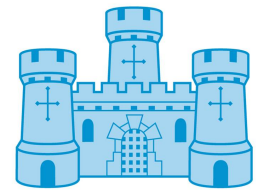


Our ref: AW/Flyposting
Your ref: Fly-posting

Date: 26th August 2015



**NEWCASTLE
UNDER LYME**
BOROUGH COUNCIL

Merrial Street
Newcastle-under-Lyme
Staffordshire
ST5 2AG

Fly Posting Removal Notice
Town and Country Planning Act 1990; Town and Country Planning Regulations 1992
Clean Neighbourhoods and Environment Act 2005
Re: Fly-posting

Dear Business Owner,

I am writing to you in relation to illegal advertising currently being carried out by yourselves under the above. I would also like to make you fully aware of the offence in more detail.

Fly-posting is defined as '*the display of advertising material on buildings and street furniture without the consent of the owner, contrary to the provisions of the Regulations*'. It is unsightly and illegal, and unfair to those companies who choose to advertise legitimately. It is an offence to paint or in anyway inscribe or affix any picture, letter, or sign on the surface of a Highway, any tree, or structure without consent of the Highway Authority who you can contact on 0800 232323 or nmu@staffordshire.gov.uk.

If you have planning permission approved under the above for the sign to be advertising your business in this location in Newcastle-under-Lyme then please inform me of this with the evidence to prove so.

If guilty of an offence you can be liable to a fine of up to £1000, in the case of a second offence up to £2500. I would appreciate if you would remove the sign within 10 working days.

I would like to make you aware that I will be surveying the area on a regular basis for any repeat offences under the above, and would strongly recommend that you use a legitimate form of advertising in the future.

Newcastle-under-Lyme Borough Council do have sponsorship opportunities that are available should you wish to discuss this further then please contact Donna Loasby on 01782 717717.

Please do not hesitate to contact me if you wish to discuss this matter any further.

Yours Faithfully

Alison Wainwright
Environmental Officer