

Event advertising on land and roadsides a guide for event organisers

Just a few little points that you might like to consider as organisers when considering how to advertise your event, and the possible consequences of illegally advertising the event.

Illegal fly posting includes putting posters, signs or banners on roads, verges, street signs, street furniture, road-side railings or lamp posts where they can cause obstruction, obliterate road signs, distract drivers or even cause a danger to pedestrians and road users, as well as spoiling the appearance of an area.

It is illegal to fly-post on private land without consent of the landowner and, in some cases, without permission from Winchester City Council. Signs or banners can be put on land where an event is due to take place but the organiser must firstly obtain the landowner's permission, although in some cases signs and banners may need express advertisement consent. It would be up to the land owner and / or event organiser to clarify this with the City Councils planning department.

Under **The Highway Act 1980, section 132** it is an offence for any person to paint or in anyway inscribe or affix any picture, letter or sign on the surface of a Highway, any tree, or structure without consent of the Highway Authority. If guilty of an offence the person can be liable to a fine of up to £1,000, and in the case of a second offence up to £2,500.

Winchester City Council officers have the powers to remove fly posters from street furniture without notifying the person who displayed the poster.

CHARITY EVENTS

Class 3 (D) of the Town and Country Planning (Control of Advertisements) Regulations 2007 allows temporary notices or signs advertising local events which are for **charitable** purposes (church fetes, school fetes, sponsored marathon, amateur sports event etc) but **NOT** for any **commercial** purpose (markets, wedding fayres, music events, tack sales, carpet / rug sales etc)

Any signs advertising charitable events cannot be larger than 0.6 square metres in size (approx. A4 size, but not exceeding A3 size as a rough guide) anything larger than this, and banners, need consent from the council. Signs can only be put out 28 days before the event and must be removed within 14 days of the event ending. From the research done it seems that councils can give their own timescales for signs, a common timescale seems to be 14 days before an event and 48 hours after the event. However the City Council will work with the government guidelines of 28 days before and 14 days after.

However, posters' advertising charitable events are not allowed to be attached to street furniture (benches, bins, bollards, planters) as this is considered to be an offence.

The signs **MUST** also state what charity the event is in aid of, otherwise they will be considered to be a commercial venture.

Event organisers for non charitable events should consider using legal alternatives like local radio, newspapers, magazines and town and village newsletters. Local newspapers and radio often have a 'what's on' section. They could submit a press release or use paid-for advertising.

Neighbourhood Services officers have the powers to issue Fixed Penalty Notices - £75 maximum, remove or obliterate signs, prosecute repeat offenders in the Magistrates Court, use Community Protection Notices and also charge the offender for the cost of removing posters and signs.