



# Penrith Town Council

Unit 1, Church House, 19-24 Friargate, Penrith, Cumbria, CA11 7XR  
Tel: 01768 899 773 Email: [office@penrithtowncouncil.co.uk](mailto:office@penrithtowncouncil.co.uk)

## **BANNER AND ADVERTISEMENT POLICY**

### **1. Introduction**

- 1.1 Penrith Town Council has adopted this policy to facilitate members of the public if they wish to advertise on Council land and assets.
- 1.2 This policy relates to the administrative area covered by Penrith Town Council only.

### **2. Objectives**

- 2.3 To respond to requests by members of the public, community groups and charities wishing to advertise and promote events, fairs and community associated outcomes.
- 2.4 To contribute to the overall amenity of the town by providing a policy which prevents ad hoc marketing and promotion on the Council's assets.

### **3. Locations**

- 3.1 The only locations permitted for banners and posters relating to the policy are on land under the ownership and management responsibility of the Town Council.
- 3.2 For the purpose of this policy this includes:
  - a. Fairhill Playing Field
  - b. Cornmarket Bandstand
  - c. Thacka Beck Field

## **4. Type of advertising**

- 4.1 We will permit banners and posters on any of the aforementioned sites on the condition that they cause no obstruction or safety concern for members of the public, staff or contractors.
- 4.2 We will permit banners and posters which are advertising events and activities in the parish of Penrith only.
- 4.3 We will permit banners and posters to be displayed by community groups, charities, public sector organisations and funfairs and circuses.

## **5. Exclusions**

- 5.1 We will not permit banners and posters to be displayed by private sector or commercial businesses other than for funfairs and circuses.
- 5.2 We will not permit political, religious or inflammatory material to be displayed on our assets, nor will we permit posters advertising the activities of local pressure groups.
- 5.3 We will not permit advertising which is sexual in nature, promotes or is associated with illegal activity or what may be considered inappropriate or offensive.

## **6. Application**

- 6.1 All persons and organisations wishing to display a banner or poster must apply to the Council a minimum of 4 weeks in advance.
- 6.2 Applicants or the Council may be required to check whether any planning consents or other consents are required.

## **7. Proofing**

- 7.1 All persons and organisations must submit a draft of the advertisement they are proposing to display a minimum of 3 weeks in advance.
- 7.2 The Council reserves the right to reject or request that the proofs be amended should this be required, and may also dictate the size of the advertisement.

## **8. Installation**

- 8.1 Applicants must agree in advance with the Council the location for all advertising.
- 8.2 Applicants are responsible for organising the installation of all publicity, ensuring that the information is placed safely and securely with no sharp edges, or protruding nails, staples and any other item which may cause harm.
- 8.3 Banners must not restrict pedestrian movement, and or vehicle sight lines or persons who may have mobility or disability issues.
- 8.4 The Council may require the applicant to display their advertisement in a designated place as authorised by the Council. The Council may at its discretion outline the permitted sizes of advertising and require that specific fixings and screws are used.
- 8.5 Applicants who require access to higher areas, must undertake a risk assessment and submit this to the Council a minimum of 3 weeks prior to installation. Applicants must comply with their risk assessment and working at height regulations. Applicants must refer to the Health and Safety Executive for guidance.
- 8.6 Applicants must submit a copy of their public liability insurance certificate and a risk assessment prior to installation proceeding.

## **9. Display period**

- 9.1 The Town Council will only permit posters and banners to be in place for a maximum of 21 days. This is to ensure that the town remains neat, tidy and not cluttered.

## **10. Monitoring**

- 10.1 It is the applicant's responsibility to monitor the posters and banners to ensure that they remain in situ. The Council will not replace posters and banners.
- 10.2 The Council may remove and dispose of advertisements should they present a danger to the public, and or become unsightly, damaged or become unstable and loose.

## **11. Removal**

- 11.1 The applicant must remove posters and banners after the 21 days have elapsed or within 7 days following the event.

11.2 Failure to remove information may affect future requests for advertisement.

## **12. Advertising rates**

- 21.1 Advertising for fairs and circuses will cost £20 per site for a maximum display period of 21 days.
- 21.2 Applicants that fail to remove their posters and banners will be charged £20 per site.
- 21.3 Failure to pay the Council's invoice for advertising and the failure to remove advertising may affect future requests.

## **13. Damage**

- 13.1 Any damage caused to the Council's assets through the implementation of this policy by an applicant will in most cases result in the applicant being liable for such damage and the costs of repair. It is therefore recommended that all applicants have suitable insurance cover in place.

### **Completed application forms must be returned to:**

Penrith Town Council  
Unit 1 Church House  
19-24 Friargate  
Penrith  
Cumbria  
CA11 7XR

Email: [scmanager@penrithtowncouncil.co.uk](mailto:scmanager@penrithtowncouncil.co.uk)

Telephone: 01768 899773

**ADOPTED:** 26 NOVEMBER 2018

**REVIEWED:** March 2021

**NEXT REVIEW:** November 2028



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## BANNER AND ADVERTISEMENT ENQUIRY FORM

Please complete and return this form to Penrith Town Council.

### Section A – Your Contact Details

Name:

Address:

Telephone:

Email:

### Section B – Location

Please tick the locations you are wishing to advertise at:

Cornmarket

Fairhill

Thacka Beck Field

### Section C – Advertisement Detail

Date of Installation:

Date of Removal:

Event Name:

Number of Items: ..... I have included a proof: Y  N

**Section D – About You**

I am applying on behalf of a:

Charity  Fair / Circus  Community Group

Business  Other (please state):

**Return this form to Penrith Town Council a minimum of 28 days prior to event**