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# For Information

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## Policy for the Installation of banners on Council owned lamppost brackets.

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Adopted: December 2 2025  
Chair: Cllr. S. Rainford:  
Minute Ref.: 25/12/02

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The policy is administered by the Town Clerk and will be reviewed as required, but no later than November 2026.

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Longridge Town Council  
Council Offices  
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## Mission Statement

Endeavour through foresight and leadership, to enhance quality of life for residents and visitors.  
Working to enrich and nurture opportunity to protect and improve the built and natural environment and improve community pride.

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## **1. Purpose**

To ensure that all banners displayed on the Longridge Town Council advertising-enabled street columns are safe, of high visual quality, lawful, respectful to the character of Longridge, and do not cause nuisance or offence.

## **2. Scope**

This policy applies to all advertising-enabled street columns, managed by Longridge Town Council.

## **3. Responsibility for Approval**

The Town Clerk (or a nominated officer) has delegated authority to approve or refuse banner designs. Appeals against refusal may be made in writing to the Estates Committee, whose decision is final.

## **4. Advertiser Responsibilities**

The business or organisation leasing the lampposts is solely responsible for:

- a. Designing, printing and supplying the banners to the Council's approved technical specification.
- b. Arranging professional installation and removal of banners at the agreed start and end dates.
- c. Providing evidence of Public Liability Insurance with a minimum cover of £5 million, naming Longridge Town Council as an additional insured party.
- d. Providing evidence of Employers' Liability Insurance (where applicable).
- e. Ensuring the installation contractor holds current Street Works accreditation (Chapter 8) and provides a valid Traffic Management Plan where required.
- f. All costs associated with production, installation, removal, storage and disposal of banners.
- g. Immediate removal or replacement of any banner that becomes damaged, faded or dangerous during the lease period.

The Council does **not** supply, install, remove or store banners.

## **5. Mandatory Technical Requirements – All Banners Must:**

- a. Be double-sided, portrait format, maximum visible area 1500 mm × 750 mm
- b. Be manufactured from reinforced, weatherproof, fire-retardant mesh or PVC (BS EN ISO 13501-1 Class B or better) with wind slits
- c. Have reinforced corners and strong metal eyelets or pole pockets suitable for the Council's fixing brackets. The banner should not move along or off the fixing.
- d. Carry no moving parts, illumination, sound, QR codes that auto-play media, or highly reflective material
- e. Display the advertiser's name legibly in minimum 20 mm text (as required by the Town & Country Planning (Control of Advertisements) Regulations 2007)

## **6. Content Restrictions – Banners Will Be Refused If They:**

- a. Contain political, religious or party-political messages
- b. Promote tobacco, vaping, gambling (except National Lottery), weapons or adult entertainment
- c. Contain nudity, sexual imagery or offensive language
- d. Could be mistaken for traffic signs or imitate official signage
- e. Include unverified or misleading claims
- f. Link (via website or social handle) to prohibited content

## **7. Priority Content**

Preference and possible discretionary discounts will be given to Longridge-based businesses, registered charities, and events taking place within Longridge.

## **8. Approval and Booking Process**

1. Submit completed application form, artwork (high-resolution PDF), proof of insurance and proposed installation contractor details at least 21 days before desired start date.
2. Clerk reviews and issues written approval or refusal within 10 working days.
3. Upon approval and receipt of full payment, the booking is confirmed and fixing brackets are made available.
4. Installation may only take place by the approved contractor on the agreed date(s).

## **9. Immediate Removal (at Advertiser's Cost)**

The Council may require instant removal of any banner that:

- Breaches this policy
- Becomes unsafe or unsightly
- Causes a complaint that is upheld

Failure to remove within 48 hours will result in the Council arranging removal and recharging all costs plus an administration fee.

## **10. Compliance with Law**

All advertising remains subject to the CAP Code and Consumer Protection from Unfair Trading Regulations 2008. Serious breaches may be reported to the Advertising Standards Authority.

## 11. Fee Structure – Rental Charges

All fees are per lamppost, per 6-week period, payable in full in advance.

Minimum booking = 5 lampposts and 6 weeks.

Example 10 lampposts for 6 weeks = £250

Posts	Fee £
5-10	25
11-25	23
26 - 50	20
>50	15

- Long-term discount (15%) applies when 3 x 6-week periods are booked.
- Local charities, community groups and events wholly within Longridge may apply for up to 30% reduction (at the Clerk's discretion).

## 12. Additional Mandatory Fees (Non-Refundable)

Item	Fee	Notes
Application and design approval	£75 flat fee	Per booking, regardless of number of lampposts
Late payment fee (after 14 days)	£150	
Failed or late removal (per lamppost)	£200	Plus recovery of Council removal costs
Damage to fixing bracket or column	Actual cost + £100 admin fee	
Replacement of lost/damaged column fixing key	£50 per key	

## 13. Payment Terms

- Full payment required within 14 days of invoice to secure booking.
- Bookings lapse automatically if payment is not received; lampposts are re-released.
- No refunds for early termination by the advertiser.

## 14. Technical Specification (Mandatory)

- Double-sided, portrait, max visible area 1500 mm × 750 mm
- Reinforced mesh or PVC, fire-retardant to BS EN ISO 13501-1 Class B or better
- Wind slits, reinforced corners, metal eyelets or pole pockets compatible with Council brackets
- Advertiser's name in minimum 20 mm legible text

## 15. Content Restrictions

Banners will be refused or removed if they:

- Are political, religious or party-political
- Promote tobacco, vaping, gambling (except National Lottery), weapons, adult services
- Contain nudity, sexual imagery, swearing or discrimination
- Imitate traffic signs or contain misleading claims

## 16. Approval Process

1. Submit application form, artwork (high-res PDF), insurance certificates and contractor details **at least 21 days** before desired start date.
2. Pay £75 approval fee.
3. Decision within 10 working days.
4. On approval and full payment, brackets/keys are released for installation on the agreed date.

## 17. Immediate Removal Rights

The Council may require removal instantly (at advertiser's full cost) any banner that breaches policy, becomes unsafe, or attracts upheld complaints.

## LAMPOST ADVERTISING BOOKING and APPROVAL APPLICATION FORM

### IMPORTANT NOTE TO ALL APPLICANTS.

The person or company signing this application (the “Hirer”) enters into the contract directly with Longridge Town Council and is fully and personally responsible for:

- Payment of all fees
- Ensuring banner content complies with the Policy
- Supply, installation, maintenance and timely removal of banners
- All insurance requirements
- Any damage, fines or costs arising from the booking

This responsibility remains with the Hirer even if they are an advertising agency, marketing company, designer or intermediary acting on behalf of another organisation or client. The Council will only ever correspond with, invoice, or pursue the Hirer named on this form.

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Please complete in BLOCK CAPITALS and return with all required documents to:

Email: [clerk@longridge-tc.gov.uk](mailto:clerk@longridge-tc.gov.uk)

Post: Town Clerk, Longridge Town Council, Council Offices, The Station Building, Berry Lane, Longridge PR3 3JP.

### Applicant / Organisation Details

Organisation Name:

Contact Name:

Position:

Address:

Postcode: Telephone:

Email:

Invoice address (if different):

Are you a Longridge-based business or registered charity? ☐ Yes ☐ No

(If Yes, please supply proof – as you may qualify for discretionary discount)

### Booking Details

Number of lampposts requested: (minimum 5)

Preferred lease period: Start date (dd/mm/yyyy): End date (dd/mm/yyyy):

(Minimum 6 weeks, maximum 18 weeks from start date)

Do you require specific lamppost locations? ☐ Yes ☐ No

(If Yes, please list column numbers or areas – subject to availability)

## Banner Details

Will all banners display identical artwork? ☐ Yes ☐ No

If No, how many different designs?

Pattern or Order required

Brief description of banner content / promotion:

## Installation and Removal - Contractor

Company Name:

Contact Name & Telephone:

Evidence of Chapter 8 Street Works accreditation enclosed? ☐ Yes

Traffic Management Plan will be supplied before installation? ☐ Yes

## Insurance (copies MUST be attached)

Public Liability Insurance:

Insurer:

Policy No:

Expiry Date: Limit of Indemnity: £5,000,000 minimum ☐ Confirmed

Longridge Town Council named as additional insured ☐ Confirmed

Employers' Liability Insurance (if applicable):

Insurer:

Policy No:

Expiry Date:

## Required Attachments (applications will not be processed without these)

☐ High-resolution artwork PDF(s) (300 dpi minimum, exact size, with crop marks)

☐ Public Liability Insurance certificate

☐ Employers' Liability Insurance certificate (if applicable)

☐ Proof of Chapter 8 accreditation for installation contractor

☐ For charities / local discount: proof of status or event location

**Declaration. I confirm that:**

- I understand that I am the 'Hirer' and have read and agree to abide by the Longridge Town Council Lamppost Advertising Policy and Fee Structure.
- The banner content complies with all content restrictions and the CAP Code.
- I accept full responsibility for the supply, installation, maintenance and removal of the banners and for all associated costs.
- I will ensure banners are removed no later than the end date and lampposts are left undamaged.
- I understand that the £75 non-refundable application fee is payable immediately on submission.

Signed:

Print Name:

Position:

Date:



**For Office Use Only:**

Check	Comments
Application received	
£75 approval fee received	
Artwork approved / refused	
Insurance & contractor docs satisfactory	
Final approval granted	
Invoice issued	
Payment received	
Lamppost numbers allocated	
Installation date confirmed	
Removal date confirmed	

Town Clerk signature:

Date: