



Ludlow Town Council

Banner Policy

Adopted by Council 14th May 2014

1. **SCOPE**

- 1.1 This Policy is intended to cover the process of requesting and erecting banners on Corve Street and High Street.
- 1.2 In accordance with the Highways Act 1980 – section 178 “any banner or bunting or Christmas lights placed over a public highway, footpath or grass verge needs to obtain the highways authority’s permission. The highways authority in Shropshire is Shropshire Council”.

2. **OBJECTIVES**

- 2.1 Priority will be given to events that are community focused such as Festivals, College enrolment or Town Council events.
- 2.2 The banner is for providing information or education to the public.
- 2.3 It must not be used to promote the particular achievements or plans of particular Councillors or groups of Councillors and in particular must not be used to influence the voters in an election.
- 2.4 Political banners are not permitted.

3. **PROCESS**

- 3.1 Applications must be received two months prior to the event.
- 3.2 Requests for a banner to be erected is subject to application to and approval by the Town Clerk (**Appendix 1**). All banner applications will be made in writing to Ludlow Town Council and are subject to the approval of Shropshire Council.
- 3.3 The cost for erection is to be paid for in advance with the application. If the application is refused a full refund will be given.
- 3.4 If approved, the banner must be received by the Town Council 2 weeks in advance of erection.
- 3.5 The Town Council reserves the right to refuse to erect a banner if it doesn’t comply with the minimum requirements (**Appendix 2**) and a refund will not be given in this circumstance.
- 3.6 The Town Council takes no responsibility for damage caused to banners by extreme weather.
- 3.7 After a banner has been displayed and taken down it will be deemed unwanted and disposed of if not collected within one month after the event.

4. **FEE**

- 4.1 A charge of £470.00 will be made for the putting up and taking down of any banner (this charge does not include the design or production of the banner which must be provided in accordance with the Council's specifications by the applicant).
- 4.2 This service will be provided free of charge to Ludlow's Festivals and Ludlow College, as agreed by Council and in line with a carefully managed timetable of banner change overs.