



# Ross-on-Wye Town Council

## Advertising Banners at Smallbrook Gardens

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### **Introduction**

In recent years, there has been a steady increase in the number of unauthorised and unsightly signs placed on the railings at Smallbrook Gardens. In some cases the signs have remained there for a considerable time, cluttering the area with torn, faded and out of date advertisements for events and commercial enterprises which has led to complaints from the public.

The Town Council recognised there was a need for a suitable space to advertise non-commercial community and charity events and that many community events relied on advertising.

The Town Council approached the owners, Welsh Water, requesting that the company control the proliferation of signs. After meetings and correspondence, Welsh Water 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 further recognised that there was a need for community events to be treated differently from commercial enterprises and therefore signs advertising goods and commercial services will not be 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.

## Restrictions

The following restrictions will apply:

- A banner can only be used to advertise an event.
- Banners advertising commercial enterprises will not be permitted.
- The banner will not be in place for more than 21 days.
- The size, detail described, number, and/or positioning of the signs does not unduly distract drivers' attention.
- The sign is constructed in such a way that does not represent a danger to vehicles that might collide with it.
- The sign face is manufactured on a suitable lightweight material.
- The fixings used will not be permanent.
- The banner will not normally exceed two metres in length and one metre high without prior permission from the Town Clerk.
- 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.

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, July 2018*