



BOGNOR REGIS TOWN COUNCIL POSTER, BANNER AND OUTDOOR DISPLAY OPPORTUNITIES POLICY

**Adopted by the Council at the Meeting of the Policy and Resources
Committee held on 19th January 2021**

This Policy shall apply to all poster sites, banners and other outdoor display opportunities within the control of Bognor Regis Town Council and recognises the agreement with Arun District Council also permits sponsors of events to be named and websites giving further details also be included. That the different sites for posters/banners and other outdoor display opportunities that may be determined, are under different ownership and have different rules and permissions that apply.

This Policy also recognises that subject to agreement between Arun District Council and Bognor Regis Town Council, promotions of partnership events with commercial organisations will be permitted.

With regard to Lamppost banner sites, other organisations may use the sites, but the Town Council Reserve the Right to recharge any associated costs.

The following guidelines set within this policy will create a streamlined, efficient and uniformed approach to ensure the best possible use of these sites throughout the year.

- i) That the organisers of the main events be included on a Primary List and contacted to make them aware of the facility to display posters (funded and provided by those event organisers), and to provide recommended specifications.

The events suggested are: -

- Bognor Regis Town Council Events
- Carnival
- Birdman/Pride
- Seafront Illuminations
- Southdowns Folk Festival
- Rox
- Bognorphenia
- Illuminations Gala
- Blakefest

- ii) Town Council Officers will be responsible for the administration of the scheme including taking receipt of the posters from organisers, rotation of posters and notification to event organisers if posters become damaged so that a replacement can be provided.
- iii) To accept posters from non-profit events, other than those on the Primary List, for display if space allows.
- iv) That generic posters, such as West End Shops This Way/Visit Bognor Regis Old Town etc. are displayed between events, so sites are continually filled. These posters would be funded and provided by third party organisations such as the BID or West End Shops and Traders or any other non-profit or non-commercial enterprise.
- v) Town Force or its appointed agents to undertake all necessary works to display signs with these being erected no earlier than 2 weeks leading up to the advertised event and taken down post event to avoid out of date posters being on display.