Chepstow Town Council
TOWN ARCH ADVERTISING POLICY

1. **Introduction**
   The Town Arch is used by a number of community organisations to promote events. Hanging of the banner from the Gatehouse does not require Scheduled Monument Consent as the installation, affixed via ropes tied around masonry, is unlikely to damage the structure and is a temporary arrangement. Advertising consent from Monmouthshire County Council is held.

2. **The Policy**
   Chepstow Town Council currently owns and displays, when applicable, the following banners:
   - Chepstow Show
   - Rifles "Freedom of the Town"
   - Remembrance Day

   The Town Council also receives a number of requests each year from community groups / organisations and businesses wishing to promote community events such as:

   - Walkers are Welcome – Walking Festival
   - Chepstow Festival
   - Transition Chepstow – Plastic Free Market
   - Chepstow Round Table – Community Fireworks
   - Castle Roc – All events plus the Community Day
   - Chepstow Racecourse – Community Fun Days, Welsh Grand National

3. **What will we advertise?**
   The Town Council will allow community groups, organisations and businesses to advertise on the Town Arch provided that the event being advertised is for the benefit of Chepstow, increases footfall to the town and generates community spirit.

4. **Guidelines**
   Any banners must be produced to the size and shape specified by the license held with Monmouthshire County Council and in line with the Town Council's commitment to "Plastic Free" must be reusable the following year.

5. **Responsibility for implementation of the policy**
   Any requested received will be agreed by the Clerk, in consultation with the Mayor and or Chair of the Town Amenities Committee.

6. **Monitoring and review of this policy**
   The Council shall be responsible for reviewing this policy annually.