

Advertising by Fly Posters

Any Commercial/For Profit advertising first requires permission to advertise from the landowner. In the case of Highway Land this is Worcestershire County Council. Then Advertising Consent will be required from the relevant Planning Authority (either Redditch Borough Council or Bromsgrove District Council depending on where the advertising is to be located). Advertising consent is subject to strict criteria and conditions and costs £380.

Non-commercial/Not-for-Profit Advertising requires permission to advertise from the Landowner, in the case of Highway Land this is Worcestershire County Council. Worcestershire County Council can issue a Consent License for non commercial advertising; however these are generally time limited and are also subject to strict criteria and conditions. Non Commercial/Not-for-profit Advertising on private land should still conform to standard conditions and would be considered of low priority for Enforcement if the following criteria were met:-

1. Be kept clean and tidy
2. Be kept in a safe condition
3. Have the permission of the owner of the site on which they are displayed including the Highways Authority if the sign is to be placed on highways land.
4. Not obscure or hinder the interpretation of official highway, rail, waterway or aircraft signs or otherwise make hazardous the use of these types of transport.
5. Be removed carefully where so required by the Planning Authority

For more information on advertising legally please follow this link

<http://www.planningportal.gov.uk/permission/commonprojects/advertssigns/>

or contact:

Worcestershire County Council Development and Control Environmental Services County Hall Spetchley Road Worcester WR5 2NP 01905 766293	Bromsgrove District Council Development Control The Council House Burcot Lane Bromsgrove Worcestershire B60 1AA 01527 881346 pec@bromsgrove.gov.uk	Redditch Borough Council Development Management Town Hall Walter Stranz Square Alcester Street Redditch Worcestershire B98 7EQ 01527 534062 Developmentcontrol@redditchbc.gov.uk
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