



## STOTFOLD TOWN COUNCIL

### BANNER POLICY 2026

#### VERSION 3

#### 1. Purpose

The purpose of this policy is to provide a clear, fair, and consistent framework for the management of banners displayed on Town Council owned land and infrastructure. The policy aims to support the promotion of local events and community initiatives whilst ensuring public safety, protecting Council assets, and ensuring compliance with relevant planning and advertising legislation.

#### 2. Scope

This policy applies to:

- All individuals, organisations, voluntary groups, charities, schools, and businesses applying to display banners on Town Council land.
- Town Council staff responsible for administering applications and maintaining sites.
- Members involved in oversight and appeals.

This policy applies to banner display at the following locations:

- Fencing at The Green
- Fencing at Hitchin Road Recreation Ground
- Fencing at Arlesey Road Recreation Ground

#### 3. Policy Statement

Stotfold Town Council supports the promotion of local events, activities and initiatives which benefit the residents of Stotfold. The Council will permit the display of banners on designated sites where applications meet the requirements set out in this policy.

Permission granted by the Town Council relates only to the use of Council owned land and does not constitute planning permission or advertisement consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Applicants are responsible for ensuring compliance with all relevant statutory requirements.

#### 4. Roles and Responsibilities

The Town Clerk is responsible for:

- Receiving and determining banner applications under delegated authority
- Ensuring compliance with this policy
- Maintaining booking records
- Authorising removal of unauthorised or unsafe banners

The Public Realm Team is responsible for:

- Monitoring banner displays
- Removing unauthorised or non-compliant banners
- Undertaking inspections where required

Public Realm Committee is responsible for:

- Hearing any appeals relating to refused applications
- Reviewing this policy as part of the Council's policy review cycle

## **5. Procedures**

### **5.1 Application Process**

a) Applications must:

- Be submitted to the Town Council a minimum of four weeks prior to the proposed display date.
- Include details of the event being advertised.
- Include proposed display dates.
- Include a copy of the banner design.
- Provide confirmation of Public Liability Insurance with a minimum indemnity of £5 million.

b) Applications will be assessed against the criteria set out within this policy.

### **5.2 Assessment Criteria**

a) Banners will be permitted where they:

- Promote a local event or initiative.
- Benefit residents of Stotfold.
- Are organised by a voluntary group, charity, school, or local organisation.

b) Commercial organisations may be permitted to display banners where these relate to a specific local event such as an open day or launch.

c) Applications for general commercial advertising or private celebrations such as birthdays or anniversaries will not normally be permitted.

d) Priority will be given to Stotfold based voluntary and community organisations where demand exceeds available display space.

### **5.3 Display Period**

- The maximum period for display is one calendar month.
- Banners must be removed within 48 hours following the advertised event. If the banner is not removed, the Public Realm Team will remove the banner and keep it for 2 weeks. If not collected during those 2 weeks, then it will be disposed of.
- Consecutive bookings by the same applicant will not normally be permitted.

No more than two banners will be permitted on any length of fencing at any one time and must be from different applicants.

## **6. Banner Requirements**

- a) All banners must:
- Not exceed 3 metres in width and 1 metre in height
  - Be constructed of weatherproof and flame-retardant material.
  - Be securely fixed using appropriate eyelets and cable ties.
  - Be wind permeable where appropriate.
  - Contain minimal wording capable of being read safely by passing traffic.
  - Clearly display the event date
- b) Banners must not contain language or imagery that is:
- Defamatory
  - Discriminatory
  - Offensive
  - Misleading
  - Detrimental to public safety or public order
- c) Banners are displayed at the applicant's own risk.

## **7. Insurance and Liability**

Applicants must indemnify Stotfold Town Council against any claims arising from the erection or display of banners.

The Town Council accepts no responsibility for:

- Loss or damage to banners
- Injury caused because of banner installation or display.

## **8. Unauthorised Banners**

The Council reserves the right to remove:

- Any banner displayed without permission
- Any banner displayed beyond the approved period
- Any banner considered to present a safety or reputational risk.

Where practicable, attempts will be made to contact the owner prior to removal. Removed banners will be retained for one calendar month before disposal.

## **9. Appeals**

Applicants may appeal a decision made by the Town Clerk in writing to the Public Realm Committee within 14 days of notification.

## **10. Monitoring and Review**

Banner locations will be subject to periodic inspection by the Public Realm Team. This policy will be reviewed every two years or sooner in response to legislative or operational change.

## **11. Related Policies and Documents**

This policy should be read in conjunction with:

- Asset Management Policy
- Events Policy
- Health and Safety Policy
- Equality and Diversity Policy

- Strategic Plan 2025–2030

## 12. Accessibility

Copies of this document are available in alternative formats upon request.

### Document History:

Version No	Date Approved/Reviewed	Summary Of Changes	Review Date
1	Adopted November 2021		
2.	Reviewed February 2024		February 2024
3.	Reviewed February March 2026	Reference to PLI and advertising consents	March 2028