



# Wilton Town Council

## **Signs & Banners Policy**

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# 1. Document Control Information

**Title:** Signs & Banners Policy

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**Authors:** Wilton Town Council

## Version Control & Approval:

Version No	Date	Description	Approval	
			Minute Reference	Date
1.0	2 <sup>nd</sup> August 2022	Original policy published	139/22	02/08/2022
1.1	March 2026	Reviewed and updated to accessible format. Application process, clear fee information and location details included	FC 291	10 <sup>th</sup> March 2026

**Planned Review Date:** July 2029

# 2. References

There are no sources in the current document.

### **3. Purpose**

- 3.1 Wilton Town Council recognises that banners and signs are effective tools for promoting local activities. This policy ensures that displays are safe, tidy, professionally presented, and supportive of local community groups while preventing commercial misuse.

### **4. Types of Banners Permitted**

- 4.1 Community Event Banners (Free of Charge): Local community groups, charities, not-for-profits, and voluntary organisations may display banners at no charge, provided the event directly benefits the Wilton community.
- 4.2 Advertising / Commercial Banners (Chargeable): Commercial banners promoting businesses, services, paid activities, or profit-making events are permitted but subject to a fee and may require planning permission.
- 4.3 Not Permitted: Private event banners (birthdays, weddings), personal messages, handwritten signs, and anything unsafe, offensive, or inappropriate.

### **5. Locations**

- 5.1 Banners may only be displayed on designated Wilton Town Council–owned or leased sites. No banner may be displayed on highways, roundabouts, or street furniture unless authorised by the relevant authority.
- 5.2 Minster Street recreation ground fence is the main area used for banners.

### **6. Application Process**

- 6.1 All banners require approval via the official application form submitted to the office. Applications must include contact details, purpose, dates, and evidence of community status if applicable.

### **7. Display Rules**

- 7.1 Duration: Banners may be displayed for up to two weeks before an event and must be removed within 48 hours after the event.
- 7.2 Quality & Size: Maximum size 7.5m x 1.0m; must be professionally produced on durable polymer; no handwritten signs.
- 7.3 Responsibility: Banners are displayed at the owner’s risk; the Council is not liable for damage or theft.

### **8. Removal & Enforcement**

- 8.1 The Council may remove banners that are unauthorised, unsafe, or exceed permitted display periods.
- 8.2 Removal costs will be charged to the banner owner, and removed banners will be stored for one month before disposal.

## **9. Fees**

9.1 Community Event Banners: Free of charge.

9.2 Advertising / Commercial Banners: Fee set annually by Wilton Town Council to cover administration and site wear. These will be available to view on the Town Council website or via request.

## **10. Review**

10.1 This policy will be reviewed in July 2029 or earlier if Council policy or legislation changes.