



# Roadside Poster Guidance

January 2021



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### Introduction

Posters may be used at specific locations or as part of a localised campaign. They may contain words and images and may be moved around sites to provide a county wide topical road safety, or sustainable travel message.

Posters are usually treated as an interim measure whilst more long-term road safety solutions are found or, as a supplement to other long-term solutions. For example, posters are sometimes erected along routes where there has been a history of motorcycle crashes.

A poster campaign is more effective when other publicity is undertaken, such as articles in the media, or school based initiatives.

Unauthorised or commercial signs/posters often become an eyesore and can reduce the effectiveness of necessary road signing. Buckinghamshire Council has powers under section 132 of the Highways Act 1980 to remove these signs.

By adhering to this policy, the council expects to contribute to achieving safer roads and reducing casualties.

### Uses

As posters are not governed by traffic sign regulations (see Legal Issues below) there are a number of ways in which images and text can be used to get messages across to road users.

### Legal Issues

As posters installed on the public highway are not traffic signs, they are not governed by signing regulations. Posters are classed as advertisements, which are governed by the Town and County Planning (Control of Advertisements) (England) Regulations 2007.

Local authorities have the power to erect posters on the public highway under Schedule 2 and 3 of these regulations:

#### Schedule 2

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to —
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying

advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

(a) See the definition in regulation 2(1).

Schedule 3

### ***Class 1***

Functional advertisements of government departments and their agencies, local authorities, public transport undertakers, statutory undertakers and Transport for London.

- 1a. An advertisement displayed wholly for the purpose of announcement or direction in relation to any of the functions of a government department, an agency of a government department, a local authority or Transport for London, or to the operation of a statutory undertaking or a public transport undertaking, which –

(a) Is reasonably required to be displayed for the safe or efficient performance of those functions, or operation of that undertaking, and

(b) Cannot be displayed by virtue of any other specified class.

- 1a. (1) Illumination is not permitted unless reasonably required for the purpose of the advertisement.

(2) No advertisement may exceed 1.55 square metres in area. (Legal maximum)

### **When to Use Posters**

There are no laid down criteria for when posters should be used. As an example, the 'Think Bike' posters were erected along roads/routes where collisions involving motorcycles have occurred.

Posters may be displayed on any road maintained by Buckinghamshire Council.

### **Duration**

Posters are more effective in the first week that they are displayed, this is when they are at their cleanest and drivers are not familiar with them. It's for this reason that posters should be moved to other sites after a few weeks and that any faded or water damaged posters are replaced.

The maximum period that a poster would be authorised to stay at one location is 16 weeks.

### **Size**

All measurements are in millimetres unless stated otherwise.

The maximum acceptable size for a poster is 750mm x 750mm. The maximum size for a lighting column is 600mm x 600mm.

The larger the poster the more prominent it will be on the public highway and the easier it will be to for road users to read especially on high speed roads (40mph +). However, the larger the poster the more difficult it will be to find suitable street posts to erect the poster.

## Message

- All messages should be kept clear and simple to avoid any possible misinterpretation (short and sharp).
- Messages should contain ideally no more than 4 words.
- Messages should be an instruction or a statement rather than a suggestion or thought.
- Posters containing images should be large enough for the image to be clearly recognised and understood by passing vehicles.
- Detailed and clustered imagery should be avoided.
- Text should mainly be in bold, capital letters.

## Poster Types and Fittings

For durability it is recommended that posters be made from corrugated plastic or other composite type material.

Corrugated plastic posters should be fitted with plastic cable ties in the centre of the poster in order to take the majority of any wind pressure. In addition, extra plastic cable ties may be required for the top and bottom of the poster.

Composite material posters may come with a channel backing for fixing with clips.

## Logos/Sponsorship

It is not recommended that logos are used as they may distract from the main message.

## Posters Designed by Local Schools or Communities

Some posters will include pictures and messages drawn by local school children as part of a competition where the winning design is used. This is a good way of promoting road safety in schools but it is important that the images and messages drawn are clearly recognizable and understood by road users. Some designs can be made clearer by enhancing the outline of the text and image and increasing the size of the poster.

## Good Practice

- Posters must not contain or replicate any traffic sign shown in the Traffic Signs Regulations and General Directions Manual i.e. a 30mph sign with red border may not be used.
- Posters should not contain any advertising material.
- Posters should be fitted on private land wherever possible. Posters must not be fixed to any other traffic sign/post or telegraph poles
- The minimum mounting height for signs located on pedestrian routes or footways is 2.1m and 2.3m on a cycleway. In verges it should be mounted at approximately 1.5m – 1.8m above ground level.
- There should be a minimum of 500mm lateral clearance between the edge of carriageway and edge of poster frame.
- Ensure that the tail of a cable tie does not point out towards the footway as this can cause issues, especially when at child or eye level of pedestrians or cyclists.
- Posters should not obscure junction or bend sight lines or other road signs/ signals nor should they distract road users at potentially hazardous locations.
- Posters should be secured so that they cannot be easily twisted around or moved in any way.

- Posters should be inspected by local community representatives on an ad hoc basis to ensure that they have not become damaged or have moved.
- Care should be taken to ensure that posters are not erected in locations that could be seen to intrude upon properties or homes.
- Wherever possible, posters should be installed back to back.
- The Parish Council and local community representatives should be advised that posters are to be erected.

## Health and Safety

In order to minimise the risk to Buckinghamshire Council for each proposed sign location a suitable and sufficient risk assessment is to be carried out to identify the significant hazards and to determine the required control measures. Further details and an example risk assessment can be found on the HSE website <https://www.hse.gov.uk/simple-health-safety/risk/index.htm>

The applicant will be asked to confirm their understanding and agree to carry out and adhere to a risk assessment.

Due to the risk of striking underground utilities (gas, water, electricity etc) no person may dig into the highway (verge or footway) to install a post for the purpose of fitting a poster unless properly approved by the Highway Authority.

If there is a need for a dedicated post location it may be possible for a ground screw to be installed by the Highway Authority. A removable post may then be fitted at that location as and when required. The local community will be required to bear the cost of this.

Any person or organisation installing a poster should ensure that they have £5m public liability insurance cover.

If, in the opinion of the Highway Authority, a poster is erected where it presents a hazard to the travelling public, the Highway Authority reserves the right to remove the poster or instruct the applicant to remove the poster.

## Consultation

Consultation between the Parish Council and interested parties, e.g. local residents and the Areas of Outstanding Natural Beauty Office. Consideration should be given to informing local press and putting articles in local newsletters as a way of advertising the campaign.

## General

The posters must be mounted and maintained in accordance with the standards detailed in this policy.



# Transport for Buckinghamshire

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