



Terms of Reference

Working Group.

Advertising banners on
Council enabled street
columns.

Adopted: 3 December 2025

Chair: Cllr. S. Rainford

Committee: Working Group

Minute Ref.:251202/3

1. Purpose

To develop a comprehensive, fair and legally compliant policy and operational framework that enables Longridge Town Council generate income from letting advertising space on its advertising-enabled street columns while protecting public safety, visual amenity and the character of the town.

2. Objectives

- Recommend a clear fee structure and charging model (including minimum/maximum bookings and periods).
- Define technical specifications for banners and fixing systems.
- Set out who is responsible for supply, installation, removal, insurance and maintenance of banners.
- Establish robust content and design approval criteria (including prohibited categories).
- Agree an application, approval and appeals process.
- Recommend measures to prioritise local businesses, charities and community events.
- Ensure full compliance with the Town & Country Planning (Control of Advertisements) (England) Regulations 2007, Highway Authority requirements, CAP Code and health & safety legislation.
- Propose administrative procedures, standard forms, contracts and enforcement sanctions.
- Estimate likely annual income and ongoing administrative workload.

3. Membership (maximum 6 members)

- 3 Town Councillors (one to act as Chair).
- Town Clerk (or Deputy) – in attendance.
- Up to 2 co-opted members with relevant expertise.

4. Reporting

The Working Group will report to the Estates Committee and ultimately to Full Council for final adoption of the policy.

5. Timescale

- Draft policy and recommendations to be presented to Full Council: Date to be decided.
- Target launch date for the advertising scheme: Date to be decided.

6. Authority

The Group has no delegated powers; it may only make recommendations to Council. It may obtain external professional advice (e.g., legal or planning) with prior approval of the Town Clerk (budget limit £1,500).

7. Quorum and Frequency

Quorum: 3 members. Expected to meet monthly or as required until the task is complete.

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