



Policy on the Placement of Roadside Posters

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Shetland Islands Council requires permission to be sought to display any posters on Council property.

In the case of roadside posters, permission should be sought from the Roads Service, and the following conditions must be met:

1. That for election posters, application is made, not for every poster, but for all posters within the roads authority's area;
2. All election posters must contain an imprint including: the name of the promoter; the name of any person on behalf of whom the material is being published (and who is not the promoter); and the printer. It is an offence for material that is required to have an imprint by law to be published or displayed without an imprint.

All other posters must clearly state the name and address of the person and/or organisation responsible for its placement;

3. All posters must be backed by boards or printed on card of adequate stiffness and tied with string or fixed with plastic cable ties. They must not be fixed with adhesive of any type;
4. Before posters are erected, the applicant or in relation to election posters the Chairman or Secretary of the relevant party association (or candidate if there is no such association) must state by letter to the Director of Infrastructure Services that the association (or, where appropriate, the candidate) agrees to indemnify the Council against any damages as a result of the display of election posters and may be liable for reimbursing the Council for the cost of removing any signs or posters after the deadline for their removal specified at paragraph 8 below. Applicants, associations (and candidates) must ensure that they are in a position to meet any successful claims in these respects.
5. Any posters fixed by adhesive to any item of street furniture will be treated as illegal fly posting and the offending person may face prosecution under Section 200 of the Roads Scotland Act 1984. This carries a maximum fine of £1000 per offence. The Council will also act under Section 59 of the Act to recover costs incurred in the removal of fly posting from the offending party;
6. All posters shall be erected on street lighting columns. The size and placing of posters must not cause any obstruction to pedestrians and shall not obscure any traffic signs or signals or interrupt any sightline essential for road safety. The size should, not exceed 0.16 sq m and the maximum overall dimension in any direction should not exceed 500mm. The mounting height to the underside must be no less than 2.25m;

7. Posters must not be attached to any traffic signal post, or control box, any traffic sign, refuge islands in the centre of roadways, or upon roundabouts, pedestrian guardrail or bus stop or any public utilities apparatus;
8. Election signs and posters are required to be removed within 48 hours of polling day. All other posters must be removed on the date specified by the Roads Service in any permission granted.

In addition, the Returning Officer does not permit the placement of any individual or party campaign posters or sandwich boards on or within the boundaries of polling places, during the hours of polling.

Correspondence with the Roads Service for application, enquiries or complaints, in particular with regard to the location and dimensions of posters, should be addressed to:

Shetland Islands Council
Executive Manager - Roads
Infrastructure Services Department
Gremista
Lerwick
ZE1 0PX

Telephone: Lerwick (01595) 744866
Fax: Lerwick (01595) 744869
e-mail: roads@shetland.gov.uk

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