

South Heighton Parish Council

5. Banner/Advertising Policy, Requirements and Application Form

1. Background

The Council leases The Hollow from Glynde Estates and under the terms of this lease are responsible for activities on the land and the condition and maintenance of the area, including the fencing surrounding the site. Under the current Rules and Regulations applying to the Recreation Ground it is also forbidden to display any advertisement or notice on the field without appropriate authorisation.

The Council is concerned about past and potential damage to the fences at The Hollow caused by unauthorised banners, due to increased wind resistance causing stress on the posts and rails, methods of attachment damaging the fence and "ties" being discarded littering the area. Consequently, the Council agreed in January 2016 that permission should be gained from the Council in advance (i.e. following formal consideration at one of the Parish Council meetings) if any fence or property owned by, or under lease to, the Council is wished to be used to display any form of banner or advertising. Indeed, this is the case in any situation, because if no permission is obtained from the owner such advertising would be classified as fly-posting which is a criminal offence.

The Council also agreed that if no permission has been given then any banner or advertising will be removed and any cost involved charged to the individual or organisation involved (in the case of fly-posting it is the responsibility of the property owner to remove the fly-posting).

The policy and requirements set out below are based on these concerns and legal requirements with a view to enabling local residents, groups and organisations to appropriately advertise community events whilst meeting the Council's obligations and protecting the environment and character of The Hollow and Village Green.

2. Policy

Any individual and/or group or organisation wishing to display banners and/or posters on any fence or property owned by, or under lease to, the Parish Council must first gain permission following consideration at an appropriate meeting of the Parish Council. Where such permission is sought it will not normally be withheld where it involves advertising a local community event and/or supports local charities and the requirements set out below are complied with.

- 2.1 It should be noted that such permission if granted does not imply approval or override any other permissions needed from other authorities, such as the Highway Authority. It is the responsibility of the applicant, named on the reverse, to obtain such other permissions as may be necessary.
- 2.2 Should any damage occur to fencing due to the display of a banner the cost of repairs will be borne by the applicant/event organisers. The condition of the fence where the banner is to be erected is to be inspected by a nominated representative of the Council both prior to and following erection and removal of the banner and recorded on the reverse of this form.

3. Requirements

The information on the reverse should be accurate and complete and provided by the applicant with the appropriate authorisation of the event organisers. The applicant is responsible for ensuring the event organisers are aware of the conditions/requirements and the compliance with them. Should the policy or requirements be breached the Council reserves the right to remove and dispose of the banner and seek any appropriate costs from the applicant/event organisers.

- 3.1 Any banner should be of an appropriate and not excessive size and made of suitable material.
- 3.2 The wording on the banner should be appropriate to the event and not be offensive.
- 3.3 The banner should only be erected in the location identified in the application and agreed by the Council.
- 3.4 The banner should only be attached with plastic ties and should not be permanently attached, by way of a chain or other material that can not be readily broken in case the banner has to be removed.
- 3.5 It is the applicant/event organiser that is responsible for ensuring that the banner is adequately attached to the fence during the period it is erected.
- 3.6 Larger banners should have some mitigation measure(s), such as wind slights, to reduce their wind resistance to reduce the potential damage to fencing. In circumstances where an extreme weather event such as excessively high winds is forecast, it is the responsibility of the applicant/event organisers to remove the banner to avoid damage to the fencing. The Council reserve the right in such circumstances to remove the banner if the applicant/event organisers fail to do so.

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Other Terms and Conditions

There are a number of general and specific conditions for groups/organisations wishing to use the recreation ground for a particular event/activity. Copies of these are available on the Council's website (<http://www.southheighton-pc.org.uk/south-heighton-playing-field>) or from the Parish Clerk.

Please complete, sign and return this Application to the Parish Clerk (details below). Following consideration by the Council you will be notified of their decision and if approved a copy of the full form including the pre and post inspection will be returned to you for your records.

South Heighton Parish Council, 10 Bromley Road, Seaford, East Sussex BN25 3ES

Email: parishcouncil@southheighton-pc.org.uk

NOTE: It is the responsibility of the applicant/event organiser to ensure that this application and any other required notice and/or information is given to the Parish Clerk at least 14 days in advance of the Parish Council meeting which is to consider the application. The Council meeting dates are available on the Council's website and the applicant/event organiser is responsible for ensuring that any application is submitted well in advance of the proposed erection of a banner.

Please complete and sign

Details of Application (Please print or type)

Approximate size of banner to be erected:

Any mitigation measure to reduce wind resistance:

Proposed nature of fixings:

Location requested for erection of banner:

Requested period of display (dates to include that of setting up and removal):

From: (date) To: (date)

Event being advertised:

Group/Organisation Name :

Event Organiser/Applicant :

Position in Group/Organisation :

Contact Details: Address and Post Code

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Telephone : Mobile :

Email :

I confirm that I am authorised to act on behalf of the named Group/Organisation referred to above, have read and understand the Council's policy and requirements in respect of this application and agree that I and the Group/Organisation will abide by them.

Signature (event organiser/applicant):

Date :_

The Parish Council reserves the right to request proof/evidence of identity and status of an individual, Group or Organisation.

To be completed by nominated Council representative (name):

Condition of fence prior to erection:

Signature (event organiser/applicant):

Date :_

Condition following removal:

Signature (event organiser/applicant):

Date :_