

PROMOTING YOUR EVENTS

How to advertise legally and keep our District tidy



Folkestone & Hythe District Council
Civic Centre
Castle Hill Avenue
Folkestone
CT20 2QY



HOW CAN I ADVERTISE MY EVENT?

We welcome fairs, festivals, sales and shows and know they bring a lot of benefits - both to the people of the District and the local economy. We also know the huge amount of work that goes into them and the commitment of the volunteers who make them happen.

Advertising is allowed when done legally and safely and it's a good idea to plan and budget for it in advance. There are lots of ways to promote your event such as:

- Ask to put your posters up on the noticeboards of local halls or community centres.
- Shops may agree to put posters up in their windows or on their noticeboards for a small charge.
- Social media is a great way of spreading the word (we'll be happy to share your Facebook posts about your local event.)

- Advertising in the 'What's On' section of local newspapers will reach thousands of people.

If you do use posters then, in most cases, you can put them on private land providing you have the landowner's written permission (we may ask to see this) and your poster is no bigger than 0.6sqm (600mm x 1000mm.)

Anything bigger will need planning permission. If you are in any doubt about whether your advertisement is legal it is best to check by visiting:

And please remember to take down your posters after the event!

FLY-POSTING

WHAT IS IT?

Fly-posting is putting up promotional materials like adverts, posters, banners, notices and stickers in public without permission. Fly-posted advertising is often:

- Attached to road signs, lampposts and railings.
- Pasted onto buildings, litter bins or the windows of empty shops.
- Stuck into grass verges or roundabouts.

It is often done by businesses and community groups who want to advertise their event or service.

Fly-posting can make communities look untidy and unloved. Our residents tell us they don't like it and roadside posters can also be a dangerous distraction to drivers. Because of this Folkestone & Hythe District Council has adopted a zero tolerance enforcement approach to fly-posting.

So, when it comes to promotion and advertising please stay legal and don't make our District look shabby by fly-posting.

WHAT ARE THE PENALTIES?

Fly-posting in the District may result in the following action:

- A warning may be given.
- A person who is caught in the act of fly-posting will be issued with a Fixed Penalty Notice of £100 on the spot.
- Fly-posting found in the District will result in a notice being sent to the advertiser giving them three days to remove the advert.
- We will check if the advert has been removed after the three days has expired.
- If the advertiser has not removed the fly-posting they will be issued with a Fixed Penalty Notice of £100 for each advert found.
- We may remove and dispose of the posters or arrange for the land owner to do so.
- If the same advertiser is found to fly-post again a Community Protection Warning could be issued or we may decide to prosecute them.