



Title: Community Information Banner

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Related legislation:

Related policies: Banner

Related procedures:

Related forms:

Contents:

- 1. Purpose**
Background
Rationale
- 2. Objectives**
- 3. Scope**
- 4. Definitions**
- 5. Principles**
- 6. Responsibilities**
- 7. Procedures**

1. Purpose

The purpose of this policy is to describe the requirements for the management of community information banners at two locations approved by the Executive: The Corner of Canterbury Rd and King George's Rd Wiley Park and the corner of Beamish St and Ninth Ave Campsie, outside the Council Administration Centre.

Background

We receive regular requests from charitable and not-for profit community organizations for the opportunity to display community information banners promoting their programs, events and fundraising activities. We also require access to this facility for the promotion of Council events, activities and initiatives.

These various promotions and displays require co-ordination to ensure that as far as possible, we display one event/activity at a time to maximize the impact of each promotion. This would also enable better planning of incidental promotions which are not time-dependent but can be displayed outside periods required for Council events / activity promotions.

Rationale

Both external charitable organizations and Council staff require clear guidelines and an appropriate booking system for the installation and removal of community information banners. These procedures need to be guided by a clear policy that defines our objectives and responsibilities to ensure effective management and co-ordination of these facilities and activities.

2. Objectives

To provide for the effective and efficient co-ordination, installation and removal of approved community information banners at designated sites in the city.

3. Scope

This policy will apply to customers, members of the public, residents / ratepayers, voluntary and charitable organizations and members of staff across all functions.

4. Definitions

Community Information Banner is a banner promoting community events and activities with the primary purpose of providing information to achieve social, community and cultural outcomes for residents of our city.

5. Principles

We will facilitate the promotion of Council events and programs through the use of appropriate community information banners in approved locations.

When not required for Council activities, we will also support voluntary, not-for-profit and charitable organisations to provide free information to promote social, community and cultural programs in the City.

We will administer the program efficiently and effectively giving due regard to principles for fairness and equity, and the guidelines outlined in this policy.

The installation of banners across local roads, including main streets through town centres, is not permitted.

6. Responsibilities

Economic Development staff will be responsible for receiving applications for the installation and removal of banners and coordinating access in line with this policy.

City Works staff will be responsible for arranging the safe installation and removal of banners in accordance with the adopted schedule.

7. Procedures

On written request, non-profit community organizations, charitable groups and Council program staff will be provided, access to display community information for up to one month prior to an event at one or both of the following approved sites:

- The Corner of Canterbury Rd and King George's Rd Wiley Park; and
- The corner of Beamish St and Ninth Ave Campsie, outside the Council Administration Centre

In special circumstances where an event is to be held at specific park, facility or Council venue, consideration may be given by the General Manager to approving the installation of a community information banner at the venue.

The availability of access to these locations for banners will be subject to other bookings to utilize these sites, with a calendar of Council events pre-booked and scheduled at the beginning of each financial year. The calendar will be compiled and maintained by Economic Development staff, in line with their role in coordinating town centre banners. Installation of any particular banner will be for no longer than a three week period. Where possible a period of rest for the trees on which the banners are installed will be provided in between installation of banners.

Community Information Banners will not be approved across public roads or at other parks and city locations for safety reasons, and to promote our City Strategic plan goal to promote an Attractive City.

This access will be free of charge except for the costs associated with design and supply of an approved banner and a charge for reasonable costs associated with the installation and removal of the banner by our staff at the approved sites.

Community groups will be requested to pay these installation charges as part of the approval. Council program staff requiring this use will be expected to fund this activity from their program budgets.

Groups are expected to hold public liability insurance up to the value of \$20m for this activity. For safety and public liability reasons, groups will not be authorized to install or make their own arrangements to install the banners.

The content for the banner will be approved by the General Manager or Director of Corporate Services prior to formal agreement to install the banner under this program. Approvals will only be given for community or charitable purposes. Political or other inappropriate content will not be accepted.

We will not accept any financial liability for banners that are removed or destroyed by vandals or damaged by hail or other environmental factors while on display.

Approved banners must be provided to Council's City Works staff prior to the agreed installation date and preferably no later than 7 days prior to this date. Banners will be removed immediately after the event or within 48 hours of an agreed completion date.

On receipt of written applications (letter/email/memo), Economic Development staff will:

1. Write a memo or email reply (registered in Dataworks) to acknowledge receipt of their application and advise applicants we will be investigating the availability of space and responding to their request as soon as possible.
2. If the request complies with our policy in terms of the applicant being a non-profit organisation and there are no other groups that have booked to use the space, we will contact the group and seek details of what is proposed to go on the banner, the expected installation date and the requested length of time required (up to or less than 4 weeks) at one or both of the available sites.
3. We will also advise applicants of our specifications for the banner (Max: 6m x 1.5m) and advise them of our requirement to obtain approval of the content and expected time frame. We also advise the group of the expected installation and removal charges and ask them if they wish to proceed with the application on that basis.
4. Economic Development Staff will then talk to the Parks and Property Co-ordinator, from City Works about the request – and check the availability of staff to carry out the installation on or as close as possible to the proposed date. We also need applicants to identify a contact for the organisation to speak to when they are ready to supply the banner and make arrangements for its return.
5. If the banner complies with this policy, a standard memo will be drafted to the General Manager about the request, recommending his approval. It will also enclose a draft letter to the applicant for him to sign with details of who in City Works the group should contact to arrange installation, the expected charge and methods of payment prior to the installation.
6. At the completion of the display, City Works staff will remove the banner and ensure its prompt return to the applicant.

Where requests to consider installation of banners in local roads are received, a written response will be provided outlining the following health, safety and legal factors that have been considered in our decision not to permit such installations:

- Energy Australia does not permit installation of the banners between two (or more) poles. In regard to overhead wires a minimum of 5.5 metres clearance needs to be maintained between the kerb line and the bottom fixing for the banner, and 0.5metres vertically and 0.2 metres horizontally from any overhead service wire. Given these constrains it is difficult to find suitable locations for the installation of banners across roads.
- The installation of banners on buildings would require permission from the owners. The building has to be able to withstand wind forces and accordingly be certified by a structural engineer. The brackets/fixing are also to be certified by a structural

engineer prior to their use. The banners need to be manufactured from a suitable material and wind holes needs to be provided to reduce wind stress. Banners must be supported by one or more cables. Mounted in this way, the stress of wind pressure will be supported by the cable and not the banner itself.

- Traffic issues also need to be considered. As required by the RMS (formerly RTA), for any installation across a road, the road needs to be closed. A traffic control plan is to be prepared and traffic controllers engaged. This considerably adds to the
- Complexity and cost of the activity. Also, the distraction that the banner may cause to drivers has to be considered. In the past the RMS have rejected our requests for the installation of banner poles or banners near State roads noting distraction to traffic as a reason.
- Any accidents caused by banners could lead to public liability claims and pose a high degree of risk for Council.