

## **Item No 12**

Motion referred from the Protocol Committee's January meeting

*"The Manager then referred to a report to be circulated re Postering. Members expressed their displeasure at the recurring breaches of the Postering Protocols and requested that enforcement action be taken, They further requested that the Environment SPC examine current bye-laws, especially in relation to public meetings held by politicians and resultant posters."*

## **Reply**

The present Protocol for the Erection of Temporary Posters/Notices on Dublin City Council Property to Advertise Public Meetings and Events, has been in place since February 2014. This protocol was approved by the Environment and Engineering SPC.

Applications to erect posters are processed through the Administration Section of the Environment & Transportation Department.

At the outset I would preface the comments by saying that we are currently in a particularly active period for postering in the weeks leading up to the General Election ( though election postering is covered by separate legislation and is not subject to the protocol ) and it would be expected that postering for "meetings" would greatly decrease following the election .

The difficulties currently being experienced include the following ;

- The name and picture of the individual hosting the meeting taking up more than the allowed maximum 25% of the poster
- Not adhering to the requirement for a minimum of 75% of the poster layout to be concerned only with details of the meeting
- Posters not being erected the required minimum 2.3 metres above footpaths, cycle tracks or any other area to which pedestrians have access
- Applications not being submitted the required 7 working days ahead of the proposed date for erection of the posters
- Notice of Intent not being properly completed, particularly regarding insurance details
- Posters/notices promoting commercial events (including charity events, which involve any element of fundraising or entry fees) are prohibited and some applicants have difficulty accepting this decision.

Applications from Councillors, Oireachtas Members and Election Candidates , in relation to the advertising of public meetings, are causing the most difficulties, particularly with regard to size and layout of the posters and also the fact that they are not being erected properly, i.e. at a minimum

height of 2.3 metres above footpaths. Some applicants have repeatedly taken issue with being restricted to 25% of the poster for name and picture.

Many of the applications received are not in accordance with the protocol, particularly with regard to the layout. The name and picture of the individual hosting the meeting are often far in excess of the agreed 25% of the poster.

There is no doubt that applicants will try to push the boundaries in relation to the restrictions. Recently one applicant had left a large margin at the top of the poster above the photo in the same background colour as the photo thus making the photo (with background) well in excess of the 25% but still within the rules of the protocol if not the spirit.

154 applications were received in 2015, 88 of which were from public representatives. Approx. 30 applications have been received this year so far, mostly from public representatives. Enforcement of the protocol is carried out by the Litter Wardens.

It is recommended that a further review of the Protocol be initiated in the months following the General Election .

**Declan Wallace,  
A/Director of Traffic**