

Castle Cary Town Council

Banner Policy

Purpose: For the equitable & fair placing of banners, signs or posters on the exterior of the Market House (in a Listed Building context)

Document Properties

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V3	Holly Callow	Feb 2020

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BANNER POLICY

Rationale:

- The term “banner” here refers to any banner, sign or poster of any size.
- The Market House is a Grade 2* listed building which contributes significantly to the town's architectural and historic interest. The Town Council aims to keep the facade of the building as uncluttered as possible, especially during events taking place in the Market House.
- Numerous local organisations reasonably wish, from time to time, to advertise community events by placing banners on the Market House or its railings. These can detract from the visual impact of the building as a whole.

This policy aims to provide a reasonable balance between these conflicting interests, and to give priority to important community events, especially those taking place in the Market House itself.

Policy:

1. No banner should be placed on the Market House facade or railings unless booked to be so placed. Banners placed without permission will be removed.
2. Without explanation, the Town Council reserves the right to:
 - i) Refuse a request to place a banner on the Market House and ii)
 - Remove a banner on the Market House at any time. This includes removal for events at The Market House.
3. Unless by special arrangement, no banner is to remain in place for more than one week.
4. Banners should fit within and fill the banner frame on the railings. They should therefore be 190cm wide by 120cm tall.
5. The reverse of the banner must be plain as they are seen by users of the building
6. Banners should be removed promptly on the last day of the banner booking.
7. No more than one banner to be in place at any one time and one event per banner.

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8. The location of banners will be determined by the Town Council.
9. Requests to place a banner must be logged in the Market House booking calendar, along with the name and telephone number of the person taking responsibility for placing it, and the name of the organisation.
10. In general priority is given on a first come, first served basis, with the following exceptions, in order of priority:
 - a) Major whole town events (such as the carnival, the Big Christmas etc)
 - b) Public events taking place in or at the Market House (for example coffee mornings, consultations, arts events in the Shambles etc)
 - c) Public events in Castle Cary or Ansford not taking place at the Market House
11. The Town Council takes no responsibility for the safety of banners or any vandalism done to them.