

BENENDEN PARISH COUNCIL

Flyposting Policy

Without guidelines, flyposting across the village raises complaints from parishioners and becomes wide-spread, unsightly and, on occasion, a danger on the highway and damages street furniture.

There is no formal definition of flyposting. However, it is generally taken to be the display of advertising material on buildings and street furniture without the consent of the owner and contrary to the provisions of regulations.

There are a number of pieces of legislation under which fly-posting can be controlled and make it an offence for any person to display an advertisement in contravention of regulations and where an offence is proven the contravener may be liable to a fine.

However, rather than prosecute the legislation allows local authorities to remove or obliterate any placard or poster displayed in contravention of regulations. This can be done :

- Without notice where it does not identify the person who displayed it or if it is on the highway or highways street furniture, or
- Where information is given to identify the person, after providing two days' notice.

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Benenden Parish Council does not support posters which advertise businesses (including private educational establishments), pressure groups or political bodies placed on public land or highways land and verges.

Advertising for local events will be considered by the Parish Council and those wishing to place a poster or board should contact the Parish Council, [clerk@benendenparishcouncil.gov.uk](mailto:clerk@benendenparishcouncil.gov.uk) for approval with the following details :

- ❖ copy of the notice
- ❖ size of notice
- ❖ where notices will be displayed
- ❖ when notices will be displayed

The Parish Council would prefer that advertising material is no larger than A3 size and notices placed no sooner than two weeks before an event and removed within 2 days after an event.

Any fixings used to place notices should cause no damage whatsoever and where the correct permission has been sought and approved by a relevant body, such as KCC Highways, the Parish Council should be notified.

Where appropriate and space allowing the Parish Council will consider displaying a poster on the noticeboards outside Benenden Village Hall and in Iden Green and on the Parish Council's website and facebook page. Advertisers and event organisers are also encouraged to contact Benenden Village Magazine, which is delivered to every household in the parish.