

Nicola Hesketh
Project and Information Coordinator

Our Ref: FOI5306/NH/02
Please ask for: Nicola Hesketh
Direct dial: 01827 709266 / 01827 709587
E-mail: FOImailbox@tamworth.gov.uk

[Name Redacted]

8th August 2018

Dear [Name Redacted]

Freedom of Information – Request for Information

With regards to your recent enquiry for information held by the Authority under the provisions of the Freedom of Information Act, please find the information you requested below with reference in the box to your original enquiry for clarity where multiple answers are required.

Details of Your Request

1) *What guidance is issued by you to people asking permission to place advertising by the roadside ?*

Many people are placing theirs at all the places most likely to distract drivers and increase the risk of an accident eg around roundabouts, on the approaches to junctions, pedestrian crossings, schools etc

If you have no such guidance, and without your claiming it isn't your responsibility (make it your responsibility), how quickly will you rectify the situation ?

2) *What measures do you take to deter dangerous placement ?*

If you have no such measures, how quickly will you rectify the situation ?

The response to your request as follows:

Please see attached

IMPORTANT NOTICE ABOUT USE OF INFORMATION PROVIDED UNDER THE FREEDOM OF INFORMATION ACT (FoIA)

Most of the information that we provide in response to Freedom of Information Act 2000 requests will be subject to copyright protection. In most cases the copyright will be owned by Tamworth Borough Council. The copyright in other information may be owned by another person or organisation, as indicated on the information itself.

You are free to use any information supplied for your own non-commercial research or private study purposes. The information may also be used for any other purpose allowed by a limitation or exception in copyright law, such as news reporting.

However, any other type of re-use, for example by publishing the information in analogue or digital form, including on the internet, will require the permission of the copyright owner. For information where the copyright is owned by Tamworth Borough Council details of the conditions on re-use can be provided on application to the contact below.

For information where the copyright is owned by another person or organisation you must apply to the copyright owner to obtain their permission.

This council also believes in transparency of information, this includes requests made under the Freedom of Information Act and the Environmental Information Regulations and we reserve the right to publish these requests in our Disclosure Log along with the response, the requestors name and/or company where the information is requested on a regular basis. Care shall be taken not to publish your email address or physical address where it is considered personal information as defined under the General Data Protection Regulation 2018.

Project and Information Coordinator,
Tamworth Borough Council,
Marmion House,
Lichfield Street,
Tamworth,
B79 7BZ

Details of Tamworth Borough Council's internal review and complaints procedure are attached, in accordance with the provisions of the Act.

Yours Sincerely

Nicola Hesketh
Project and Information Coordinator

Advertising Your Charity Event

Temporary posters displayed to advertise any local event being held for charitable purposes, but not for commercial gain must comply with advertising regulations*.

The posters must be of good quality and no bigger than 0.6 square metres in area.

An advertiser must obtain, and confirm if requested, the consent of the building or asset owner to display a poster/notice. With permission of the asset owner posters can be displayed no more than 28 days before the event and must be taken down within 14 days.

Staffordshire County Council Highways will not **normally** allow any placing of posters on highways lamp posts, road signs, pedestrian crossings or other street furniture. Any found will be removed immediately if permission is not granted. Should you wish to apply for permission on highway railing and/or other furniture outside the pedestrian area of the town, please contact highways via highways@staffordshire.gov.uk

Posters should not be attached to any building, or structure, designated as an Ancient Monument or Listed Building (details of these properties are available on the Borough Council website www.tamworth.gov.uk)

Tamworth Borough Council can grant temporary town centre signage of posters meeting the correct criteria on the lamp posts in the town centre pedestrian zone only and some areas in the Castle Grounds. You can also request permission to hand out leaflets. Advertisement consent has been granted for some cross street banners in the town centre, subject to availability. Event organisers are responsible for the cost of the banners, erection and dismantling.

A written request must be submitted to Tamworth Borough Council, Environmental Management, Marmion House, Tamworth, B79 7BZ or via email environmentalmanagement@tamworth.gov.uk .

In most cases the best option for publicity is to pass posters to town centre shops and offices for display. Ankerside Shopping Centre Management can and do accept publicity material on request.

Another option for charities may be a stall on the market – you can book a free stall any Tuesday, if available, by calling Ted Perry on 07736 777244 or by email ted@lsdpromotions.com

The tourist/advertising boards at Ventura and in the town centre are controlled by the Arts and Events Team. Please contact them on 01827 709314 for information.

Some retailers at Ventura Park (M&S, ASDA etc) also have a community wall and often allow poster display and/or leaflet handouts.

Please note that posters displayed without appropriate consent can be classed as fly-posting for which the persons witnessed can be liable to an £80 fixed penalty notice.

Standard Conditions

The Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended) requires that all outdoor advertisements must comply with five 'standard conditions'. They must:

- be kept clean and tidy
- be kept in a safe condition
- have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land)
- not obscure, or hinder the interpretation of. Official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport
- be removed carefully when so required by the planning authority

* Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended)

Advertising Your Travelling Fair/Circus

Temporary advertisements or notices advertising the visit of a travelling fair or circus must comply with advertising regulations*.

A fair/circus must submit in writing to Tamworth Borough Council, Environmental Management, Marmion House, Tamworth, B79 7BZ or via email environmentalmanagement@tamworth.gov.uk all intended locations of posters/advertising up to 14 days before the visit and confirm the permission of the asset owner.

The tourist/advertising boards at Ventura and in the town centre are controlled by the Arts and Events Team. Please contact them on 01827 709314 for information.

Tamworth Borough Council can grant temporary town centre signage of posters meeting the correct criteria on the lamp posts in the town centre pedestrian zone **only** and some areas in the Castle Grounds when requested in writing as above. Fairs/Circuses can also request permission to hand out leaflets.

With permission of the asset owner posters can be displayed no more than 14 days before the opening of the fair/circus and must be removed within 7 days thereafter.

Staffordshire County Council Highways will not **normally** allow any placing of posters on highways lamp posts, road signs, pedestrian crossings or other street furniture. Any found will be removed immediately if permission is not granted. Should you wish to apply for permission on highway railing and/or other furniture, please contact highways via highways@staffordshire.gov.uk

Posters should not be attached to any building, or structure, designated as an Ancient Monument or Listed Building (details of these properties are available on the Borough Council website www.tamworth.gov.uk)

The posters must be of good quality and must be no bigger than 0.6 metres square.

In most cases the best option for publicity is to pass posters to town centre shops and offices for display. Ankerside Shopping Centre Management can and do accept publicity material on request. Some retailers at Ventura Park (M&S, ASDA etc) also have a community wall and often allow poster display and/or leaflet handouts.

Posters placed on empty premises without proof or permission will be deemed to be fly posting.

Lorries advertising the event are not permitted on any Tamworth Borough Council pay and display car park under the terms of our Off Street orders.

Please note that , posters displayed without appropriate consent can be classed as fly-posting for which the persons witnessed can be liable to an £80 fixed penalty notice.

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- not obscure, or hinder the interpretation of. Official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport
- be removed carefully when so required by the planning authority

* Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended)

Arts, Entertainment and Other Events For Commercial Purposes

Venues/event organiser must seek advertisement consent* from Tamworth Borough Council prior to advertising an event on boards at their premises for further information – planningadmin@tamworth.gov.uk

Temporary advertising of arts, entertainment shows and other events for commercial gain **do not** have any legal right to place posters or other advertising items on highways lamp posts, road signs, pedestrian crossings or other street furniture. Any found will be removed immediately.

Posters will not be allowed to be attached to any building, or structure, designated as an Ancient Monument or Listed Building (details of these properties are available on the Borough Council website www.tamworth.gov.uk)

The tourist/advertising boards at Ventura and in the town centre are controlled by the Arts and Events Team. Please contact them on 01827 709314 for information as to whether your show or event is eligible.

In most cases the best option for publicity is to pass posters to town centre shops and offices for display. Ankerside Shopping Centre Management can and do accept publicity material on request. Some retailers at Ventura Park (M&S, ASDA etc) also have a community wall and often allow poster display and/or leaflet handouts.

Lorries advertising the event are not permitted on any Tamworth Borough Council pay and display car park under the terms of our Off Street orders.

Posters placed on empty premises or other highways furniture will be deemed to be fly posting for which the persons witnessed can be liable to an £80 fixed penalty notice.

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