

EastendHomes

ADVERTISING AND HOARDINGS POLICY

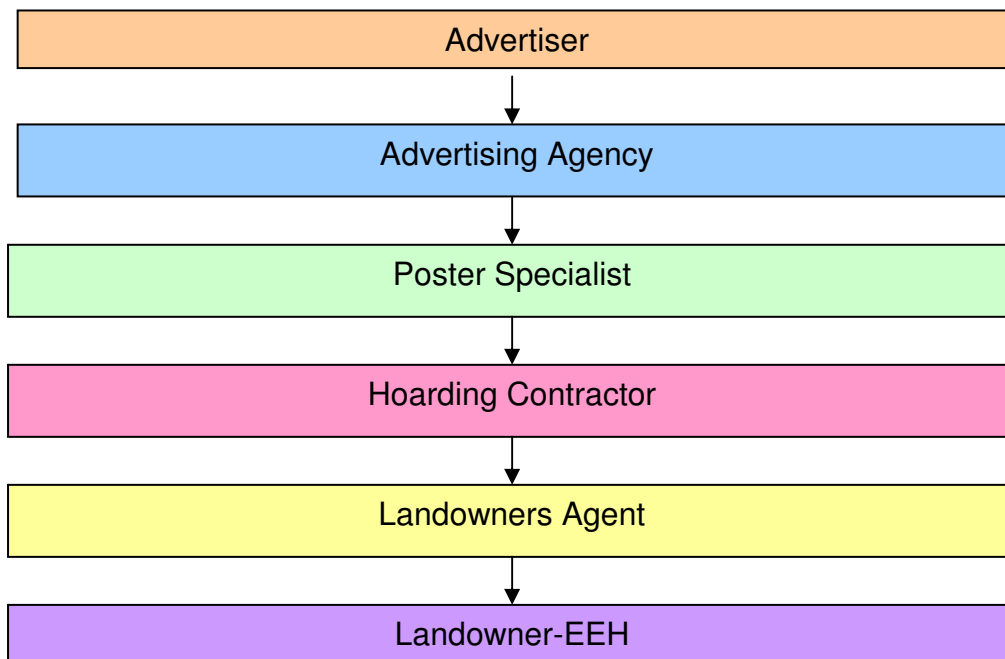
1. STATEMENT OF INTENT

- 1.1 EastendHomes recognises the potential for generating income from advertising hoardings on its land.
- 1.2 When deciding whether to allow advertising hoardings EastendHomes will take account of the appropriate legislation.

2. DETAIL

- 2.1 EastendHomes will consider potential sites individually taking account of:-
 - length of time the site might be available
 - results of consultation with residents
 - location of site (advertisements on highways can be a potential road safety hazard if positioned where drivers need to take special care e.g. pedestrian crossings, roundabouts, junctions, bridges etc)
- 2.2 EastendHomes will not consider advertisements for/of:-
 - Political parties
 - Religious organisations
 - Naked persons
 - Tobacco
 - Matters of a discriminatory nature
- 2.3 Advertising hoarding contractors operate by taking licences from landowners allowing them to erect and maintain advertising hoardings on their property; the Licensor is paid a fee for the use of the land.
- 2.4. The relationship between the advertiser and the landowner can be summarised as :-

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2.5 EastendHomes will work with an agent who will be responsible for:

- a. ensuring all relevant planning, highways licences and other consents are in place prior to the hoardings being erected including requirements under Town & Country Planning Act 1990 and Highways Act 1980; as well as Tower Hamlets UDP (and/or LDF).
- b. ensuring the security provisions of the Landlord & Tenant Act 1954 are met and that no express rights of way to and from the advertising site are created or that EastendHomes does not grant exclusive possession.
- c. ensuring compliance with Tower Hamlets Council's policy on 'Display of Advertisement Hoardings', and any other appropriate policy of a statutory authority e.g. GLA, TFL as well as Advertising Standards Authority guidance.
- d. keeping hoardings clean
- e. maintenance and insurance arrangements
- f. ensuring hoardings comply with all appropriate health and safety requirements
- g. ensuring the advertising matter complies with this policy

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- h. financial arrangements with the advertisers agents and collecting income on behalf of EastendHomes.
 - i. arranging erection and removal of hoardings
 - j. consultation with residents/Local Board on proposed hoardings including proposed size, type of hoarding and type of lighting
 - k. obtaining the express agreement of EastendHomes to each advertising hoardings on a site by site basis once consultation has been carried out
 - l. identifying potential sites and bring them to the attention of EastendHomes
- 2.6 Officers who identify a potential site for an advertising hoarding should obtain the agreement of the Director of Regeneration & Strategy before contacting the agent.
- 2.7 Where EastendHomes temporarily hands a building site to a contractor or other developer any advertisements on that land must comply with EastendHomes policy set out in 2.4 above; the hoardings on such sites will be the responsibility of the developer/contractor.
- 2.8 EastendHomes will receive an income from advertising hoardings on sites that have been handed to contractors for development purposes. This will not apply to sign boards on building sites.
- 2.9 Contractors should be encouraged to use part of any site hoardings for community use as well as commercial advertising.
- 2.10 Advertisement sizes are measured in sheets, large format posters are usually 96 sheet (3m x 12m) and 48 sheets (3m x 6m). Other sizes are 64 sheets (3m x 8m), 6 sheets (2m x 1m) and 4 sheets (1.5m x 1m).
- 3.0 Any advertiser or their agent who contravenes this policy or erects advertising hoardings without the necessary agreements will not be considered for further use of advertising hoardings on EastendHomes land for a period of six months from the contravention being brought to their attention.