



## **BANNER POLICY ON THE BOAT FLOAT RAILINGS**

Approved by the F&GP 25/01/ 2021

Reviewed at F&GP 20/09 /2021

Reviewed F&GP 20/11/23

Dartmouth Town Council will now allow local Charities, Organisations and Businesses to pay for banners to be placed along the railings of the Boatfloat (see images at the end of this document)

### **LOCATION**

Dartmouth Town Council will allow a maximum of five banners to be displayed at any one time along the railings running from the Boatfloat Slipway up to the Boatfloat Bridge.

### **BANNERS**

All banners should be a standard length of 3 metres (2 railing lengths)

All banners should be a depth of 0.60m (2 or 3 railing depths) to create a uniform and tidy display

Banners longer than the standard length will be allowed at the DTC Administrator's discretion and will be charged pro-rata. Anything shorter than the standard length will be charged at the standard rate.

### **RENTALS**

- A single rental period is for 2 weeks.
- Rentals will run from Monday to Sunday.
- Renters are responsible for supplying the office with their banners on the Friday before their rental period starts. Banners will be attached and removed each week as necessary by Council Staff.
- The pitches for the banners can be referred to numerically and a sheet provided to show each user the space they have been allocated.
- Any user can only have one banner up in any one rental period.
- Consecutive periods can be rented but only if there is still availability by the Friday before the beginning of the next period.
- Any rental of only 1 week due to booking issues will be charged pro-rata.
- Pitches will only be rented to local Charities, Organisations and Businesses. The definition of local in this context is at the discretion of DTC's Administrator in consultation, if necessary, with Councillors.
- To make sure that local "Non-Profit" organisations always have access to at least 1 pitch, 1 space will always be reserved for these organisations, in addition to the 4 festivals listed below, unless there is no take up by the Friday before the

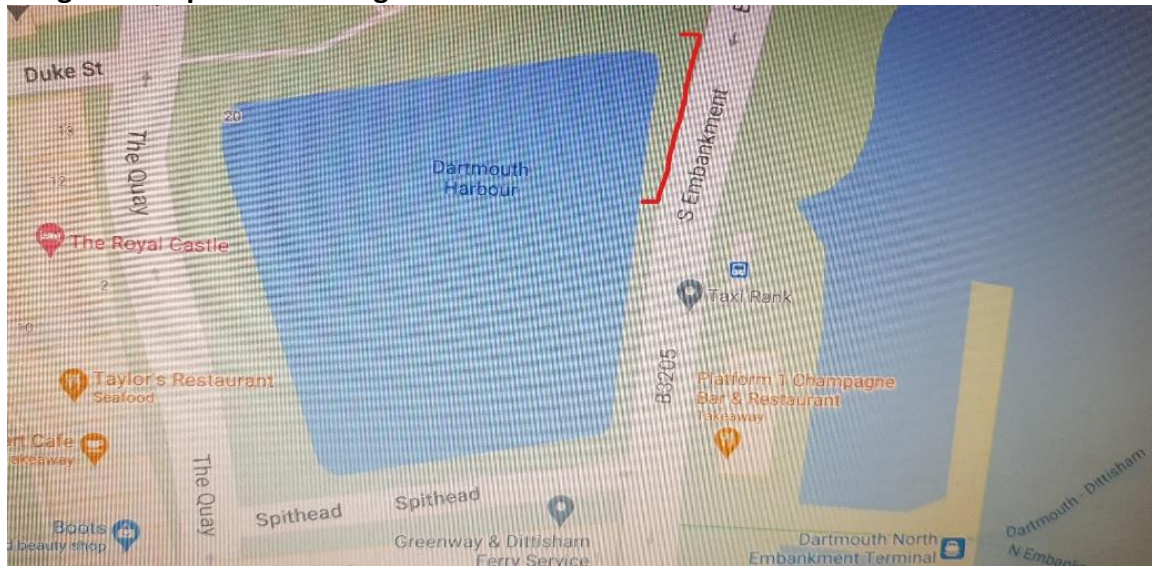
commencement of the rental, at which point a Business Banner could take up this empty space.

- To prioritise “Non-Profit” Organisations on the pitches, the current rate of £20 for 2 weeks will be reduced to £18. Businesses on the other hand will be charged more, at £28 for 2 weeks, to offset this reduction, maintain DTC’s income streams and take account of the additional management costs to the council.
- Rates will be reviewed by the Finance and General Purposes Committee annually

#### **ADDITIONAL INFORMATION**

- Banners for DTC Projects and Properties will not be charged and can use available pitches when they have not been rented by other organisations.
- The Old Market Banner will be relocated permanently to the railings on the corner opposite Platform 1 to give it more prominence and the “Railway” plaque moved along to accommodate it.
- The pitches will be kept available for the use of the town’s Regatta, Music, Food, and Candlelit Festivals during the weeks of their main events and for 1 month prior, with standard pitch rates applying. These pitches will be made available to other users if the festival does not require them. Each festival must give DTC 2 months’ notice of its requirements.
- Any banners put up on any DTC railings without a booking will be removed and disposed of.

**Image 1 – Map of Area being considered**



**Image 2 – Proposed 5 Banner Scenario**



**Image 4 – Ideal Banner Length & Depth**



