



Farnham Town Council **Banners' Policy**

March 2014

Applications for banners are welcomed from local charitable, community and other similar or non-commercial organisations, based within Surrey or serving the local area, with priority given to Farnham based organisations, to display notices of public interest or advertising events. (Please note that **no** sponsor details are to appear on a banner placed on or over public highways). Farnham Town Council administers the banner sites in Farnham at The Borough and Downing Street. The banner sites are intended to enable community groups to publicise their activities. A banner can only be placed on sites that have been approved by Surrey County Council.

Eligibility and permitted organisations

Banners can only be displayed if representing:

- i. non-profitable organisations or community groups; or
- ii. activities that are of interest or benefit to the local community.

If you have a query in relation to eligibility, please contact Farnham Town Council on 01252 712667 or email customer.services@farnham.gov.uk.

Permitted organisations include:

- i. The County Council
- ii. The Local Borough or District Council
- iii. The Town Council
- iv. Charitable organisations *
- v. Local state schools, colleges and places of further education
- vi. Local churches, mosques and similar places of worship
- vii. Local theatres
- viii. Youth groups, including cubs, scouts, beavers, rainbows, brownies and guides
- ix. Local groups representing charitable events – for example
 - a. The Round Table
 - b. Rotary Club
 - c. Chamber of Commerce
- x. Local community groups, for example
 - a. Arts societies
 - b. Choral groups
 - c. Amateur dramatic
 - d. Village fete organisers
 - e. Bonfire groups
 - f. Hospital league of friends
 - g. Model railway society, or similar

Farnham Town Council

Council Offices, South Street, Farnham, Surrey, GU9 7RN
Tel: 01252 712667 Fax: 01252 718309 Email: info@farnham.gov.uk
www.farnham.gov.uk
Town Clerk – Iain Lynch



** Registered charities may only display a banner if the purpose is to raise awareness of, or promote, activity that relates to the charitable activities as detailed in the information held by the Charity Commission.*

Any banners found to be displayed with no licence or at non-approved sites will be taken down and held.

Farnham Town Council is under no obligation to permit any person(s) or organisation(s) to display banners on the public highways. Therefore, it reserves the right to remove this service or to change the Terms & Conditions at any time. Please note that from time to time road works are carried out around the town and this may affect the availability of sites even if a booking has already been made. In addition, damage to sites or other unforeseen factors may affect your application. The acceptance or refusal of a banner application is at the sole discretion of Farnham Town Council.

Priority will always be given to the most local organisation who is deemed to be using the space to raise awareness of more community-focussed activity.

Booking

A booking form must be completed and submitted to Farnham Town Council with the appropriate fee (please see “Fees” for information on pricing). Applications will **not** be accepted for commercial organisations.

- Bookings should be made no later than two weeks prior to the commencement of the desired date of placement (always a Sunday).
- Bookings of over two weeks will only be permitted at the Town Council’s discretion and will only be permitted to be displayed for a maximum of 4 weeks at a time in any case.
- A booking must be for a minimum of one week.
- Banners must only be attached and removed on Sundays. Banners should be attached after 12 midday and removed before 12 midday so it does not interfere with other licenced requests at the site.
- Banner sites can only be booked up to 1 year prior to the event date.
- A maximum of 2 sites can be applied for promoting a single event.
- A sketch of the banner, showing dimensions and wording should be enclosed with application.
- In some instances, applications may not be confirmed until to two months before the date of installation.

The banner

All banners must fulfil the following criteria:

- Dimensions: Banners are restricted to 16’ x 3’ or 15’ x 3’ only.
- Eyelets: Eyelets are required on the top and bottom hems. They must be at least 1” from the edge of the banner, to the centre of the eyelet. We advise that these should be no less than 3’ apart. Eyelets are not required on the side hems.
- Wind slits: Wind slits or mesh are highly recommended.
- The banner should be produced to a professional standard and designed and displayed to minimize distraction to pedestrians and road users
- Note: It is not necessary to place rope in the hems of your banner.



Fees and payment (2014-15)

The fees for placing a banner on the highway in Farnham are as follows:

No. of Banners per week	Detail		COST		
	Banner	Weeks	Net	VAT	Total Payable
ONE BANNER					
One Banner for One Week	1	1	£130.00	£26.00	£156.00
One Banner for Two Weeks	1	2	£155.00	£31.00	£186.00
TWO BANNERS					
Two Banners for One Week	2	1	£260.00	£52.00	£312.00
Two Banners for Two Weeks	2	2	£310.00	£62.00	£372.00

Payment can be made in the following ways:

- Cheque – Cheques payable to Farnham Town Council.
- BACS – Sort Code: 40-21-05 Account No.: 31141023

(if making payment by BACS, please ensure to provide a reference, e.g. "BANNER ANYTOWN HOSPICE")

Delivery and collection of your banner

Arrangements for delivery for installation and collection post-removal of your banner should be made directly with **Carolyn Hollier** of Light Angels Ltd:

- Tel: 01252 511 511
- Mob: 07736 251 298
- Email: carolyn@light-angels.co.uk
- Address: Light Angels Ltd., Unit 2, LDL Business Centre, Station Road West, Ash Vale, Hampshire, GU12 5RT

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