

## **Demand a New Normal //**

### **Adblock Bristol response to the Reset Enquiry**

**Three immediate demands** that your group has been advocating and organising for so far

- **Stop new billboards from being put up in our neighbourhoods.**  
(In policy terms, this would mean “a presumption against all new planning applications for new advertising billboards”.)
- **Stipulate that 75% of bus stop advertising space must be given over for free to community groups, local charities and arts organisations.**
- **On the remaining advertising space, prohibit adverts for harmful products such as junk food (‘High Fat Sugar Salt’ products), petrol and diesel cars, especially highly polluting SUV models, airline ads and misleading fossil fuel company adverts from the likes of Shell and BP.**

**Three transformative demands** that point to what you want the world to look like after the corona-crisis has receded, and on which a new normal can be built:

1. **Remove most existing corporate billboards from our streets.**
2. **Transfer control of some remaining billboards to community arts organisations to run as public arts spaces.** See the Burg Arts project as an example:  
[www.adblockbristol.org.uk/burgarts](http://www.adblockbristol.org.uk/burgarts)
3. **Re-wild former advertising spaces with trees and green spaces.**

**Our rationale:**

Advertising is everywhere. It's so prevalent that sometimes we feel as if we don't notice it. But it is the cultural water we swim in - shaping our aspirations, our priorities and what we conceive of us as 'the good life'. Advertising re-enforces the destructive logic of our consumer society on a daily basis - a logic that constantly tries to sell us something regardless of the impacts on our mental health, our public spaces and our planet. Meanwhile, the values that have got us through the lockdown such as solidarity, compassion, mutual aid and community; values that we need to retain to transition to a better world; none of those concepts get air time on corporate billboards. Our public spaces should reflect a better world beyond consumerism, where our material needs are met and where we can flourish.

For more information, check out Adblock Bristol's pamphlets on how advertising affects our [Mental Health](#), [Gender relations](#), the [Local Economy](#) and our [Environment](#).