



# NORTH WALSHAM TOWN COUNCIL

## Outdoors Advertising Policy

Adopted by the Council at its meeting held on 30.10.18

### 1 Introduction

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North Walsham Town Council aspires to be a first class Council. In order to achieve and maintain this the Town Council provides this policy to ensure that all outdoors advertising and signs which are placed on the Town Council's property (property in this context includes fencing) have been approved by the Council.

A wide range of advertisements can include posters, notices, placards, boards and banners, these can be placed at a cost of £25 per month. This fee to be waived for 'not for profit' events.

This Policy is to ensure that the Town Council's property/fences does not have placed on it a large quantity of advertisements either for business or events without prior approval.

### 2 How to obtain Authorisation

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Any advertiser who wishes to place a banner/advertisement on any property/fence which belongs to the Town Council must seek authorisation from the Town Council.

An advertiser should contact: North Walsham Town Council, 18 Kings Arms Street, North Walsham NR28 9JX, email: [info@nwtc.org.uk](mailto:info@nwtc.org.uk) or telephone: 01692 404114 to provide details of whether the banner/advertisement is for a business or an event. The Town Council after consideration will specify the date when the banner/advertisement shall be removed and failure to remove the banner/advertisement will result in the Town Council removing the same. See no 4 below.

### 3 Standard Terms

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All outdoor banner/advertisements must comply with the following:

- have permission from the Town Council
- maximum display period of 1 month
- maximum 2 banners per year per group/business
- limited to 4 banners in one area at anytime
- promoting North Walsham only
- be kept clean and tidy
- be kept in a safe condition
- not obscure or hinder official signs
- be removed carefully when so required by the Town Council

The Town Council reserve the right to remove banners/advertisements if terms are not strictly adhered to

### 4 Removal of Signs

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If any signs are placed on any Town Council property/fence without prior approval from the Council these will be removed immediately. Such signs will be stored for one calendar month at the Town Council Offices,

18 Kings Arms Street, North Walsham NR28 9JX from where the signs can be collected. No notification will be given to advertisers prior to removal of any signs.

Failure to remove any banners/advertisements by the date specified by the Town Council or do not accord with no 3 above will result in the Town Council removing the same.

The placement of event and business banners/advertisements on the fence at Trackside is unauthorised without permission being granted by the Town Council. Requests for authorisation should be made direct to the Town Council Office the contact details of which are given above.

However, if anyone wished to have a permanent Notice Board placed within Trackside details can be obtained from the Town Council Office as to type of sign, size and of the charge which is payable on an annual basis.

The object of this Policy is to ensure that banners/advertisements are controlled by the Town Council in order to avoid multiple banners/advertisements being placed in one specific area thus causing problems with visibility of the same and making the area look untidy.