Date Agreed	Committee	Minute Number	Renewal Date
27.07.2026	Environment	174/26	27.07.2027

BUCKINGHAM TOWN COUNCIL

LACE HILL SPORTS & COMMUNITY CENTRE BANNER POLICY

1. Purpose

1.1. This policy sets out the arrangements for the display of promotional banners at the Lace Hill Sports & Community Centre (LHSCC). The policy aims to provide a fair and consistent approach to banner advertising, support long-term users of the Centre, promote local charitable and community organisations, and manage the limited banner spaces available.

2. Banner Display Charges

2.1. The following monthly charges apply for the display of banners at Lace Hill Sports & Community Centre:

Organisation Type	Charge
Commercial long-term hirers of Lace Hill Sports & Community Centre	**£10 per month**
Charitable and not-for-profit organisations (whether or not they hire the Centre)	**£5 per month**
All other businesses and organisations	**£25 per month**

2.2. All charges are payable in advance for the agreed banner display period.

3. Eligibility for Long-Term Hirer Rate

3.1. To qualify for the reduced commercial long-term hirer banner rate:

- An organisation must have a confirmed booking at Lace Hill Sports & Community Centre for a minimum period of **10 consecutive weeks**.
- The banner booking must also be for a minimum display period of **10 weeks**.

3.2. This requirement is intended to support regular users of the Centre while allowing banner spaces to be rotated where demand exceeds availability.

4. Banner Availability

4.1. A maximum of **five banners** may be displayed at Lace Hill Sports & Community Centre at any one time.

4.2. Banner positions will be allocated by Buckingham Town Council and are subject to availability.

4.3. The Council reserves the right to determine the location of banners and to remove or relocate banners where necessary for operational, maintenance, or health and safety reasons.

5. Allocation of Banner Spaces

5.1. Where demand exceeds the number of available banner spaces, applications will be prioritised in the following order:

1. **BTC Events and Collaborations**
2. **Commercial long-term hirers of Lace Hill Sports & Community Centre.**
3. **Charitable and not-for-profit organisations.**
4. **All other businesses and organisations.**

5.2. Where multiple applications are received within the same priority category and no spaces are available, banners may be allocated on a first-come, first-served basis or through a rotation system determined by the Council.

6. Banner Standards

6.1. All banners must:

- Be suitable for display at a Council-owned facility.
- Be professionally produced and in good condition.
- Not contain offensive, discriminatory, or inappropriate material as determined by Buckingham Town Council.
- Comply with any reasonable size and fixing requirements specified by Buckingham Town Council.

6.2. The Council reserves the right to refuse or remove any banner that does not meet these requirements.

7. Administration

7.1. Applications for banner display should be made to Buckingham Town Council. Approval is subject to compliance with this policy, payment of the appropriate fee, and availability of banner spaces.

8. Review

8.1. This policy will be reviewed periodically by Buckingham Town Council to ensure it continues to meet the needs of the Council, the Centre, and the local community.