



Government *of*
JERSEY

INFRASTRUCTURE, HOUSING AND ENVIRONMENT

**HIGHWAY ELECTION
ADVERTISING GUIDELINES**

May 2022



Introduction

Under the 'Highways (Jersey) Law 1956', the Islands highway authorities (the Minister for Infrastructure (main roads) and Parish Roads Committees (by-roads) will accept election advertising above the highway **only** in accordance with these guidelines. If these guidelines are not complied with, consideration may be given as to whether an offence has been committed.

These guidelines apply to election candidates and to political parties participating in a public election and any person acting with their express or implied consent.

These guidelines consider dates, timings, type of material, location, placement, maintenance and dismantling of election advertising on or above the highway. The guidelines are based on safe practice with the aim of protecting all road users.

Access to roundabouts for the use of election advertising is strictly regulated by the Minister for Infrastructure (see further guidance on roundabouts below).



General Guidelines

The below list forms the guidelines for election advertising on or above the highway:

1. Electoral advertising material must not be displayed until the Jersey Electoral Authority has published a list of the candidates in the election.
2. Electoral candidates' election advertising material may be displayed from the date of the JEA's candidate announcement (this is expected to be Wednesday 18th May in the case of the 2022 general election) and shall be removed within two days after the election date on 24th June 2022.
3. Political parties' election advertising may display party election information from a date which is four months before the election poll and must be removed within two days after the election date, 24th June 2022.
4. Candidates are asked to ensure that during the erecting and dismantling of election advertising material, thoughtful attention is given to their own safety and that of other road users. It is advised that high visibility clothing is used, and a second person is present to keep an eye on traffic. Daylight hours during a low traffic period are preferable.
5. Consideration must be given to the design, colour, and type of advertising material as it may distract or interfere with traffic signs.
6. All signage should be clear and concise so that road users can read and understand it with the minimum of effort. Posters should not be smaller than A3 size or larger than 600mm x 450mm, and letter sizes should be no smaller than 35mm (text height).
7. Election advertising should be erected so that no part of the sign is less than 7 feet above the level of a footpath and no less than 1 foot back from the kerb line as per 'Article 1(e)' of the 'Highway Encroachment (Jersey) Regulations 1957'.
8. Election advertising is only permitted on roadsides, e.g., attached to posts and lamp columns, provided no existing signage or attachments are obscured. Advertising is explicitly not permitted on or in the vicinity of junctions, pedestrian crossings, at a roundabout and central reservations.
9. Election advertising must not be attached to safety critical street furniture such as traffic light poles, directional information / regulatory / warning sign poles, or pedestrian barriers.
10. When erecting election advertising on private land, persons should obtain the agreement of the landowner and ensure that they do not encroach on the highway or footpaths.
11. Election advertising must be mounted on robust boards which can be securely attached with wires or cable ties to withstand wind force.



12. Election advertising must be erected in such a manner that they do not obscure the critical visibility of road users at property entrance points.
13. If the highway authority considers any election material unsafe, or if it remains after the requested removal date, the authority may at its absolute discretion, remove it and recover the costs of doing so as per 'Article 5 (1)' of the 'Highways (Jersey) Law 1956'.
14. The highway authority assumes no liability for election advertising materials. Political parties and all candidates are solely responsible for ensuring those materials are safely secured and maintained for the duration of their placement. They are also responsible for any littering or nuisance caused by their advertising materials. This may constitute an offence.

IHE Administered Banner Sites

Banner sites are not available for election advertising, this includes; on pedestrian railings as well as eye bolts on buildings around the centre of town, and banner arms provided on streetlight columns (Victoria Avenue, The Esplanade, Charing Cross at St Aubin, Cheapside and La Colomberie).

Roundabouts

For advertising on roundabouts, please contact IHE (roadworks@gov.je) to make arrangements for erecting election advertising no later than Friday 13th May 2022 (in relation to erecting advertising material on Sunday 22nd May 2022 and dismantling it on Sunday 26th June 2022).