

Policy - Temporary Advertising On The University Estate

CONTENTS

1. **University Policy**
 - 1.1 Purpose of the policy
 - 1.2 Scope of the policy
 2. **Roles and Responsibilities**
 3. **Change Record**
 4. **Approval**
-

1. University Policy

This Policy covers the placement of temporary advertising, i.e. posters or banners, across the Loughborough University estate.

It does not cover the erection of permanent advertising hoardings such as around sports pitches or within buildings such as shops, and restaurants.

The Policy is not intended to influence the content although Facilities Management reserves the right to refer the content to the University's Operations Committee or Department of Marketing and Communications.

1.1 Purpose of the policy

This policy shall ensure that advertising shall not:-

- damage the University's image.
- give offence externally or within the University community.
- conflict with or detract from University policy.

This Policy will be reviewed 12 months from first issue, after which it will be reviewed every five years or in the event of significant operational change.

1.2 Scope

Temporary Signs

Temporary signs are defined as those signs which are erected for a specific event and removed immediately thereafter. This includes promotion of candidates for student related executives or committees.

Permitted

- Temporary signs may be erected by the organising body for the event without reference to Facilities Management or the Committee. Temporary signs shall be completely removed by event organisers within seven days of the event terminating. Should this not be done, Facilities Management will do so and charge the costs to the event organisers.

Not permitted

- Temporary signs shall **not** be glued or taped on lamp posts, floodlight pylons, control pillars, hand rails or any other obstacle.
- Temporary signs shall **not** be nailed or stapled to trees.
- Fly posting is not permitted under any circumstances and is covered under Section 224(3) of the Town and Country Planning Act 1999. The University has been successful in pursuing reimbursement for the cost of removal and reinstatement of any surface for this offence. Any litter, promotional leaflets will be collected and charged to the offender.
- Advertising on footpaths or paved areas **MUST** be approved by Facilities Management, if this is not it shall be removed at a cost to the advertiser.

All other advertising signs

- Applications for the erection of advertising matter outside buildings or elsewhere on the main campus grounds must be made in writing to Facilities Management for approval. The following information should be provided on a Facilities Management requisition form:
 - Name and contact details of lead person
 - Details of the event
 - Desired location for advertisement
 - Length of period of advertisement
 - Content of the advertisement
 - Size of poster or banner

Details should be sent to fmhelp@lboro.ac.uk.

The Helpdesk will raise a requisition for the Grounds Staff to check that the advertising has been removed after the event.

Permitted subject to further approval

- Advertising commercial organisations should always be cleared and approved through the Marketing and Communications department or approved University Department.

Not permitted

- Advertising by night clubs and public houses or fly posting will not be permitted.
- Advertising for alcohol, tobacco, firearms or chat-line telephone services will not be permitted.
- Advertising signs should be placed on permanent notice boards or designated advertising areas sited in halls and around the campus.
- Advertisements will not be permitted to be erected in such a location as to cause visibility obstructions for footpaths and road users.
- Advertisements should **not** be glued or taped on lamp posts, floodlight pylons, control pillars, hand rails or any other obstacle.
- Advertisements should **not** be nailed or stapled to trees.

Points to note

- Advertisements must be in accordance with the Code of Practice of the Advertising Standards Authority.
- Signs facing the public highway are subject to a planning application to the local authority. The applicant will be expected to bear the cost of the preparation of the application, together with the fees thereof.
- Operations Committee will adjudicate where an agreement on style and location cannot be agreed between Facilities Management and an applicant.

2. Roles and Responsibilities

The Facilities Management Helpdesk will receive information and requests for advertising and approve where the content fits within the policy. Any advertising on a commercial basis will be directed to Marketing and Communications for approval. Any request not covered by the policy will be escalated to the Assistant Director of Facilities Management.

3. Change Record

Revision 1		First issue

4. Approval

Author:

Signature:

Date:

Approval:

Signature:

Date:
