



ILFRACOMBE HARBOUR COMMERCIAL BOAT OPERATORS ADVERTISING POLICY

APPROVED BY HARBOUR BOARD 5TH FEBRUARY 2019

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 & AMENDMENTS

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

CONTENTS

1.0 Document Control.....	2
1.1 Record of Review & Amendments	2
2.0 Background	3
3.0 Mission Statement	3
4.0 The Policy.....	4
4.1 Advertising Board Criteria	4
4.2 Placement of Advertising Boards	4
4.3 Allocation of Advertising Spaces	5
4.4 Removal of Advertising Boards	5

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 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.

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

A designated area, see below, has been allocated to the Commercial Boat Operators for the sole use of those Operators alone, unless by unanimous agreement another non related business is accepted into this area.

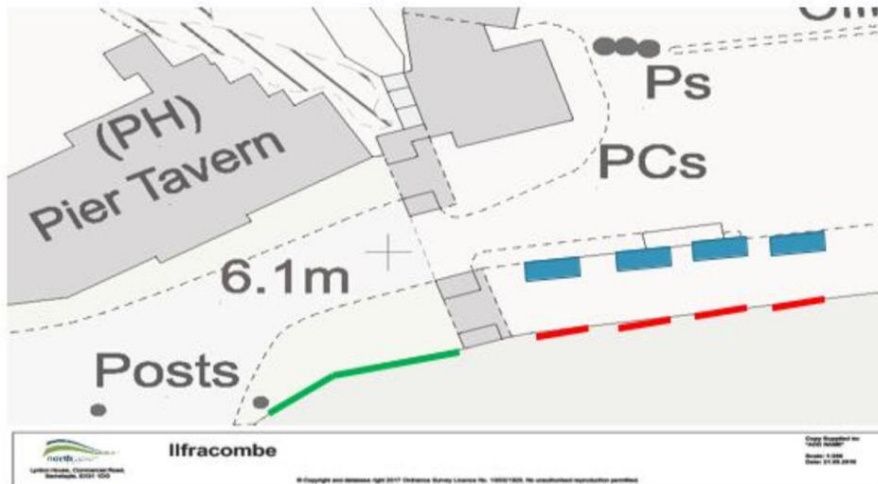
All advertising boards placed within this area are to be placed in accordance with the following conditions;

1. Boards can only be placed in front of the Operators own leased or Licensed Kiosk, marked in Red.
2. No boards are to be placed between Kiosks
3. From the Pier Steps to the Old Toll Booths, marked in Green, only 1 board per business will be accepted under this policy. The placement of these boards are to be by mutual agreement. Not with standing if there is any disagreement then the Harbour Masters allocation is final.

4.3 ALLOCATION OF ADVERTISING SPACES

Notwithstanding any allowance already received under current leases and /or Licenses. Each licensed Commercial mooring holder is allocated 1 board free of charge.

There can be no more than a maximum of 4 boards per Kiosk within the designated area.



Any boards additional to the allocated free of charge number will be charged at £300 P.A incl of VAT.

4.4 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.