a separate policy, from within the Harbour area will be allocated 2 advertising places free of charge. Any additional advertising boards will be subject to the same regulations as stated in the section 'All Others'.

4.4 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 incl VAT

4.5 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.

Unless under direct licence no boards are to be attached in any form or manner to any NDC property or land, any board found to be as such will be removed.