

**Congleton Town Council**

**Banners, A-Boards  
and  
Signage Policy**

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## 1. AIM OF POLICY

The Town Council through the adoption of this Policy aims to clarify its viewpoint on the use of Banners, A-Boards and other signage in Congleton. It further aims to reduce problems caused by signage when inappropriately placed, and reduce the detrimental effects such signage can have on the aesthetic of Congleton and in terms of the health and safety of the public realm.

The Town Council will adhere to this policy in all its operations.

## 2. CLEAR WAY FORWARD POLICY

The Town Council fully supports Cheshire East Council's adopted "Clear Way Forward" Policy. In particular it endorses the following requirements for A-Boards:

- A maximum of one A-Board is allowed per business, and must be located immediately outside the front of the business premises.
- A-Boards are only allowed on pavements where sufficient width of footway (min 1.8m) can be left clear and unobstructed for pedestrian usage of the area.
- A-boards must be of sufficient weight or design as to prevent it being blown over in wind.
- A-Boards must enhance the high standard of the town shopping area and be of high quality construction, well-coordinated and in colours which are sympathetic to the surrounding area.
- A-Boards must not be unsightly or unsafe through poor maintenance. A-Boards which are flimsy or tatty are unacceptable.
- A-Boards should be removed from streets at the close of business
- A-Boards should not be on display on days where events are being held in the town.

Where a business is found to be in breach of the Cheshire East Council policy on A-Boards, the Town Council will work with Cheshire East Council to enforce compliance.

The Town Council wishes to encourage businesses to embrace the usage of traditional overhead hanging signs as an alternative to A-Boards, which would enhance the street scene and reduce the risk of obstruction.

## 3. BANNERS AND EVENT SIGNAGE

- The Town Council recognises that banners and signs are an effective way of advertising events to the community, but believes it is of paramount importance that their use is not abused.
- The Town Council supports the use of banners and signs to advertise public/community events only.
- The Town Council does not support the use of banners or signs to promote private events, birthdays, businesses or promotions.
- The Town Council will work with Cheshire East Council to ensure that offending banners are removed from public owned property. This may include employees of the Town Council removing offending articles following permission from Cheshire East Council officers.
- The Town Council will seek to influence the placing of banners and signage on private land to adhere with this policy.
- Banners and signage for Events should not be erected more than 2 weeks prior to the event, and should be removed within 24 hours of the event taking place.