



RAUNDS TOWN COUNCIL

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ADVERTISING ON TOWN COUNCIL LAND AND PROPERTY

Introduction

This policy sets out how and when local groups and businesses may advertise on Town Council land and property.

Community Groups and Charities

- The Town Council is keen to support local groups and those fundraising for Charity.
- Information about events and fundraising efforts can be placed on the Town Council website, social media accounts, noticeboards and digital noticeboards. There is no charge for this service.
- Permission must be obtained from Raunds Town Council for banners or posters to be placed at The Hall, The Market Square and other open spaces owned by the Town Council.
- Space for outdoor banners is limited and priority will be given to Town Council run events and information.
- In all cases the decision of the Clerk will be final in deciding what information can be displayed.
- All advertising material must be removed within 3 days of the end of an event.

Businesses

- The Town Council is keen to support local business. But cannot be seen to promote one business over another.
- Local businesses can be listed in the Raunds Business Directory on the Town Council website. Businesses should email their details to info@raunds-tc.gov.uk for their information to be added to the website.

- No commercial advertising is permitted on Town Council noticeboards or digital noticeboards unless in exceptional circumstances agreed by the council.
- Banners or posters promoting commercial activities will only be permitted when there is some community benefit. E.g. commercial groups using Saxon Hall (such as art classes) or open spaces for fitness classes. The decision of the Clerk will be final in deciding which commercial activities may be advertised.
- A weekly charge will be made to display banners, and these will be set out in Appendix A.
- Any banners or posters displayed without the prior permission of the Clerk will be removed and disposed of if not collected within 5 working days.

The Town Council can only give permission for banners or posters to be displayed on their land and property. Banners or posters placed in other locations will be treated as fly tipping by other local authorities.

Adopted October 2018, Review Date April 2019, Amended November 2020