

MONMOUTH TOWN COUNCIL

CHIPPENHAM MEAD RAILINGS POLICY

Monmouth Town Council are the legal owners of the railings on Chippenham Mead (parallel to Blestium Street) and are responsible for the maintenance and upkeep of the same.

It is the council's right to determine what should be displayed on these railings as the legal owners and any requests to display items should be made directly to the council.

This policy will confirm how the council will manage and authorise the display of banners or other advertising material on the railings of Chippenham Mead.

The overall aim is that the council supports local charities and community based events who may not, ordinarily, have access to funds to support their advertising campaigns.

PURPOSE

The purpose of this policy is to clearly define the process for which local charities and community groups can apply to display advertising material on the railings of Chippenham Mead adjacent to Blestium Street, free of charge.

POLICY STATEMENT

This policy is intended to help employees including the Clerk and RFO and employees (collectively referred to as employees in this policy), Councillors and volunteers make appropriate decisions about the use of advertising on the Chippenham Mead railings.

Scope of the Policy

All employees, Councillors and volunteers are expected to comply with this policy as well as anyone who wishes to display a banner or any other form of advertising on the railings.

Failure to adhere to this policy will either result in any request for advertising being refused or the advertising material being removed from the railings.

RESPONSIBILITY FOR IMPLEMENTATION OF THE POLICY

The Council has overall responsibility for the effective operation of this policy.

The Clerk and Town Mayor is responsible for monitoring and reviewing the operation of this policy and making recommendations for changes to minimise risks

All employees, Councillors and volunteers should ensure that they take the time to read and understand this policy. Any breach of it should be reported to the Clerk and Chairman and Deputy Chairman of the Council.

Questions regarding the content or application of this policy should be directed to the Clerk or Chair of the Council.

TYPES OF ADVERTISING

Permitted Advertising

- Banners, posters and flyers advertising a charity that works within Monmouth or a local community group or event.
- Any advertising material should be clear and concise.
- Any advertising material should not dominate the railings in size to ensure a fair opportunity for all adverts on display.

Unpermitted Advertising

- Banners, posters and flyers for any commercial businesses, organisations seeking to promote, support or oppose any political party, organisations seeking to promote, support or oppose any religious group (not including promotion of events based on religious celebrations e.g. Christmas, Eid or Diwali).
- Any advertising material that uses or depicts hate speech, prejudicial language or expletives.
- Any advertising material that is too large and or dominates the railings.

APPLICATION PROCEDURE

Any charity or group that wished to display advertising material on the railings of Chippenham Mead free of charge will need to complete the following process:

1. Complete the application form found in Annex 1 of this policy and return to the Town Clerk by email townclerk@monmouth.gov.uk
2. Following consideration of the application form, the Town Clerk and employees of the Council will determine whether the application adheres to this policy and will notify the applicant within 21 days of receipt of the application of the decision made.
3. If successful, the Applicant will be permitted to display their advertising material on the railings of Chippenham Mead for 30days. Following the 30days, the Applicant will remove the material on display. Failure to remove the advertising material may result in the Council removing and disposing of the material without further notification.
4. It is the responsibility of the Applicant to install and remove the advertising material.

BREACH OF POLICY

Any advertising material displayed on the Chippenham Mead railings deemed to be in breach of this policy will be removed and disposed of without notification to the owner.

Version Control

Version	Date	Approved by	Author	Reason for Change
1	25/07/2022	F&P	CEW	Version 1

Annex 1: Application Form for Advertising Material

Name of Charity or Community Group:

.....

Charity No (if applicable):

Contact name:

Tel No: Email:

Address:

.....Postcode.....

Purpose of Display.....

Type of Display:

Banner Flyer Poster Other

Description of Display: *(please include the wording and any pictures that will be on the advertising material. Please also include the measurements of the display)*

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.....

Date display will be added to the railings.....

Signed:

Date:.....