



# Ross-on-Wye Town Council

## Advertising Banners at Smallbrook Gardens

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### Introduction

The Town Council recognises there is a need for a suitable space to advertise non-commercial community and charity events and that many community events rely on advertising.

Welsh Water has granted the Town Council permission to manage, on its behalf, signs advertising community and charity events on the railings at Smallbrook Gardens.

The Town Council recognises that there is a need for community events to be treated differently from commercial enterprises and therefore signs advertising goods and commercial services are not permitted.

The Town Council does not assume any financial responsibility for the repair and maintenance of the railings or surrounding area.

The Town Council will not be responsible for any damage caused to signs whilst they are fixed to the railings nor during their removal.

### Commercial Signs

The Town Council will inspect the area regularly and any commercial organisations who have erected signs will be contacted and given the opportunity to remove unauthorised signs within 48 hours. Failure to do so will result in the signs being removed and disposed of. Persistent offenders will be recorded and relevant legislation will be used to pursue the matter.

### Community Events

Organisers of charity and community events are required to submit an application, prior to the event, on the appropriate form and the banners shall not be installed until permission has been granted by the Town Council.

This will enable the Town Council to manage the site effectively and ensure that signs are removed promptly.

### Conditions

The following conditions will apply:

- A banner can only be used to advertise an event.
- Banners advertising commercial enterprises will not be permitted.
- The banner will not normally be in place for more than 21 days.
- When an event lasts for more than 15 days, permission may be granted for the banner to remain in place for up to 28 days.
- The banner will not normally exceed two metres in length and one metre high without prior permission from the Town Clerk.
- Banners should be placed in such a position as to allow the maximum number of banners to be displayed. The council retains the right to move a banner to a different part of the railings.

- The size, detail described, number, and/or positioning of the sign does not unduly distract drivers' attention.
- The sign is manufactured on a suitable lightweight material and constructed in such a way that does not represent a danger to vehicles that might collide with it.
- The fixings used will not be permanent.
- The sign is not to be affixed to street furniture other than railings without obtaining prior written permission of the Council.
- Any damage to the railings must be made good to the satisfaction of the Town Council. Any costs incurred by the Council in undertaking any associated remedial works will be recovered from the person responsible for erecting the sign.
- Failure to remove the sign within three days of the conclusion of the event will result in the sign being removed and disposed of.
- All cable ties used to affix banners must be disposed of responsibly when the banner is removed. Please consider non-plastic alternatives to cable ties.

Ross-on-Wye Town Council will determine what it considers to be suitable subject matter for display on the railings.

*Reviewed by the Community, Market and Tourism Committee, September 2022*



# Ross-on-Wye Town Council

## ADVERTISING BANNER APPLICATION FORM

Date requested for putting up	Actual date of event advertised			
Name of organisation	Charity Number:			
Name of person making application				
Email Address				
Telephone No.	Mobile No.			
Postal Address				
Exact wording on the banner				
Exact size of banner	Length	metres	Height	metres

### DECLARATION

I have read the conditions which apply to the railings and agree to abide by them, including removing the banner within three days of the event and disposal of any cable ties used. I have completed the privacy consent overleaf.

Signed \_\_\_\_\_ Date \_\_\_\_\_

## Privacy Notice

Your details are held by Ross-on-Wye Town Council (the data controller) in accordance with the Data Protection Act to enable the administration of the application.

The legal basis for processing this data is to enable the Council to process the contract. If you include any personal details on this application on behalf of an organisation or group, the legal basis for processing this data is your consent to do so. You can withdraw your consent at any time by notifying us. Our contact details to do so, or for any other queries, is The Corn Exchange, High Street, Ross-on-Wye, HR9 5HL.

We will keep your data for six years plus the current financial year, which runs from 1<sup>st</sup> April to 31<sup>st</sup> March. Your information will not be shared further.

Individuals have a number of rights under data protection law, including the right to request their information. You also have a right to make a complaint about our handling of your personal data to the Information Commissioner's Office <https://ico.org.uk/>

Information you provide will only be used for the stated purpose. Further information about the processing of your data can be found on our website at <http://www.rosstc-herefordshire.gov.uk/>

**Data Protection: Please confirm your consent below. You can grant consent to any or all of the purposes listed. You can withdraw or change your consent at any time by contacting us directly.**

- We may contact you to keep you informed about what is going on in the Council's area including news, events, meetings and activities. These communications may also sometimes appear on our website, or in printed or electronic form including social media.
- We may use your name and photo in our newsletters, or on our website, or our Facebook page.

### KEEPING IN TOUCH

- Yes please, I would like to receive communications by email.
- Yes please, I would like to receive communications by telephone.
- Yes please, I would like to receive communications by mobile phone including text message.
- Yes please, I would like to receive communications by social media including Facebook.
- Yes please, I would like to receive communications by post.
- No, I would not like to receive any further communications other than for the purposes of this application

Please return completed form to the Ross-on-Wye Town Council,  
Town Hall, Cantilupe Road, Ross-on-Wye, HR9 7AN  
Phone: 01989 562373 email: [admin@rosstc-herefordshire.gov.uk](mailto:admin@rosstc-herefordshire.gov.uk)