

Henlow Parish Council



BANNER POLICY

1. Purpose

1.1 The purpose of this policy is to make clear what kind of advertisement banners can be displayed on Parish Council land and property

1.2 The policy covers who is permitted to display a banner, the wording, design and event detailed. It also confirms the size and material used for the banner.

2. Locations

2.1 The policy applies to all applications for banner display in the following locations: fencing around Henlow Park, fencing around The Pit Recreation Ground, fencing around Millennium Meadow adjacent to the car park.

3. Policy

3.1 Henlow Parish Council may remove any banner which does not have permission for display. For unauthorised banners, or those that 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, if not collected. Henlow Parish Council reserve the right to charge advertisers £10 to remove a banner.

3.2 Applications for display of banners should be received by the Clerk with a minimum of 4 weeks prior to the proposed display date.

3.3 All banners are subject to the approval of the Clerk, who may decline to accept any banner applications.

3.4 The maximum period for display of a banner is one month. Multiple requests will be considered on an individual basis but are not permitted consecutively.

3.5 No more than two banners can be displayed on a length of fencing at any one time and must be from different applicants.

4. Banner Guidelines

4.1 The size of a banner is restricted to a maximum of 3m wide x 1m high (10ft x 3ft)

4.2 Banners must be of good quality, waterproof, fixed securely with eyelets for cable ties and must have minimum wording in print of sufficient size to be read easily and quickly.

4.3 Wording must not contain any language or information that is defamatory, discriminatory, offensive, misleading or detrimental to public order and safety.

4.4 Banners containing any political references or advertising political parties will not be allowed.

4.5 Banners are displayed at the owners' risk and Henlow Parish Council takes no responsibility for damage or loss of banners.

5. Banner Applications

5.1 In general, banners will be acceptable if advertising local events and organisations within Henlow Parish.

5.2 Applications from businesses or schools will be considered on an individual basis and must be promoting an event e.g. a launch or Open Day/Evening. Commercial advertising is subject to the appropriate planning permission from Central Bedfordshire Council. Henlow Parish Council cannot give such permission.

5.3 Applications for personal events such as birthday or anniversary celebrations will not be permitted.

5.4 National charity advertising will be considered if there some local input/branch/event.

5.5 Applications for events organised by local voluntary organisations in Henlow Parish, or benefiting the residents of the parish will take precedent and will be given priority where there is more than one application for the banner space.

6. Booking Banner Display

6.1 To request display of a banner, contact the Clerk's Office on 01462 811800 or email clerk@henlow-pc.gov.uk giving four weeks notice of proposed display date.

Adopted at Full Council 14th October 2024. To be reviewed bi annually.