

2.4 Deputy K.C. Lewis of St. Saviour of the Minister for Planning and Environment regarding the prevention of unsightly fly posting on vacant buildings:

What action, if any, is the Minister taking to stop unsightly fly posting on vacant buildings in the Island?

Senator F.E. Cohen (The Minister for Planning and Environment):

Fly posting is illegal under the Planning and Building (Jersey) Law 2002, and is subject to enforcement action. Article 78 and 79 set out powers to enforce removal or obliteration of illegal advertisements and fines can be imposed on offenders. However, as it is recognised in other jurisdictions, it can be extremely difficult in practice to identify the individuals responsible for organising or undertaking fly posting. It should be recognised that prosecution is a lengthy and potentially expensive process and it is not always feasible or appropriate. The enforcement team, as I have said earlier, is very small and this area of enforcement needs to be weighed and prioritised against many other issues. I am happy to inform the House that entirely by coincidence I have been actively involved for some time in discussions with Mr. Anthony Lewis of the *Jersey Evening Post*, and Mr. Mike Waddington of Naish Waddington Architects, with a view to designing a number of free-standing structures for the town. The purpose would be to actively encourage fly posting on these structures while discouraging it elsewhere. These discussions are at an early stage and I would be very happy to invite the Deputy to join me in establishing this proposal.

2.4.1 Deputy D.W. Mezbourian:

Does the Minister rely in these cases on the public to advise his department when these notices are posted unauthorised?

Senator F.E. Cohen:

I am not really sure of the answer to that. I would imagine that fly posting enforcement is not something that is highly prioritised, and I am certainly not aware of any prosecution myself, but I will certainly look into how information has been delivered to the department or whether the department goes out to try and identify fly posting.

2.4.2 Deputy J.B. Fox of St. Helier:

Appreciating the Minister's difficulties in enforcing such items, has he had any consultation with the Parish of St. Helier and with the Roads Committee, or any other department within the Parish, because they too are particularly concerned with the amount of fly posting, and I wondered if the Minister would take on board to seek consultation with the Parish - indeed with Chamber of Commerce and I.O.D. (Institute of Directors) and any other - because the effect on St. Helier is getting worse. If one looks at the fly posting concerned there are a minimal set number of establishments that are affected who are obviously concentrated on having these posters distributed, and I am sure they would be able to identify very quickly who is responsible and maybe action could be taken in that way. Would the Minister take that on board and see if we cannot progress this further?

Senator F.E. Cohen:

Yes, I most certainly will, and just to clarify, it is the intention to actively involve the Connétable and the Parish in the proposals to develop structures that encourage fly posting and discourage them elsewhere in the town.