

Report of the Chief Executive

FLY-POSTING POLICY1. Purpose of report

To seek approval for a proposed Fly-posting Policy.

2. Detail

There is no formal definition of fly-posting. However, in 2000, the then Department of Communities and Local Government stated that it is generally taken to be the “*display of advertising material on buildings and street furniture without the consent of the owner, contrary to the provisions of the Regulations.*”

This policy, included at the appendix, is designed to give some structure to the Council’s enforcement, which is essentially undertaken by the Neighbourhood Wardens. However, there are a number of limitations within it. Some of the major ones are as follows:

- Nottinghamshire County Council will not give permission for fly-posting of any description on its street furniture. However, this can only be enforced by the County Council as Highway Authority.
- In view of the point above, we are only in a position to enforce the relevant advertising regulations which prohibit fly-posting for commercial activities. We will not be able to enforce against charities who fly-post in accordance with the regulations, even if this is on street furniture (unless owned by the Borough Council).
- While we have identified “good practice” in the advice to charities (density of signage, etc.) we will not be in a position to enforce these, as they are not in the regulations.

Comments on the draft policy have been received from the Environment Division, Legal Section, Town Centre Team, Communities Team, and have been sought from the Planning Division and Nottinghamshire County Council.

Recommendation

Committee is asked to RESOLVE that the Fly-posting Policy be approved.

Background papers

Nil