

LICENSING AND REGULATION COMMITTEE

26 November 2015

REVIEW OF BANNER BOOKING CONDITIONS

REPORT OF HEAD OF ENVIRONMENTAL HEALTH & LICENSING

Contact Officer: Carol Stefanczuk Tel No: 01962 848 188  
[cstefanczuk@winchester.gov.uk](mailto:cstefanczuk@winchester.gov.uk)

RECENT REFERENCES:

[LR276](#) Hiring of Banner Site, High Street, Winchester – 19 June 2008

EXECUTIVE SUMMARY:

The Licensing team administers the hiring of the 'banner site' between Monsoon and Vodafone stores, High Street, Winchester on a weekly basis, predominantly to charitable organisations. The banner site is also used for Christmas decoration lights from early November until mid-January each year.

Members are asked to consider an amendment to the Conditions/Policy in relation to bookings.

RECOMMENDATIONS:

- 1 That Members agree amendments to the Conditions as set out in Appendix 1.

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#### DETAIL:

#### 1 Introduction

- 1.1 The Licensing team administers the hiring of the 'banner site' between Monsoon and Vodafone stores, High Street, Winchester on a weekly basis, predominantly to charitable organisations.
- 1.2 At the Licensing and Regulation Committee on 19 June 2008, Members agreed a set of booking conditions for the hire of the banner site.

#### 2 Amendment

- 2.1 This report seeks to add an additional condition, which has been an informal policy for several years, but has not been formally adopted.
- 2.2 The current informal policy is to allow bookings for one week at a time unless an application was made within 6 weeks of the start of the proposed display, where two consecutive weeks can be booked.
- 2.3 This system is fair to all parties and gives maximum opportunity for organisations to hire the banner site.
- 2.4 The conditions have therefore been amended with the additional condition:  
*Bookings shall be allocated one week at a time (Monday to Monday) only. Requests for consecutive weeks will only be considered within 6 weeks of the proposed date.*

#### 3 Conclusion

- 3.1 The addition of this condition clearly sets out the booking conditions for all parties.
- 3.2 The amendment to the conditions will not have a negative impact on any organisation as this has been in force, albeit informally, for some time.

#### OTHER CONSIDERATIONS:

#### 4 COMMUNITY STRATEGY AND PORTFOLIO PLANS (RELEVANCE TO):

- 4.1 This report covers issues which affect the Outcomes of High Quality Environment and Active Communities.
- 4.2 There is no direct link to Portfolio Plans.

#### 5 RESOURCE IMPLICATIONS:

- 5.1 The current fees payable are:-
  - a) £38 per week booking fee
  - b) £78 per banner to WCC Streetscene for costs of erection/removal.
- 5.2 The fees are periodically reviewed and are set on a cost-recovery basis.

#### 6 RISK MANAGEMENT ISSUES

- 6.1 There are no risk management issues which are relevant to this report.

#### BACKGROUND DOCUMENTS:

None

#### APPENDICES:

Appendix 1            Banner Booking Conditions