



**Guidance for  
displaying  
promotional  
posters  
and  
other material**

## 1. General information

Stratford-on-Avon District Council is responsible for maintaining the high environmental standards of the district. This includes ensuring that any promotional material is displayed, and taken down, in a consistent and appropriate manner. We are committed to supporting local events and appreciate the value of effective promotion. We do however ask that any associated material such as posters, signs, banners, postcards, fliers and A-boards, is displayed in line with the guidance.

*Please note:*

- *Material should not be fixed to street lighting columns or other illuminated equipment.*
- *Material should not be put up in such a way as to restrict vehicle driver vision at road junctions, roundabouts etc.*
- *Where material is displayed outside of the guidance, it is deemed to be “fly posting” and the Council has the right to remove it or take action to get it removed. (See section 7 below for the definition of Fly posting).*

Below is useful guidance on displaying promotional material for different categories of event.

## 2. Displaying notices to promote local events

If you have a local, not for profit, charitable event, such as a village or church fete, school open day, amateur sports day or music concert, you may display promotional material. This includes educational, religious, political, cultural, recreational or social events (but not commercial events).

For these events:

- Adverts must not exceed 600mm x 600mm in size, and
- Adverts may only be displayed up to 14 days in advance of the event and must be taken down within 7 days after the event

In accordance with Deemed Consent Advertising guidance, provided that your advertising conforms to the above requirements, you do not need planning permission. If you are in any doubt or would like further information, please contact us (details in section 5 below).

*Please note: material should not be displayed if the event is for commercial purposes (i.e. if the event is being held to generate an income).*

### **3. Displaying notices to promote fairs and circuses**

Guidelines for these types of events are slightly different from local events in that Stratford-on-Avon District Council **must be informed of the intention to display notices at least two weeks before the notices are put up.**

*'Fairs' include events such as: antiques fair, food fairs, wedding fairs, fun fairs, street carnivals and festivals, etc*

For these events:

- Adverts must not exceed 600mm x 600mm in size. Banners may be permissible but must be agreed in advance with Stratford-on-Avon District Council Streetscene Team.
- Adverts may only be displayed up to 14 days in advance of the event and must be taken down within 7 days after the event, and
- Stratford-on-Avon District Council Streetscene Team must be contacted and informed of the sites for the notices 14 days before they are put up.

In accordance with Deemed Consent Advertising guidance, provided that your advertising conforms to the above requirements, you do not need planning permission. If you are in any doubt or would like further information, please contact us (details in section 5 below).

### **4. Displaying notices for all other purposes**

Other categories of advertising may require Planning Permission. Please contact the Council's Planning Service for advice and further information by email at [planning@stratford-dc.gov.uk](mailto:planning@stratford-dc.gov.uk) or by phone on 01789 260303.

### **5. Contacting us**

If you wish to contact the Streetscene Team to notify us of your intention to display promotional material or would like further guidance or information, please contact us by email at [streetscene@stratford-dc.gov.uk](mailto:streetscene@stratford-dc.gov.uk) or by phone on 01789 260616.

## 6. Removal of fly posters

The Council is responsible for removing this material, as appropriate, from public areas and Council owned buildings. It is up to private landowners to clear material from their land or property.

The Council can request that advertisements must be removed and can issue a £75 Fixed Penalty Notice for each sign that is not removed in this time period.

## 7. Fly posting Legislation

**Fly posting** is the illegal posting of advertisements, leaflets and other promotional material on both Council-owned and Private land and property, including; posters, placards, metal directional signs, A-boards and banners, which can advertise a range of businesses, events and services.

Fly posters are often put up on the side of the road, where, as well as distracting motorists, they obscure traffic signs and signals, have a detrimental effect on the environment and can become litter if not removed.

Fly posting contravenes the Highways Act 1980 and the Town and Country Planning Act 1990 and is punishable by a fine of up to £2,500.

As mentioned above, if you would like to discuss any aspects of this guidance, please contact the Council's Streetscene Team at [streetscene@stratford-dc.gov.uk](mailto:streetscene@stratford-dc.gov.uk) or by phone on 01789 260616.

## 8. General waste management arrangements

The Council can provide advice and support with waste management for temporary events. We may also be able to assist you with litter control at your event by providing event organisers with refuse sacks, litter pickers and temporary event bins and arranging waste/recycling collection services. If you would like further information, please contact us by email at [streetscene@stratford-dc.gov.uk](mailto:streetscene@stratford-dc.gov.uk) or by phone on 01789 260616.



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