

Dewsbury Road Community Banners

Background notes

In 2007 the Council used lamppost banners to dress the city centre in celebration of the city's 800th anniversary. Following on from the success of this a trial was launched in 2008 to use banners in the promotion of arts and cultural events. The banners were sponsored by local businesses with a proportion of the banner being taken up with details of the sponsoring business.

Since 2008 city dressing coverage of the city centre has grown with a large number of streets having permission for the use of banners. At present there are 170 city centre lampposts with consent to affix banners.

Following on from the success of the city centre banner programme it was agreed that banners could be installed to promote community events and positive community messages in selected areas around Leeds. This has led to banners being approved in Morley, Rothwell, Middleton, Chapelton and most recently the Aire Valley.

It has been agreed with planning officers that community banners will be slightly smaller than those in the city centre at **2m x 0.8m**.

The existing estate of lampposts with planning consent has been approved for banner use by SSE Contracting, the Council's partner who manages and installs street lighting in Leeds. They have approved the current banner specification and method of affixing banners to lampposts.

Proposal

This proposal is being driven in the main by the impending Festival of Cups that is due to take place at the John Charles Centre in mid July. The festival is part of the programme of events for the Rugby League World Cup taking place in November, for which Leeds is a host city.

Advertisement consent is to be sought for banners to be fixed to lampposts along Dewsbury Road, from Hunslet Hall Road to Barkly Road, and Middleton Grove. Consent is being sought for alternative lampposts on each side of the roads, off set so that there is a banner location approximately every 20m, please see the attached indicative map.

Where lampposts columns are situated near to traffic signals, road signs, trees or immediately outside residential properties these locations have been avoided. The exact locations will be subject to scrutiny by both highways and planning officers prior to consent being granted.

Project Management

The project is managed under licence for the Council by a third party organisation who sell the banners, liaise over artwork, programme installation and removal and provide performance monitoring information. The licensed third party organisation also supplies all fixtures and fittings necessary for attaching the banners to lampposts.

The Council's Leeds' Lights team is responsible for the physical installation and removal of banners at a cost which is charged to the licensee.

Before any banner is installed artwork has to be approved by the Council, this is undertaken jointly by the Advertising Initiatives Manager and City Centre Management. As per the Council's own advertising content guidance banners will not carry messages or images of a religious, racial or political nature, nor will alcohol be promoted. Additionally, in the case of community settings local sensitivities will be taken into consideration before banners are approved.

Should lampposts be required for Christmas light displays then banners will be removed and not replaced until after the Christmas displays have been taken down.

The banner project is currently based on a quid pro quo arrangement, so that for each 'commercial' banner sold, the Council receives one 'celebration' banner (free of charge) on which to promote city events and messages. In the case of community banners this type of arrangement could still exist, or community groups could buy banners at a discounted rate.

Banners should promote both the local area and city as a whole, presenting a positive image of Leeds. Any business, service or product being advertised should have clear links with the community and/or Leeds, promoting cultural events, locally beneficial campaigns and Leeds based activities.

Consultation

Ward Councillors for both Beeston & Holbeck and Middleton Park have been informed of the proposed banners.

Examples of community campaigns

