**Conditions for the Erection of Posters on the Public Highway**

1. Posters will be restricted to events in the Borough of a charitable, cultural, educational, social or religious nature, provided they are not carried out for commercial purposes.
2. Posters should not mask the visibility / sight lines of pedestrians crossing the road or drivers of vehicles emerging from side roads or obscure any road sign or traffic signal.
3. The **posters should be laminated and can only be erected on street lighting columns** at a height of 2.1 metres from the footway to the lowest edge of the poster, and they must not be larger than A4 size**.**
4. All posters are to be firmly secured both top and bottom on the street lighting column with non-ferrous fixing, and in such a manner that there is no danger of them being easily removed by vandals or strong winds, as to endanger passing pedestrians and vehicular traffic.
5. Posters must be removed within *3 days* of end date of the advertisement period. Each poster must have an advertisement start and end date at the bottom the poster. Failure to do so will jeopardise any future applications*.* Any posters found after that date will be removed and the Council reserves the right to invoice a charge of at least **£250** to cover the costs of removal.
6. Posters that are fixed to any other street furniture (e.g. railings, traffic lights, trees) other than lamp columns will be removed at a standard charge **£250** even if they have authorised sign stickers on them.
7. Permission to display the posters is granted subject to your organisation indemnifying the Council for any loss, damage or personal injury arising out of the display of the poster. Without prejudice to the obligation to indemnify the Council, it is recommended that the public liability insurance should be maintained with a reputable insurer with a limit of indemnity of not less than £5M (five million pounds), for each claim.
8. Before you proceed, please complete and return application form showing the streets where you propose to erect the posters. You are not permitted to use every street column with in a road.
9. A photocopy/scanned copy of your indemnity as described in paragraph 7 must be sent to this department with your schedule of sites, before any permission will be granted.
10. A copy of the poster must be sent in with the application before permission will be granted.
11. Once the roads have been approved, this department will issue “Authorised Sign” stickers, which must be attached to the bottom of each sign.



**Application for the Erection of Posters on the Public Highway**

Please fill out all sections below and either post it to: Network Management, 2nd Floor, Civic Centre, Twickenham, TW1 3BZ or email the completed form to: [Network.Management@richmond.gov.uk](mailto:Network.Management@richmond.gov.uk)

**\*Required field (form will not be processed unless completed)**

Name\*

Organisation \* Event\*

Address\*

Postcode\*

Contact Number\*

Email Address \*

A maximum of 25 authorised sign stickers will be issued per event. List of roads that posters are to be fixed to Lamp Columns in\*:

|  |  |  |  |
| --- | --- | --- | --- |
| **Road** | **Area** | **Road** | **Area** |
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Posters will be removed by our street cleansing team if:

* No Authorised sign stickers are displayed
* No start and end date is clearly displayed
* Posters are affixed to other street furniture such as traffic lights, trees, fences etc **(Affix to lamp columns only)**

**Declaration**:

**I have read and understood the terms and conditions as stated in the guidelines. I agree to follow the 10 guidelines. I enclose a photocopy of the public liability form.**

Signed\* ………………….………………………. Date\*

