



YATELEY TOWN COUNCIL BANNER AND FLYPOSTING POLICY 2020

1.0 Purpose

The purpose of Banners is to provide effective publicity for local charitable, cultural and educational events. Promotion of these events and activities should be both appropriate and of benefit to Yateley, Darby green and Frogmore and the surrounding area with minimal environmental impact. Activities and events should serve both local population and visitors to the area without prejudice.

Banners are permitted on the tennis court fencing and on Church End Green.

2.0 Banner Application Criteria

- 1.1 Banners must not be erected without the permission of Yateley Town Council. Applications will be considered from local charitable, educational or cultural events of significance that will benefit the town as a whole. Applications of a commercial nature will not be eligible.
- 1.2 Applications for personal events such as birthdays or anniversaries will not be considered
- 1.3 Events and activities should be accessible and open to all.
- 1.4 Applications will be considered on a first come first serve basis.
- 1.5 Banners may only be erected for a period of up to 7 days inclusive of erection and taking down. Multiple bookings will be considered on a case by case basis but are not permitted consecutively
- 1.6 The Town Clerk reserves the right to remove banners if the content and/or style of the banner is deemed inappropriate
- 1.7 All banners must: -
 - use adequately sealed seams top and bottom to create sleeves for the rope to thread through or use reinforced eyelets.
 - be no larger than 5m wide and 1m high
 - be made using PVC material at least 520gsm thick
 - be adequately vented top and bottomFailure to meet these standards may result in your banner being rejected

- 1.8 Any sponsorship on the banner will be limited to 15% of the total banner area.
- 1.9 Applications should be received a minimum of 4 weeks prior to the proposed erection date (6 weeks before the event) and a maximum of 6 months in advance. Banners will be limited to a maximum of 4 per organisation per calendar year.
- 1.10 The Town Council will check the diary and determine if there is space and respond as soon as possible. Applications are normally processed within 5 working days from receipt of your form. Please note that your application is provisional. Completion of the form does not mean that your application is confirmed until confirmation is provided from this office.
- 1.11 The Town Council charges an administration fee for processing the application. The fee must be sent with the application. If the application is refused due to insufficient space, the fee will be refunded. The fee is £11.00 per week inc VAT. Repeat fees will apply for multiple bookings
- 1.12 Cheques should be made payable to Yateley Town Council.
- 1.13 Applicants will erect and take down Banners.
- 1.14 Yateley Town Council reserves the right to refuse an application.
- 1.15 Proof of current adequate third-party insurance cover for public liability must be provided by all organisations wishing to erect a banner. A minimum of £10 million cover is required. This will indemnify the Council against all claims arising from accidents attributable to the presence of a banner. A copy must be sent with the completed application form.
- 1.16 Banners must be erected prior to 12 noon on day 1 and removed prior to 12 noon on day 7.

3.0 Fly-posting

3.1 Fly posting is the siting of signs, posters, boards, banners and other communication means without permission of the relevant authorities.

3.2 Fly-posting is illegal under the Highways Act 1980 and the Town and Country Planning Act 1990. Legal measures available to prevent fly-posting include:

- On-the-spot fines of up to £80
- Use of fixed penalty notices
- Prosecution in a magistrates' court
- Special powers to tackle Anti-Social Behaviour
- Charging the offender for the cost of removing the posters

3.3 To legally advertise on the highway you need:

- The permission of the land owner
- Advertising on any highway requires the permission of Hampshire County Council, as the Highways Authority. <http://www3.hants.gov.uk/contact.htm>
- The permission of the owners of the items the material is to be fixed to.

- Planning permission may be needed, depending on the size of the sign and how long it will be up for. <http://www.hart.gov.uk/planning-businesses>
- Public liability insurance.

3.4 Under the Town Council's powers under the lengthsman scheme, banners and signs on highways may be removed if:

- They pose a threat to the highway or health and safety
- They are inappropriately fixed
- They are for a business or commercial enterprise
- They have been sited more than 4 weeks before the event
- They are fixed to lamp columns or other street furniture
- They contain inappropriate content
- They represent a community safety or environmental risk

3.5 When material is removed the Town Council will make every effort to contact the owner. Removed banners and signs will be retained for two weeks after removal, after this period they will be disposed of.

4.0 This policy will be reviewed annually or as required.

Reviewed 1/6/2020