



# STOTFOLD TOWN COUNCIL

## BANNER POLICY

### 1. Purpose

- 1.1 The purpose of this policy is to make clear what kind of advertisement banners can and cannot be erected.
- 1.2 This policy covers who is permitted to have a banner, the wording, design and event detailed in the banner. It also details the size and material used for the banner.

### 2. Banner display locations

- 2.1 This policy applies to all applications for banner display in the following locations: fencing at The Green, fencing at Hitchin Road Recreation Ground.
- 2.2 No more than two banners will be permitted on each length of fencing at these locations.

### 3. Policy

- 3.1 Stotfold Town Council may remove any banner which does not have permission for display from the Town Council. For unauthorised banners or those who have overrun their permission period, attempts will be made to contact the owner. Removed banners will be kept for one month and then disposed of as the Town Clerk decides, with right of appeal to the relevant committee.
- 3.2 Applications for display of banners should be received by the Town Clerk, a minimum of 4 weeks prior to the proposed erection date.
- 3.3 All banners are subject to the approval of the Town Council, who may decline to accept any banner application submitted without justification – this policy is to be delegated to the Town Clerk.
- 3.4 Maximum period for display of banners is one month from date of erection. Multiple bookings will be considered on a case by case basis but are not permitted consecutively.
- 3.5 No more than two banners may be erected on a length of fencing at one time, and must be from different applicants.

### 4. Banner guidelines

- 4.1 Size of banner restricted to a maximum of 3m (wide) x 1m (high) (10ft x 3ft).
- 4.2 Banners to be of good quality, waterproof, fixed securely with eyelets for cable-ties to fence, and must have minimal wording in print of sufficient size to be read easily and quickly.

- 4.2 Banners must not contain any language or information that is defamatory, discriminatory, offensive, misleading or detrimental to public order and safety.
- 4.3 Banners are erected and displayed at the owners risk and the Town Council takes no responsibility for damage to or loss of banners.

## **5. Banner applications**

- 5.1 In general, banners will be acceptable if advertising local events.
- 5.2 Applications from businesses or schools will be considered on a case by case basis and must be promoting an event, e.g. a launch or open day. Commercial advertising is subject to appropriate planning permission, and the Town Council will not give such permission.
- 5.3 Banner applications from a business detailing a general promotion, e.g. Christmas menu or a sale will be considered on a case by case basis.
- 5.4 Applications for personal events such as birthdays or anniversaries will not be considered.
- 5.5 National Charity advertising is acceptable if there is some local input/branch/event.
- 5.6 Applications for events organised by voluntary organisations in Stotfold or benefiting the residents of the town will take precedent and will be given priority where there is more than one application for a banner space.

## **6. Booking banner display**

- 6.1 To enquire about availability and booking of a banner space, contact the Town Council office on 01462 730064 or [enquiries@stotfoldtowncouncil.gov.uk](mailto:enquiries@stotfoldtowncouncil.gov.uk), giving 4 weeks notice of the proposed display date.
- 6.2 There will be no charge to display banners.

## **7. Alternative formats**

- 7.1 Disability Discrimination Act 1995 and Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018
- 7.2 Copies of this document in large print (A3 format) or larger font size, or any tables contained within this document in a screen reader accessible format can be made available on request from the council office or by telephoning 01462 730064 or by emailing the Clerk's office [enquiries@stotfoldtowncouncil.gov.uk](mailto:enquiries@stotfoldtowncouncil.gov.uk)

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Policy adopted November 2021. To be reviewed as required.