

**CONSULTATION PAPER****CONTROL OF OUTDOOR ADVERTISEMENT: FLY POSTING****COMMENTS FROM THE INSTITUTION OF ENVIRONMENTAL SCIENCES****General**

1. This note contains the comments of the Institution of Environmental Sciences on the above Consultation Paper issued by the Department of Environment, Transport and the Regions (DETR) in December 1998.
2. The report on the above is to be welcomed as a good piece of research on the topic of 'fly-posting'. A useful literature review is provided, along with definitions and interpretations of 'fly-posting'.

**Comments**

3. We agree that it is unlikely that local authorities will ever completely eradicate 'fly-posting'. The most realistic outcome to achieve is keeping 'fly-posting' to an acceptable level. It is also recognised that 'fly-posting' can be a response to a derelict or unattractive environment.
4. We support the Recommendations made in the report. Our preference would be for Recommendation 3 (discretionary approach) rather than Recommendation 4 (blanket approach) – subject to suitable compensation provision being made – but we would accept Recommendation 4 if this was a general preference.
5. The clarification of the legal position as laid out in Recommendation 7 is particularly important, and, arguably, this should be a priority.
6. A 'Good Practice Guide' could be a useful tool for local authorities in dealing with 'fly-posting'. We would also suggest there might be merit in developing 'forums' of interested parties (eg local authority, police, environmental health, highways etc) on a national or regional basis to share experiences and ideas. It is clear from the survey work that a variety of approaches were used by different 'responsible' parties to tackle the issue: making this knowledge available to a wider audience could be helpful.
7. There are cost implications associated with tackling 'fly-posting'. It would be beneficial if local authorities could monitor costs associated with tackling this issue (as well as benefits). This monitoring would enable cost-effective strategies to be developed over time.