

Guidance for displaying promotional posters and other material

1. Background 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 responsible manner. We are committed to supporting local events and ask that any associated material is displayed in line with the guidance and the requirements set out below. Such material includes: posters, signs, banners, postcards/fliers and A-boards,

Please note, 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 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 concert) you can display promotion material. This includes educational, religious, political, cultural, recreational or social events (but not commercial events).

For these events:

- Adverts must not exceed 0.6m x 0.6m 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.

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

For these events:

- Adverts must not exceed 0.6m x 0.6m in size,
- 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

There is a [Useful Guide for Advertisers](#) produced by the government in relation to outdoor advertisements and signs covering all categories of advertising for which Planning Permission may be required.

5. Contacting us

If you wish to contact the Streetscene Team to notify us of your intention to display advertising or would like further guidance or information, please contact us by email at Streetscene@stratford-dc.gov.uk or by phone on 01789 260616.

6. What we do

The Council is responsible for removing this material 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 within 48 hours 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.

8. General waste management arrangements

The Council can provide advice and support with waste management for temporary events in partnership with our contractors Biffa. 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 or by phone on 01789 260616.