Poster Procedure

Enabling Policy Statement; Executive Owner; Approval Route:	Our Operations - Chief Operating Officer - Operations Committee
Is the Procedure for internal use only (Non-disclosable) ?	Disclosable
Associated Policy Statements:	Our Students - Chief Student Officer
Authorised Owner:	Director of Campus Operations
Authorised Co-ordinator:	Head of Governance
Effective date:	February 2025
Due date for full review:	February 2028
Sub documentation:	N/A

Approval History

Version	Reason for review	Approval Route	Date
1.0	Transition to new procedure	Operations Committee	24th Feb 2025

1. **Purpose**

   The University of Surrey supports campus users publicising the varied events, opportunities, and awareness campaigns across Campus. There is, though, a balance to be found in how posters and flyers are displayed around the estate and this procedure seeks to clarify that balance. It should be understood that the primary route for disseminating information across the University is via the communications department and that traditional posters should be the very limited exception not the norm, and not to be used for University communications.

2. **Scope and Exceptions to the Procedure**

   2.1. **Scope**

   2.1.1. Section 4.5.6 applies across all campuses in all situations, with no exceptions.

   2.1.2. All posters, flyers, and printed materials distributed by students, staff, visitors, tenants, and others; displayed or distributed across campus

   2.1.3. Temporary wayfinding signs are included in scope

   2.2. **Exceptions**

   2.2.1. Official Students' Union election posters and materials are exempted from this procedure when managed via the Students' Union election processes (except 4.5.6)

   2.2.2. Premises which are leased to third parties are exempt from this procedure (except 4.5.6)

   2.2.3. University Event materials (for example Open days) are managed as part of the event and are exempted from this procedure (except 4.5.6)

3. **Definitions and Terminology**

   3.1. Protected area

   A 30 minute fire resistant area designed as part of a fire evacuation route. Protected areas include stairways, escape corridors, lobbies, entrance halls and landings.

   3.2. DSD

   Digital signage display

4. **Procedural Principles**

   4.1. It is recognised that campus users have a desire to communicate events, research opportunities, and other miscellany across the campus. The primary method for doing this is to liaise with the University communications team who have a variety of methods for delivering internal communications.

   4.2. Departments wishing to communicate regularly in their local area are encouraged to request installation of digital signage in their area.

   4.3. When posters are applied to areas outside of the locations designated, then they degrade the fabric of the estate over time, with for example, removal of paint, and build up of blu tack, etc.

   4.4. This procedure applies equally to all communications, and has no regard for the content of the material, or who has produced it.

   4.5. For those who wish to use traditional paper posters the following will apply

   4.5.1. Any time-sensitive posters (e.g. advertising an event) must be removed immediately after the date of the event

   4.5.2. Posters will only be displayed in designated areas. These are outlined in the appendix

   4.5.3. Posters will only be affixed with temporary attachment, such as "blu tack", and not with any

permanent adhesive

4.5.4. Protected areas must have paper in enclosed displays, not affixed on top of the poster board (common when a key is lost). If not enclosed, the paper provides a means for the spread of fire.

4.5.5. Temporary wayfinding must comply with the specification in the appendix

4.5.6. Any notices in protected areas must be constructed from non-flammable materials

4.6. Posters and items must never be located in the following situations:

4.6.1. Affixed to any trees, shrubs, or foliage

4.6.2. Covering any existing signage (signage which is obsolete, or out of date should be removed rather than obscured)

4.6.3. Affixed over sign displays (e.g. bus stop advertising), DSD units, or safety panels (such as vision panels, which make it possible to see what's on the other side of door while the door remains closed i.e., a fire or someone collapsed who requires assistance)

4.6.4. Stakes must not be driven into the ground to affix posters or notices, due to the risk of striking underground services, such as cables and pipes.

4.7. Posters and notices will not be removed on the basis that their content may be seen as controversial, offensive or unpopular

4.8. The University may remove posters or notices that may be unlawful or that violate University policies, including but not limited to policies relating to harassment, bullying or discrimination

4.9. Any identifiable campus user, who disregards this procedure may be referred to the relevant misconduct procedure.

5. Governance Requirements

5.1. **Implementation: Communication Plan**

5.1.1. This procedure will be published on the University's main website, the internal intranet, and the student facing MySurrey website.

5.1.2. The procedure will be provided to the Students' Union to disseminate to Clubs and Societies

5.1.3. A summary of the procedure will be presented on SurreyNet and as a news article

5.2. Implementation: Training Plan

5.2.1. This procedure will be published on the University's main website, the internal intranet, and the student facing MySurrey website.

5.2.2. The Estates dept will be responsible for the monitoring of the adherence to this policy

5.3. **Review**

5.3.1. The procedure will be reviewed triennially.

5.4. **Legislative Context and Higher Education Sector Guidance or Requirements**

5.4.1. The University remains committed to freedom of speech and expression, https://www.gov.uk/government/news/government-reaffirms-commitment-to-free-speech-in-universities

5.4.2. The University must comply with relevant fire safety regulations (protected areas and vision panels) https://assets.publishing.service.gov.uk/media/639ae876e90e0721839ea637/Approved_Document_B__fire_safety__volume_2_-

[_Buildings_other_than_dwellings__2019_edition_incorporating_2020_and_2022_amendments.pdf](#)

6. Stakeholder Engagement and Equality Impact Assessment

6.1. Stakeholder Consultation was completed, as follows:

Stakeholder	Nature of Engagement	Request EB Approval (Y/N)	Date	Name of Contact
Governance	Review of draft Procedure	N	28/01/2025	Kelley Padley, Governance Officer
H&S	Review of draft Procedure	N	03/02/2025	Matt Purcell, Director of Health and Safety
Sustainability	Review of draft Procedure	N	January 2025	Martin Wiles, Head of Sustainability
Academic Freedom of Speech	Review of draft Procedure	N	January 2025	Abi Bradbeer
Our Students (CSO or designated nominee)	Review of draft Procedure	N	January 2025	Laura Smythson, acting Dir Student Life
Communications	Review of draft Procedure	N	January 2025	Scott Williams, Dir of Marketing & Communications
OSCAR	Review of draft Procedure	N	January 2025	Glenn Moulton, Head of OSCAR
Estates & Facilities	Review of draft Procedure	N	January 2025	Louize Law, Department Manager
Students' Union	Review of draft Procedure	N	January 2025	Alex McKee, SU CEO

Appendix 1.

Locations.

Any campus user may post on:
- Identified outdoor poster boards (white boards)
- Glass walls contained with Nest and 24/7 Dot
- Identified indoor poster boards

Academic functions are responsible for the maintenance of poster boards located within academic areas of the estate

Poster holders located in toilets are reserved for wellbeing & HR use only.

Appendix 1.