

Appendix 2: outcomes of consultation - flyposting and stickering

This appendix presents the results from the public consultation on introducing enforcement measures to discourage flyposting and stickering across the city.

There were 77 responses to the consultation which ran from 8 June 2022 to 14 August 2022.

Question 1 – “to what extent do you agree or disagree that flyposting and stickering are a problem in Brighton & Hove?”

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
A local business				1	1
A local community or voluntary group	1				
Resident of Brighton & Hove	41	6	1	7	15
Visitor	1	1			
Other	2				
Total	45	7	1	8	16
Percentage	58.4%	9.1%	1.3%	10.4%	20.8%

Question 2 – “To what extent do you agree or disagree that flyposting and stickering have a detrimental effect on the quality of life of those in the locality?”

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree
A local business				1	1
A local community or voluntary group	1				
Resident of Brighton & Hove	35	8	2	9	16
Visitor	1			1	
Other	1			1	
Total	38	8	2	12	17
Percentage	49.3%	10.4%	2.6%	15.6%	22.1%

Question 3 – “To what extent do you agree or disagree that the council should introduce a new way to enforce against those flyposting and stickering?”

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Not answered
A local business		1			1	
A local community or voluntary group	1					
Resident of Brighton & Hove	38	7	3	5	16	1
Visitor	1			1		
Other	1		1			
Total	41	8	4	6	17	1
Percentage	53.2%	10.4%	5.2%	7.8%	22.1%	1.3%

Question 4 – “To what extent do you agree or disagree that CPWs and CPNs should be issued to the individuals and bodies responsible for flyposting and stickering?”

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know / not sure
A local business		1			1	
A local community or voluntary group	1					
Resident of Brighton & Hove	37	8	3	4	15	3
Visitor	1			1		
Other	1	1				
Total	40	10	3	5	16	3
Percentage	51.9%	13.0%	3.9%	6.5%	20.8%	3.9%

Question 5 – “To what extent do you agree or disagree that an FPN of £100 or prosecution through the Magistrate’s Court should be issued to those not complying with the CPN, depending on the number of posters or stickers put up?”

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/ not sure
A local business		1			1	
A local community or voluntary group	1					
Resident of Brighton & Hove	33	13	4	2	15	3
Visitor	1			1		
Other	1	1				
Total	36	15	4	3	16	3
Percentage	46.8%	19.5%	5.2%	3.9%	20.8%	3.9%

Question 7 – “How are you responding to this consultation? As a...”

Stakeholder	Count	Percentage
A local business	2	2.60%
A local community or voluntary group	1	1.30%
Resident of Brighton & Hove	70	90.91%
Visitor	2	2.60%
Other	2	2.60%
Total		100%

Question 8 – “Do you have any further feedback on the proposals?”

Theme	Number	Comments
There are more important things to focus on e.g. clearing up litter, cost of living crisis	6	The council is taking action to address these things
Increase the level of the fine	4	The proposed level of fine is set in line with the legislation and cannot be increased
Flyposting is part of the character of the city	4	This comment is noted; flyposting and stickering are also illegal if one does not have permission of the property owner
Put up advertising / notice boards across the city	3	There are many legal methods for businesses and community organisations to advertise their events, including community noticeboards and digitally
Allow stickering	2	Stickering is illegal
Use restorative justice too	2	Restorative justice or community resolutions can only be imposed by Sussex Police or the Courts.
Posters and stickers can provide useful information	2	This comment is noted; flyposting and stickering are also illegal if one does not have permission of the property owner
Tagging should be a priority	2	Tagging is being addressed through the Graffiti Reduction Strategy
This is not really an issue unless an obstruction or offensive	1	This comment is noted; flyposting and stickering are also illegal if one does not have permission of the property owner
Clubs will claim it's the promoters, not them	1	Something about working together?
Dog mess should be a priority	1	The council does take action to address this
This is a human right	1	Flyposting and stickering are also illegal if one does not have permission of the property owner
Concerned about the impact on effectiveness of advertising	1	There are other means of advertising
Enforce against the printer of sticker or poster	1	This will be explored and if not possible, the council can look to educate printers
Employ more Environmental Enforcement Officers	1	The Environmental Enforcement Service is self-funding. If the team were to increase, this would either require a budget to pay for staff or confidence that enough fine money could be generated to cover the increased costs
This is a waste of time	1	This comment is noted; flyposting and stickering are also illegal if one does not have permission of the property owner
FPN fine per poster should be at least the amount that an advertising company would charge for legally displaying similar posters	1	The proposed level of fine is set in line with the legislation and cannot be increased

Theme	Number	Comments
Use sand-based anti graffiti paint on utility boxes, lampposts etc	1	This can be explored
Identify those involved	1	FPNs are issued to those who are witnessed flyposting and stickering. Through these proposed enforcement measures, CPWs and CPNs can be issued to individuals and bodies responsible for the flyposting and stickering
Council should remove all flyposting and stickering	1	Street Cleansing staff across the service incorporate removal of flyposting and stickers into their daily tasks. This is alongside other duties such as sweeping litter and weed removal
Nightclubs are worst offenders	1	Through these proposed enforcement measures, CPWs and CPNs can be issued to individuals and bodies responsible for the flyposting and stickering
Tackle junk food advertising	1	In June 2022, the Adult Social Care & Public Health Sub-Committee agreed that an officer project group be established, with representation from BHCC Public Health, Property & Design and Transport, and potentially other relevant services, to further explore the issue of fast food & energy drink advertising
Fine the companies a proportion of the income from the event – this is more of a disincentive	1	The proposed level of fine is set in line with the legislation and cannot be increased