

Community Banners Protocol

Scope

This protocol covers the erection of banners advertising community events and activities on Calderdale Council land.

This protocol document has been updated in May 2022 and will be reviewed annually.

Background

Calderdale Council recognises that banners are an excellent tool to promote community events and activities. Community and not for profit organisations, including community and social interest companies, can apply for permission to display a banner at a number of approved designated sites across the borough.

Why have a banner protocol

We receive requests for banners to be erected in other locations or they are erected without any discussion or agreement with the Council.

This can result in other adverts and leaflets being put up on lighting columns and railings. Residents often complain to us stating that the advertising is unsightly, and it is also potentially distracting and dangerous to drivers. People often try and erect advertising banners and notices in busy or dangerous places putting themselves at significant risk.

It takes considerable time and resources dealing with individual requests on an ad hoc basis and inevitably organisers are aggrieved if the Council removes banners from its safety railings. We have therefore implemented a simple protocol that will enable district centres to have at least one official banner site for the advertising of non-commercial events and activities. This protocol sets out what we expect not-for-profit organisers to do and what the Public Services Directorate in liaison with Calderdale Highways & Engineering Service will do. It also sets out the locations of the designated banner sites.

Legislation

Under section 178 of the Highways Act 1980 it is unlawful to fix or place banners over or along the highway without prior consent of the highway authority.

This is to prevent damage to highway assets or injury to people through the placing of unregulated banners. It also allows councils to make sure that areas are not blighted by unregulated signs and adverts.

Rationale for the Selection of the Sites

The most important factor in identifying a suitable banner site is safety – that of people putting up and taking down banners and people using our roads, including pedestrians. We have used the following criteria to look at suitable sites in each of the six district centres:

- The site is on a low-speed road (30mph or less);
- The road layout was assessed at each location ensuring that full consideration was given to minimising any impact on drivers and pedestrian sight lines;
- There is pedestrian guardrail (steel 'railings') that is suitable for banners to be attached to;
- There is a pavement next to the guardrail that is wide enough that banners can be fixed without people having to stand in the road.

Other factors to ensure that sites are managed safely and effectively

- The maximum size of banners will be set so that planning permission is not required – 4m long x 0.75m high; Please note: not all sites will accommodate banners of this size.
- There is a minimum and maximum time for banners to be in place which is 7 to 14 calendar days;
- Banner sites need to be booked up to 2 months prior to the event date;
- Banners need to be taken down promptly after an event – within 2 working days.

Responsibilities of Organisers

Organisers need to ensure that they meet the essential criteria outlined above: appropriate banner size, timescales, and Public Liability Insurance. PLI of £5million minimum is required, in line with other local highway authority requirements.

The Council will not accept liability for any loss or damage resulting from any negligent acts by the organiser in supplying, erecting and securing a banner. Therefore, not for profit organisations must ensure that they have a minimum of £5million liability insurance in place to cover losses arising from any negligence on their behalf.

The Council accepts no liability for any loss or damage to a banner whether erected by the organiser or Calderdale Council.

Community organisations need to submit an [application form](#) to parks@calderdale.gov.uk for a licence to display a banner with the following information:

- Which of the designated sites they wish to use;
- Dates required – from and to;
- The text displayed on the banner
- Copy or details of certificate of public liability for the sum of £5million where appropriate;
- Applicant's details: address and contact details;
- Confirmation of not-for-profit status.

What Calderdale Council will do

- We will deal with applications in a timely manner and aim to process them within 10 working days;
- We will monitor use of the designated sites to ensure that they are not being used inappropriately;
- We will remove any banners that do not have authorisation or that remain in place after an event longer than 2 working days. These will be taken to a local Council office. If they are not collected after two months they will be disposed of. Where possible we will contact the event organiser to inform them that their banner has been removed and where it can be collected.

List of Current Community Banner Sites

Halifax

Railings at the bottom of Pellon Lane outside Ebenezer Church

People's Park railings on A58

Todmorden

Railings at Birdcage Walk, Burnley Road roundabout outside St Mary's church

Elland

Railings surrounding the car park leading from Coronation Street onto Southgate

Railings below the B & M's supermarket on Elland-Riorges Link (adjacent to grassed section only)

Brighouse

**Railings on Commercial Street opposite Wilkinson's car park
Railings on A641 behind Brearley Solicitors**

Railings at the bottom of Ludenscheid Link (left of the telegraph pole to the lighting column)

Sowerby Bridge

Railings either side of the bridge on Station Road

Railings on Wharf Street/Town Hall Street

Hebden Bridge

Quayside

New Road on the outside wall of what had previously been the Tourist Information Centre

Top of Bridge Lanes near the Heptonstall lights