

GUIDE TO APPLYING TO PUT UP BANNERS & FLAGS TO PUBLICISE YOUR EVENT OR FESTIVAL

Updated: January 2019

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1. Introduction

Festival and event organisers sometimes want to promote events with a cross-street banner or decorative flags suspended from street lamp columns.

Bath & North East Somerset Council has obtained planning permission for certain sites in Bath city centre to be approved to hang banners or flags. In the city centre, only these locations are permitted, and different types of banner or flag are permitted only in the named locations.

Banners and flags promoting festivals and events usually feature the name of the organisation, the dates of the event, and often a sponsor's logo. They are therefore deemed a form of advertisement. The approved sites permit event organisers to display banners and flags which include names and logos; however, event organisers should be aware of the guidelines for size of lettering and logo - see section 4 Permitted sizes of banners and flags.

Detailed information can be obtained in the [useful guidance from the Department of Communities and Local Government](#):

To use other sites, in Bath or elsewhere in the district, you will need to apply for advertising consent; follow the guidance on our web page.

2. What factors are considered in assessing applications for banners and flags?

Applications to erect banners and flags are considered by the Council's Highways department. Issues which are considered prior to approval are:

- the quality, design and visual appearance of your banners and flags
- availability of your requested locations for the dates you require
- evidence that your sub-contractor who will erect and take-down the banners and flags has Public Liability Insurance for minimum value of £5million

3. Where and when can I erect banners and flags?

Permitted sites in Bath city centre

The following sites in Bath are permitted until 30 September 2023. To apply to use these sites, you simply need to complete the application form referred to in the 'How to apply to erect banners and flags' section below.

Type of banner or flag	Location	Number permitted	Details
Cross Street Banner	Milsom Street	1	The banner is affixed to a wall anchor on either side of the street.
Pendant Banners (triangular)	Brunel Square	6	These banners are affixed to street lamp columns.
Pendant Banners (triangular)	Southgate Street	14	These banners are affixed to street lamp columns. There are 7 lamp columns along the centre of the street. Each has a cross bar with a lamp suspended from either end of the cross bar and so two pendant banners can be hung from each column.
Pendant Banners (triangular)	Churchill Bridge	4	These banners are affixed to street lamp columns.
Pendant Banners (triangular)	NEW Riverside Park foot and cycle path	4	These banners are affixed to street lamp columns.
Vertical Banners	Abbey / High Street / Orange Grove	7	These banners are affixed to street lamp columns. Please refer to the location map to ensure that you use the permitted lamp columns
Vertical Banners	Manvers Street (x3) Terrace Walk north side (x1)	4	These banners are affixed to street lamp columns. Please refer to the location map to ensure that you use the permitted lamp columns. The older wrought iron columns are not permitted.

Vertical Banners	Manvers Street	2 (temp)	Two permitted temporary sites either side of the entrance to Manvers Street car park. These are for the event organiser's own freestanding, temporary flag-stands which must be stable and secured, and must be removed at the end of the booked period.
Vertical Banners	NEW James Street West	3	These banners are affixed to street lamp columns.

Conditions applying to use of all these sites

A: Permitted durations

In each location:

- Maximum 3 weeks for any one individual event display per location
- Display per location permitted for a maximum six (6) weeks continuous period (depending on availability (so, two x 3 week displays can follow one another to total 6 weeks)
- Sixteen (16) weeks total display period per year per location

These arrangements potentially enable the following:

- Maximum 16 different events or festivals could each display their banners and flags for one week during the year
- Two event organisers could book 3 weeks each consecutively = 6 weeks
- Six event organisers could book 7 days each consecutively = 6 weeks
- One event organiser could book 3 continuous weeks
- Two event organisers could share locations during the same period

You are strongly advised to consult with other event organisers to discuss dates and agree how to plan your bookings. The booking process (see section 5) is operated on a first come, first served basis and no exceptions or special arrangements can be made.

B: Safety

No advertisement shall be sited or displayed so as to:

- endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

4. Permitted sizes and materials of banners and flags

Cross-street banner

Height from the ground: 15m Dimensions: width 7m x height 1m
Max height of individual letters or logos: 80cm Materials: pvc ripstop

Pendant banner (triangular)

Height from the ground: 2.3m Dimensions: width 60cm x height 120cm
Max height of individual letters or logos: 60cm Materials: pvc ripstop

Vertical banner

Height from the ground: 2.3m Dimensions: width 80cm x height 200cm
Max height of individual letters or logos: 80cm Materials: pvc ripstop

Fixing banners and flags to lamp columns

Please note that the lamp columns have different sizes of circumference and so need different lengths of cable tie or other fixing to secure your banners or flags.

Fixings should be firmly secured to avoid risk of tampering or working loose in high wind.

5. How to apply to erect banners and flags

Permitted sites

To submit an application for permitted sites, first read the ['banners on the highway' page of the Council website](#).

Here you will find the conditions for erecting banners and the application form (downloadable on right hand side of page) which needs to be completed and returned to highways@bathnes.gov.uk with the required information attached.

You will be informed whether the site(s) you want to use are available on your preferred dates. It is therefore advisable to book as far in advance as possible to ensure your booking.

You are strongly advised to consult with other event organisers to discuss dates and agree how to plan your bookings - especially if the date of your event is close to another event. The booking process is operated on a first come, first served basis and no exceptions or special arrangements can be made.

Erection and take-down of banners

Erection and take-down of banners must be undertaken by personnel or contractors with the appropriate safety qualifications to work at height. We recommend that you contact Bath BID (Business Improvement District) who have the required equipment and qualified personnel, and can provide this service at reasonable cost. Contact Bath BID on info@bathbid.co.uk 01225 430640

6. Feather flags

Feather flags are portable, temporary structures, 3m high.

- If used on public land or highway, planning permission with advertising consent is required
- If used on private land or indoors, this is not required

The flag has a wide seam which is fed over a slim aluminium and fibreglass pole, and the pole is fixed into a water-filled base.



Feather flag



Water-filled base

Photo Credit Feather flag - Chris Kemp

Feather flags can be used indoors or outdoors, and the pole can alternatively be fixed to a secure structure using cable-ties or similar fixings. The pole can also be fixed to a spike for insertion into the ground, but this is not recommended unless a scan has been undertaken to check for utilities cables and pipes below the surface.

Base and pole sets can be loaned from the Bath BID office. There are 18 sets available with carry-cases, and the poles are supplied in sections. Please contact info@bathbid.co.uk (deposit required).

You will need to supply your own flags - 110gm polyester fabric is recommended.

Guidance dated February 2014. Update January 2019.