

WINSLOW TOWN COUNCIL

Signage and Fly Posting Policy



Introduction

Fly Posting can be defined as the display of advertising material on buildings and street furniture without the consent of the owner.

Signage generally applies to such items as directional signs for events or new developments. The policy also includes self supporting signs placed on the pavement or grass verge and any other objects attached to Council Property in some way.

Fly Posting is illegal and the affixing of any signs to Council property such as street lamps is not allowed without consent. Such items are unsightly, unwanted, detract from the general environment and can be a safety issue on the highway. They affect the quality of life of residents and visitors to the area and can discourage business investment as well as contributing to the 'fear of crime'. Removal of illegal posters and unauthorised signs is both costly and time consuming.

Legal Powers

- It is an offence under s132 of the Highways Act 1980 to affix a sign to any structure on the highway without the consent of the relevant highway authority, and the highway authority may remove any such sign without notice.
- It is an offence to display an advertisement in contravention of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. This provision applies to all types of advertisements and not exclusively to fly posting.
- s225 of the Town and Country Planning Act 1990 allows the Unitary Council to remove or obliterate any placard or poster displayed in contravention of the Advertisement Regulations.

Winslow Town Council Property

Notwithstanding the exemption listed below, Winslow Town Council **does not give permission** for any person, organisation or charity to affix signs, posters, or other materials on any property owned by the Council or under its control.

Winslow is served well by public notices boards, namely:

- on the High Street at its junction with Elmfields Gate, and
- outside Winslow Town Council's offices at 28 High Street

Only notices of a non-commercial, non-profit making concern may advertise on these notice boards.

Where fly posting or unauthorised signage occurs on property and/or street furniture owned by or in control of Winslow Town Council such items may be removed without notice.

Permitted Notices

Notices of events organised by charitable organisations may be permitted at the discretion of the Clerk to the Council, on written application. It shall be a condition of any permission that:

- the notices shall be placed no more than 14 days prior to the event and must be removed within 48 hours of the end of the event.
- the notices shall be limited to A4 size.
- the notices shall not be placed where they are a distraction to road users, or otherwise impact safety on the highway.

Failure to comply with these conditions may exclude further permissions being granted.

Prosecution

Winslow Town Council will support Buckinghamshire Council in their attempts to identify and prosecute those responsible for fly posting.

Review

The Amenities Committee on behalf of Winslow Town Council will review this policy statement annually.

V22.1
