

Installation of banners on Council owned lamppost brackets. A Town Council Working Group



Agenda – May 20 2026 at 12:30

1. **Welcome.**
2. **Apologies for absence.**
3. **Update on actions from January meeting:**
Quotes for banner designs and printing.
4. **Other items for discussion.**
 - 4.1 Use of a Marketing Agency
 - 4.2 Scheme Launch Date
 - 4.3 Report to Full Council – 10 June 2026
5. **Date of next meeting.**

Agenda Item 3

For Consideration



Longridge
Town Council

Meeting:	Banners and Brackets Working Group
Meeting Date:	May 20 2026
Title:	Quotes for graphic designs and printing
Submitted by:	Clerk and Emma Baines (co-opted group member)

1. Purpose of the report.

To update members on the quotes received.

2. Quotes.

Quotes were requested for two council designs and printing 24 banners of each design, (48 in total) using the designs opposite as an indication of what the Council required.



Company	EX VAT			
	Per Design £	Print per banner	Print 24 banners	Print and design per banner
Advanced Print Solutions Robert Walker. Longridge	Uses 'Designs Preston'	£42	£1,008	£42.91
Designs Preston Simon Dee. Longridge	£22	-	-	-
Heckford Advertising Ian Brooke. Ashton, Preston	£125	£40.50	£972	£45.71
GrafX Andrew Potts. Barrow Brooke	Free	£51.76	£1,242	£51.76
AVJ Print Lisa Weir. Longridge	£15	£71.25	£1,710	£71.86
Banner: Install/Remove/Install	Per column £			
Stately Lighting Craig Ryan. Clitheroe	£28.57			
LenTech (Northwest) Ltd. Andrew Lennord. Longridge	£10.00			

3. Recommendation.

Members are recommended to consider the quotes and make a recommendation to Full Council.

Agenda Item 4.1

For Consideration



Longridge
Town Council

Meeting:	Banners and Brackets Working Group
Meeting Date:	May 20 2026 - 12:30
Title:	Benefits of using a Marketing Agency
Submitted by:	Clerk and RFO

1. Purpose of the Report

To seek the Working Groups views for Longridge Town Council to appoint a specialist marketing agency to manage and sell advertising space on the Council's street banners.

2. Summary

While the Council could sell advertising space directly, this activity requires:

- Sales and marketing expertise.
- Dedicated time for business development.
- Management of advertising relationships.
- Handling artwork, invoicing, and renewals.

Given the limited administrative resources available within the Council, consideration could be given to these activities being undertaken by a specialist marketing agency operating on behalf of the Town Council.

3. Benefits of using a Marketing Agency

3.1 Increased Revenue Generation

A professional marketing agency will have experience in selling advertising space and maintaining relationships with advertisers. This is likely to result in:

- Higher occupancy of banner advertising spaces.
- Access to regional and national advertisers
- More competitive advertising rates.

This approach can significantly increase the income generated from the Council's advertising assets.

3.2 Reduced Administrative Burden

Selling and managing advertising requires significant administrative effort including:

- Approaching potential advertisers
- Negotiating contracts
- Managing artwork specifications
- Invoicing and payment collection
- Renewing advertising agreements.

Using an external agency would allow these tasks to be handled professionally without placing additional workload on Council staff.

3.3 Professional Marketing Expertise

Marketing agencies bring expertise in:

- Advertising placement strategy.
- Campaign design.
- Pricing structures.
- Branding and visual presentation.

This will help ensure the banner programme is both commercially successful and visually appropriate for the town.

3.4 Wider Advertiser Reach

A marketing agency can market banner advertising to a wider pool of potential advertisers including:

- Regional businesses.
- Tourism organisations.
- Property developers.
- Event promoters.

This expands opportunities beyond the local business community alone.

3.5 Structured Advertising Packages

An agency can develop advertising packages linked to:

- Seasonal promotions
- Civic events
- Town centre activities
- Market days and festivals.

This can maximise the value of each banner location.

4. Financial Considerations

Marketing agencies typically operate on a commission basis, meaning the Council would only pay a percentage of advertising revenue generated.

This approach:

- Minimises financial risk to the Council
- Incentivises the agency to maximise advertising sales.

The Council would retain ownership and control of all banner locations, banner designs, and campaign types.

5. Governance and Control

Should the Full Council approve this proposal, the Working Group would:

- Develop a specification for appointing a suitable agency.
- Ensure branding and content standards are maintained.
- Ensure all advertising complies with relevant regulations.

Final approval of advertising formats and locations would remain with the Council.

6. The Working Group are recommended to:

Approve in principle the appointment of a marketing agency to manage and sell advertising space on Longridge Town Council banners and seek Full Council Approval for such an appointment.

