



## Events Banner Policy - Terms, Conditions & Agreement

### 1. Location of Banners

The only locations in the Market Square area permitted for events banners, relating to this policy, are the following areas: -

- i. Between the Moot Hall and Mountain Warehouse, Market Square
- ii. Between Keswick Reminder (GW McKanes) and Lakes Bar, Station Street

***Area between the Moot Hall and Ye Olde Friars not be used under any circumstances***

The events banners must be displayed by using the existing catenary wires owned by Keswick Town Council.

### 2. Type of Advertising

The types of banners permitted are to advertise Keswick events **only** and under no circumstances be allowed to advertise private sector or commercial businesses (profit making companies).

**Note:** *Private sector or commercial businesses (profit making companies), name, company logo or symbols cannot appear on the banners **under any circumstances**. A website address however could be placed on the banner.*

The event's organisers are responsible for purchasing the events banners which must comply with the prohibitions and regulations stated in this policy.

### 3. Prohibitions

Event's organisers must recognise that public sector organisations cannot permit advertising which is sexual in nature, which features partial or complete nudity or which appears to promote or give undue publicity to illegal or just 'inappropriate' behaviour or lifestyles.

Humour in advertising is also to be approached with caution since humour can often mock specific groups of citizens or poke fun at particular types of behaviour or situations. Even if kindly and affectionately done, such mockery would not be acceptable in an area provided by a public sector organisation.

If there is any doubt at all that the style or content of the creative may be unsuitable for display please contact Keswick Town Council before making arrangements to have the banner made and displayed.

The banners must not include the specific categories of organisations, products or services as mentioned below: -

- i. Advertising associated with firearms or ammunition
- ii. Pornography, nudity or adult content
- iii. Direct advertising of Tobacco, gambling or alcohol
- iv. Political organisations

Keswick Town Council reserves the right to reject, or remove any advertising events banner without first giving notice to the affected event's organiser. The event's organiser will be informed and given the reasons for removal when such a decision is taken.

Advertisers must comply with the rules and regulations of the Advertising Standards Authority.

#### **4. Booking the Space**

Requests for booking a space for an events banner must be made in writing, by the event's organisers, to Keswick Town Council, 50 Main Street, Keswick, Cumbria, CA12 5JS. The requests will be accepted on a first come first served basis and annual events must not presume that a booking will be automatically made each year, event's organisers must make an annual request.

The booking request must include the name of the event, brief details of the event, the date the banner will be both installed and dismantled and a contact name, address and daytime telephone number for the event organiser.

*Please note: A maximum of 1 banner space per event can be booked by event organisers.*

#### **5. Installation & Dismantling of Banners**

Event organisers are responsible for organising the installation and dismantling of the events banners, including all associated costs involved (including any additional/contingency costs involved when the banner(s) are in situ) . The competent contractor using a 'cherry picker' must carry out the works and under no circumstances must ladders be used.

Organisations **must** use Keswick Town Council approved contractors, licenced by Cumbria County Council. The details for the contractor is as follows:-

Eric Nicholson  
Eric Nicholson Transport  
Grassmoor House  
Lorton Road  
Cockermouth  
CA13 9TQ  
Tel: 01900 819101  
Mobile 0758 777 4540  
Eric.Nicholson@cumbria.gov.uk

#### **6. Regulations**

Event organisers are responsible for abiding by all regulations relating to advertising temporary events.

Keswick Town Council has been granted Advertisement Consent for the banner spaces noted in this policy, the application stated the following details relating to the banners:-

- The dimensions of the proposed advertisement (H x W x D) – 1.4m x 7m x 5mm
- The maximum height of any of the individual letters and symbols – 50cm
- The colour of the text and background – this will vary with each event
- Materials of the proposed banners – PVC or polytextile
- All banners must have air vents/wind slits in them to reduce any damage to either the banners and wires in periods of adverse weather

Legally you can display your advertisement 28 days before the event. But to minimise visual clutter in the Lake District we ask that you only put it up 16 days before and take it down within two days of the event finishing. Event banners cannot be illuminated in anyway.

## 7. Advertising Rates

The rate for displaying an events banner is as follows: -

£50 per banner space per week + VAT

This amount will be invoiced directly to the event organisers and must be paid at least one week prior to the banner being displayed. A maximum of 1 banner space per event can be booked by event organisers.

### HIRER OF BANNER SPACE:

I agree to abide by the above Terms & Conditions and will indemnify Keswick Town Council against all claims arising.

|   |  |
|---|--|
| <b>Name of Organisation</b>   |  |
| <b>Address</b>  |  |
| <b>Contact Name</b>   |  |
| <b>Daytime Contact Number</b>   |  |
| <b>Authorised Signatory</b>   |  |
| <b>Print</b>  |  |
| <b>Date</b>   |  |
| <b>Date of Banner Installation (Dates must be between - 1<sup>st</sup> April to 31<sup>st</sup> October – ONLY)</b> |  |
| <b>Date of Banner Dismantle (Dates must be between - 1<sup>st</sup> April to 31<sup>st</sup> October – ONLY)</b>    |  |
| <b>Banner Location (see Section 1)</b>  |  |

The following documentation **must** be returned with the completed and signed agreement:-

- A copy of your public liability insurance

**Completed bookings form must be returned or emailed to:-**

Wendy Lerigo – Administration & Finance Assistant  
Keswick Town Council  
50 Main Street  
Keswick  
Cumbria  
CA12 5JS  
**Email:** [office@keswicktowncouncil.gov.uk](mailto:office@keswicktowncouncil.gov.uk)