

Conditions of 'Factor 4'

- All forms of advertising or announcement shall be demountable.
- Pasting of posters for advertising or announcement is not permitted on any surface other than the demountable form referred to above.
- No advertisement or announcement shall be fixed to any traffic sign, highway directional sign, public utility equipment or placed in any position where the content of the advertisement or announcement could cause danger to any person using the highway, by viewing it from a moving vehicle.
- Every advertisement or announcement shall carry the date of the event or function being displayed, together with the name of the organisation, its address and the name of the person within it responsible for ordering the advertisement or announcement to be so placed. Such information is required to be sized so the details can be read close up and is best located at the bottom of the advertisement or announcement.
- Where the advertisement or announcement is placed on private property, the permission of the owner should be sought and it is advisable to obtain such permission in writing. In any case of dispute, failure to produce such written permission shall be taken as evidence that permission is not granted.
- The person named on the advertisement or announcement shall ensure that a record of the locations used for display be recorded so as to assist removal within the timescale laid down.
- A maximum of 20 (twenty) advertisements or announcements shall be permitted for the event or function under these terms and conditions. Where any organisation wishes to hold more than one event or function within any four week period, then only 20 (twenty) signs can be used in total at any one time during a four week period.
- In the case of directional signs (those for indicating the way to a certain location) as these do not carry a date as required under these conditions, then application may be made to Gloucestershire County Council for permission to site such directional signage. Permission for such signage cannot be given by Stroud District Council.
- Stroud District Council where possible, will assist to identify any sites which are known to be acceptable to those wishing to comply with these terms and conditions. Stroud District Council will work with town and parish councils to provide such facilities. Details of such sites are available from Stroud District Council or the respective town or parish council, where any organisation wishes to display a 'Fly Poster'.
- The area covered by Stroud District Council is shown on the boundaries of the map overleaf. Permission to display within the boundaries of another local authority, even if within the four mile radius, cannot be given by Stroud District Council and application should be made to the appropriate authority.
- Any person or organisation who flagrantly disregards these terms and conditions will face the possibility of enforcement, including punishment and penalties available under the Anti Social Behaviour Act 2003.

**ADVICE LINE
(01453) 754297**



Thinking of Fly Posting?

STOP!

don't get burnt - use

'FACTOR 4'

- **4 weeks**
- **4 miles**
- **4 days**

Respect for people, their point of view and their property

For those planning to advertise an event or function by 'Fly Posting', this leaflet outlines how to avoid prosecution or penalties under the Anti Social Behaviour Act 2003



What is a Fly Poster?

Any form of advertisement for which no advertisement consent has been granted for its erection and display for public viewing, whether such is displayed on the public highway or from private property but viewable to users of the public highway.

Note:

- It is recommended that where any 'Fly Poster' is larger than A3 (297 x 420 mm) in size, consultation should be sought via: Stroud District Council Planning Offices, in respect of the Town & Country Planning (Control of Advertisements) Regulations 1992, or Gloucestershire County Council Environment Department, in respect of the Highways Act 1980
- No 'Fly Poster' can be in an illuminated form
- No 'Fly Poster' is permitted to contain any wording, visual representation or graphics, which is abusive, insulting or racially motivated
- Permitted advertising by way of 'Fly Posting' will become subject to process where any 'Fly Poster' is placed contrary to this consent or still displayed after the expiry date applicable to the event or function
- Stroud District Council is indemnified against all claims and actions arising by reason of the presence of any 'Fly Poster' hereby permitted.

Terms of 'Factor 4'

A 'Fly Poster' is permitted to be displayed . . .

- Not more than **four weeks** prior to the event or function taking place
- Can only be displayed within a **four mile** radius of the venue of the event or function
- All forms of display used must be removed within **four days** of the conclusion of the event or function.



Respect for people, their point of view and their property