**WESTONING PARISH COUNCIL**

**POLICY ON ADVERTISING AND PROMOTIONAL BANNERS**

**BACKGROUND**

In recent years, various groups and organisations have erected notices and banners on the fence between the Recreation Ground and Greenfield Road to advertise a variety of activities. Often, these banners have been put up without the consent of the Parish Council and have remained in place for lengthy periods of time.

**CURRENT POSITION**

The Parish Council has discussed this issue on a number of occasions and has now decided to adopt a Policy that will give clarity on what notices and banners may be displayed on the Recreation Ground railings and which will not be allowed.

Westoning Parish Council is committed to supporting those organisations that deliver village activities, especially for young people.

The Parish Council has a responsibility to ensure that all displays are lawful and the content of which is appropriate.

**PERMITTED DISPLAYS**

With effect from 01 April 2019, any poster, notice or banner displayed on the Recreation Ground fence on Greenfield Road must relate directly to a qualifying village activity or a sporting activity being held in the village. This will include, but not be limited to, the following sports:

* + Adult football
	+ Youth football
	+ Tennis
	+ Netball
	+ Other village events

**INAPPROPRIATE DISPLAYS**

The following are examples of posters, notices and banners that would not be considered appropriate for display at this location:

* + Advertising of commercial activities
	+ Advertising of social events
	+ Promotion of goods or services
	+ The inclusion of brand logos that are not directly linked to the sponsorship of sporting activities or events in the village

**AUTHORISATION PROCEDURE**

Any organisation or group wishing to erect a display on the fence must adhere to the following procedures:

* + a completed application form must be submitted to the Parish Clerk a minimum of 6 weeks before the proposed date of mounting the display. A copy can be found at westoning.bedsparishes.gov.uk
	+ The application must give full details of the proposed display including the size, material, fixing method and text an graphic content.
	+ The date of erection and the length of the display period must be provided.
	+ The name(s) and contact details of those responsible for putting up and taking down the display must be provided.

Following a decision by the Parish Council, the applicant will be informed by the Parish Clerk if the application has been approved or declined.

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**Application Form**

Any organisation or group wishing to erect a display on the fence must complete the following form 6 weeks before the required date of display. All approved displays must be removed by the end of the display period.

|  |  |
| --- | --- |
| Name and Organisation |  |
| Contact name and Telephone number |  |
| Date of required display |  |
| Length of display period |  |
| Graphic content |  |
| Size, material, fixing method |  |
| Date of removal |  |