

Event Signage for Events In Cambridgeshire

What classifies as event signage?

Events signs can be classified into two categories, advertising and directional. Each category is governed by different legislation and therefore are to be treated as separate entities entirely.

1. Event advertising signs

Event advertising signs are those that display an event name, time and location. These are widely used to increase awareness and encourage the public to an event.

1.1 What event advertising signs are allowed to be placed on the highway

Signs which are intended to advertise any local event being held for charitable purposes, which may be religious, educational, cultural, political, social or recreational, but not for any commercial purpose (Class 3D).

Examples of events an advertising sign would be permitted for would be

- A church bazaar
- A fete for a parent-teacher association
- A sponsored marathon in aid of a charity
- An amateur sports event for non-commercial purposes.

And

Signs that announce the visit of a travelling circus or fair (Class 3F).

1.2 What guidelines must my signs meet

- No advertising sign must exceed 0.6 of a square metre.
- Must not have any letters, figures or symbols over 0.75 of a metre in height
- Must not be displayed higher than 4.6 metres above the ground
- Must not be illuminated in any way.

1.3 What do I need to do to obtain permission to display my event advertising signage

Firstly check that your signage falls into one of the areas outlined in 1.1 above and meets the guidelines set out in 1.2. If it does not then we suggest you look at advertising your event in a different way. You could utilise parish display boards, ask the local shops and public houses to display a poster or utilise social media outlets.

If it does meet the criteria above then you will need to send a map identifying the positions you wish to place the signs, an example of the sign to be displayed with its dimensions and affixation details to Highway.Events@cambridgeshire.gov.uk at least 28 days prior to the day the event starts on. All event signage must adhere to the standards set in the Traffic Signs Regulation Act 2016.

1.4 How long can I display my advertising signage for

Class 3 (D) signs can be displayed 28 days before the event start date and removed, desirable within 48 hours of the event concluding, no later than 14 days after the event.

Class 3 (F) signs can be displayed 14 days before the event start date and removed, desirable within 48 hours of the event concluding, no later than 14 days after the event.

1.5. Is there anything else I need to know

We ask that you display no more than 10 advertising signs for any one event.

Any signs still in place 14 days after the event will be removed and destroyed and all costs involved will be reimbursed from the event organiser.

Any unauthorised signs found on the highway will be removed and destroyed and you will be invoiced for the cost of this.

Careful consideration to how you will affix the signage MUST take place have you considered that there may be utilities or cabling in the grass verge. Are you aware that no signage should be affixed to STOP, GIVE WAY, NO ENTRY, SPEED LIMIT or Traffic Signals.

Careful consideration should also be taking when positioning signs. Considered the sight lines of drivers, they should not be impeded. Distance from the junction they refer to, is their enough time for a driver to react safely. Height of the sign they must be at least 2100mm from the ground or 2300mm from the ground on cycle ways.

2. Event directional signs

Event directional signs used for the purpose of guiding traffic to an event. By giving clear directions to road users these signs assist with road safety and reduce congestion to special events.

The number of words on these signs should be kept to a minimum and have a maximum of 4 lines of text. The signs should not include dates and only display the name or sponsor of an event if a similar event is taking place nearby.

2.1 When are event directional signs necessary

Any event that will attract a considerable amount of traffic to a specific location should use temporary signage. The signage should be used to direct road users only if adequate parking is available.

Cambridgeshire County Council consider this to be when 250 or more additional vehicles from outside the area are expected to attend.

In all circumstances event organisers are encouraged to detail desired routes of access and parking arrangements within their communication strategies by providing accurate maps, route descriptions and satellite navigation details.

2.2 What do I need to do to obtain permission to display my event directional signage

A map and list of all signs, their dimensions and locations must be supplied to Cambridgeshire County Council at least 28 days in advance of the event start date to allow the authority the appropriate time to consider the request and consult with the police if required.

All signs included in the list must meet the specifications outlined in Schedule 13 of the Traffic Signs Regulation Act 2016.

Proposals should include information about the nature of the event, the expected number of visitors and the provisions for parking.

Signing from the nearest A or B road or within a 5 mile radius should be adequate however the distance from which signs should be provided and the number of routes to be indicated depends on the nature of the event and the volume of traffic anticipated but once signing has commenced adequate continuity must be provided along the route.

2.3 Who can install event directional signage

Event directional signage must be installed by an approved organisation/person with the authorisation of Cambridgeshire County Council.

Organisations erecting temporary traffic signs on the highway must take all necessary measures to avoid danger to the public or obstruction of traffic, as specified in Chapter 8 of the Traffic Signs Manual and the Code of Practice “Safety at Street Works and Road Works”.

Organisations erecting temporary traffic signs on the highway are responsible for the cost of making good any damage to street furniture and statutory undertakers’ equipment resulting from the erection of the signs and must have adequate public liability insurance cover.

They will be required to indemnify the traffic authority against any claim arising out of an accident alleged to have been caused by the inadequacy of a temporary sign whether in siting, visibility, insecure mounting or other cause.

2.4 How long can I display directional signage

Directional signage can be installed 48 hours prior to the commencement of the event, during the event (a maximum of 14 days) and must be removed no later than 48 hours after the conclusion of the event.

2.5 Is there anything else I need to know

The local traffic/highway authority is the final arbiter of the signing appropriate for any event and may remove or re-site any signs which have not been approved at the cost of the body which erected them.

At present Cambridgeshire County Council does not charge for the administration required to authorise event signage. Cambridgeshire County Council reserves the right to amend this policy

Any signs still in place 48h hours after the event will be removed and destroyed and all costs involved will be reimbursed from the event organiser.

Any unauthorised signs found on the highway will be removed and destroyed and you will be invoiced for the cost of this.

Careful consideration to how you will affix the signage MUST take place have you considered that there may be utilities or cabling in the grass verge. Are you aware that no signage should be affixed to STOP, GIVE WAY, NO ENTRY, SPEED LIMIT or Traffic Signals?

Careful consideration should also be taking when positioning signs. Considered the sight lines of drivers, they should not be impeded. Distance from the junction they refer to, is their enough time for a driver to react safely. Height of the sign they must at least 2100mm from the ground or 2300mm from the ground on cycle ways.

3. Recommended reading

The Traffic Signs and Regulations Act 2016

<http://www.legislation.gov.uk/ukxi/2016/362/contents/made>

Outdoor Advertising and Signs: a guide for advertisers

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/11499/326679.pdf

Temporary Traffic Signs for Special Events

<https://www.gov.uk/government/publications/temporary-traffic-signs-for-special-events>

Safety at Street Works and Road Works

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/321056/safety-at-streetworks.pdf