

Street Banners/Flags Policy

Purpose

The Marlborough District Council has approximately 120 banner tracks on street poles at a number of locations around Marlborough. Banners or flags add colour and vibrancy to urban areas as well as informing the public of upcoming events. The purpose of the policy is to clarify which types of banners/flags may/may not be displayed on the banner tracks, the design of banners and the requirement for an application to enable installation of banners.

Scope

The policy applies to all banners to be hung from the Council's banner tracks where these are located in Seddon, Blenheim, Renwick, Picton and Havelock and whether they are Council or community banners or banners from external organisations.

Definitions

For purposes of this policy, unless otherwise stated, the following definitions shall apply:

Term	Definition
Banner owners	The person or organisation either seeking permission or who has been granted permission from the Council to have their banners displayed on the Council's banner tracks.
Community banners	Banners designed in conjunction with the community using funding through the Marlborough District Council's Annual Plan or the Small Townships Programme for installation in Havelock, Picton, Renwick or Seddon.
Council	Marlborough District Council
Event banners	Event banners are related to festivals or events that are open to the general public (although an entrance fee may be charged and attendance at the event may be limited by capacity).
Seasonal banner	Seasonal banners are unrelated to any particular event, but add colour and vitality to Marlborough's townships. For example, the Christmas banners that are displayed each year or community banners denoting seasons.
Street banners	Banners displayed on any of the Council's approved banner tracks.

Policy

1. No banners are to be displayed without approval from the Council's Parks and Open Spaces Section (Property and Community Facilities Department).
2. The following types of banners may be displayed on the Council's banner tracks:
 - Seasonal banners;
 - Community banners;
 - Banners advertising festivals or events open to the general public; and
 - Banners promoting civic pride, identity, awareness or district promotional campaigns.
3. The following types of banners cannot be displayed on the Council's banner tracks:
 - Banners that advertise commercial goods or services, or commercial entities;

- Banners that promote political parties or a political message; or
 - Banners that promote social campaigns not associated with civic pride or civic awareness.
4. Banners must not contain sponsors names or logos unless the sponsor appears as part of the event name eg, Rapaura Springs Garden Marlborough.
 5. The Council reserves the right to require its logo to be displayed on banners.
 6. The equipment that the banners are installed on is owned by Marlborough District Council and therefore Council maintained.
 7. The design and content of any proposed banner must be reviewed by the Council's Parks and Open Spaces Section prior to approval being granted, if one or more of the following applies to a banner application:
 - it is from a person or organisation who has not applied for the display of banners before;
 - it is for a new event; or
 - it is for a new banner design for an existing event.
 8. Banners advertising events will be installed no earlier than 4 weeks prior to the commencement of the event and will be removed no later than 7 days after the completion of the event.
 9. Community banners are organised and designed by the Economic Development Section (Economic, Community & Support Department) in partnership with the community. These banners are based on strengthening a sense of place and unique identity for the Havelock, Picton, Renwick and Seddon townships.
 10. From a week prior to the Santa Parade (the first Sunday in December) to approximately the 7th of January each year, the banner tracks will be used to display seasonal banners relating to the Christmas period and will not be available for other banners. Priority will also be given to displaying Council banners to celebrate Matariki and commemorate Anzac Day.
 11. At times there are competing events and the display of these events/banners will be discussed with the group(s) at that time in terms of priority.
 12. The installation and removal of banners will at all times be undertaken by the Council's approved contractor(s) or by Council staff.
 13. Currently there is no charge for the use of banner tracks or for the putting up and taking down of banners. However, this may change in the future with the contracting out of this service. All other costs associated with the repair and maintenance of banners are to be met by the banner owners.
 14. The Council accepts no liability for any lost, stolen or damaged banners.
 15. Any variation from these policies is solely at the discretion of the Council's Parks and Open Spaces Manager.

Reviewed: 1 September 2023

Next review: 1 September 2028