



Wilton Town Council Banner and Signage Policy

Adopted by Wilton Town Council on 2nd August 2022

Minute reference; 139/22

Review date; July 2026

1. Wilton Town Council recognises that banners and signs are an effective way of advertising events to the community, but believes it is of paramount importance that their use is not abused.
2. Wilton Town Council supports the use of banners and signs to advertise public/community events and may also use banners and signs for public awareness notices.
3. In general, banners and signs will be acceptable on Wilton Town Council owned or leased property if advertising events within the immediate locality.
Commercial advertising will be subject to the appropriate planning requirements and is unlikely to be supported by Wilton Town Council.
National Charity advertising is acceptable if there is some local input/branch/event e.g., Marie Curie Cancer Care, Alexandra Rose Day, Poppy Appeal, Blood Donors etc.
4. Wilton Town Council does not support the use of banners or signs on its owned or leased property to advertise private events, birthdays, or promotions.
5. Banners and signs can only be displayed on Wilton Town Council owned or leased property with permission of Wilton Town Council, through the office of the Town Clerk, by using the Application Form here.
6. Banners and signs for approved events will be permitted for **two weeks** prior to the event, and should be removed within **48 hours** of the event taking place.
7. The **Maximum Size** of a banner or sign will be restricted to **7.5m wide x 1.0m high** and should be produced to a professional standard, be made of hardwearing polymer and use either printed or adhesive letters that are clear and legible: no handwritten signs.
8. Banners are displayed at the owner's risk and Wilton Town Council accepts no responsibility for damage to or loss of banners.
9. Wilton Town Council may remove any banner or sign that is on its owned or leased property which does not have or has exceeded the permission for display.
10. If Wilton Town Council have to remove a banner or sign, then this will be through their Grounds and Maintenance contractor and will be chargeable.
11. For banners and signs with permission, contact details will have been noted. For unauthorised banners attempts will be made to contact the owner if they can be deduced from the content. Any banners removed will be kept for one month and then disposed of as the Town Clerk or authorised representative of Wilton Town Council decides.