

Planning  
Brighton & Hove City Council  
Hove Town Hall  
Norton Road  
Hove  
BN3 3BQ

Our Ref: MCoOOH 6012

8<sup>th</sup> October 2023

Dear Sir/Madam,

**Advertising Design Strategy for Temporary Advertising on Scaffolding at 62-63 East Street, Brighton, BN1 1HQ.**

All general advertising will comply with the Code of Practice of the Advertising Standards Authority and will not:

- a) be in advocacy of, or opposition to any politically, environmentally or socially controversial subjects or issues.
- b) relate to a political party or parties or a political cause.
- c) refer to indecency or obscenity or use obscene or distasteful language
- d) depict direct or immediate violence to anyone shown in the advertisement
- e) depict men, women or children in a sexual manner or display nude or semi-nude figures in an overtly sexual context
- f) promote the availability of adult or sexually orientated entertainment materials or establishments
- g) promote tobacco products, e-cigarettes or related products
- h) promote weapons, gambling or illegal drugs
- i) promote financial organisations and loan advancers with punitive interest rates, 'cash for gold' or similar pawn broker type agents
- j) contain negative references to the City of Brighton & Hove.

Yours faithfully,



Joseph Arshed  
Managing Partner