

Banner Policy



The Town Council has established the following guidelines to assist promoters of events in determining whether a banner will be permitted. The more criteria met by an event, the less likely refusal will be.

To obtain permission events will be:

- In the parish
- Organised by local community / not-for-profit groups
- At intervals less frequent than monthly
- Non-profitable / proceeds being donated to charity
- Promoting charitable organisations
- Entertainment / sporting / cultural
- In venues receiving financial assistance from public funds
- Non-party political
- Benefitting the local community

Approval for events not meeting any of these criteria is at the discretion of the Town Council

Please note:

- Initial bookings may only be made for two weeks. If space is available at the end of the period an extension may be possible on request.
- Priority is given to non-commercial community groups / clubs and charities
- The Town Council accepts no liability for loss or damage to banners at any time
- The Town Council reserves the right to cancel bookings
- The Town Council reserves the right to remove unauthorised and incorrectly erected banners

Commercial / business organisations / non-parish:

- These will only be permitted for non-profit events / where all proceeds are being donated to charity
- Advance bookings will only be taken on a conditional basis on the understanding that priority is given to community groups / clubs or charitable organisations in the parish of Stroud
- All bookings are at the discretion of the Council and are taken in good faith, however, the Council reserves the right to cancel bookings if a non-commercial / community group, club or charitable organisation meeting the Council's criteria subsequently request the same period

Size and Safety Guidelines

The banner should be no larger than 5mx1m, made of suitable material and securely fastened. As it is to be placed across the carriageway it should contain a maximum of 12 words with lettering a minimum of 15cm in height so that it can be easily read by passing cars.