



DUNBAR HARBOUR TRUST

ADVERTISING POLICY

OUR MISSION

To deliver a sustainable and active harbour operation, both for commercial and leisure users, while respecting the beauty of the historic site for residents and visitors.

OUR VISION

To promote the business and activities of the Trust, our harbour users, and the wider local community. This will encourage economic development and will provide visitors with the information they need to get full value from their time at Dunbar Harbour and in the town itself.

OUR VALUES

The Dunbar Harbour Trust (DHT) is responsible for the management, maintenance and development of the Harbour. The Trust publishes and monitors a three-year improvement plan and is always committed to the fair treatment of all stakeholders at the harbour. Any advertising at the harbour will be reviewed to ensure that it is in the interest of the community as a whole, and the Trust will always comply with legislation.

WHO DOES THIS POLICY COVER?

This policy relates to all Trust Directors, employees, self-employed personnel, and contractors working on Trust premises, all other harbour users, and the wider community.

WHAT DOES THIS POLICY INCLUDE?

This policy includes all forms of advertisement whether temporary or permanent, fixed or free-standing e.g. A-Boards, Flags, Fixed Boards or Signage.

ADVERTISEMENTS

Who can advertise? Anyone can advertise at the harbour provided it has the prior approval in writing from the Trust.

What can be advertised? Essential harbour notices, temporary works or safety notices, services within the harbour, events, local retail provision or items for sale - harbour associated sales only, e.g. fishing, boats, and leisure equipment. These are provided as examples and are not exclusive.

Where can you advertise?

Notice Board: Advertising space will be made available on the Trust notice board for permanent or semi-permanent adverts. A monthly charge will apply (see **Applicable Charges**). The noticeboard will be managed by the Trust with regular maintenance to ensure all adverts are legible. The Trust reserves the right to use space available for essential harbour information and notices.

Examples of Noticeboard Advert:

Adverts can be A4 or A5 in size and should contain a photograph where relevant. A sans serif typeface or font is recommended, with a minimum text size 16 where possible. Notices should provide clear colour contrast between background and text. Suggested content for notices is shown below:

EVENT	ACTIVITY	RETAILER
Title	Company Name or Organisation	Company Name
Date & Time	Title	Selling
What is it?	Date & Time	Where
Who is it for?	Cost	Opening hours
Entry fee?	Contact details	(Example of produce or menu)
Contact details	Website	Contact details or Website
Website		

Essential Works: Temporary notices for essential works or safety matters are permitted but must be in a position which will not cause endangerment or other Health & safety issues and must not impede fairways, access points or emergency access.

Approved Traders: Traders who have been given approval by the Trust to trade within the harbour boundaries may use advertisements at their approved pitch location, such as A-Boards, during trading hours free of charge. All advertisements must be robust and secure and removed upon closure on the day of trading.

Temporary Advertising: Individuals, companies or organisations can apply for advertising to accommodate special event notices and sponsor displays. Applications for such advertising must be made to the Trust **six weeks** in advance of the event or proposal to advertise to enable consideration by the full Board of Trustees and subsequent approval. The following information will be required: -

- A start and end date
- Proposed location of the adverts, notices or displays
- Type, size and materials of proposed adverts, notices or displays (images must be supplied)

Such advertising will be free of charge. However, please note that the applicant will be liable for planning fees, or any other fees, where permissions are required.

Permanent Advertising: Individuals, companies or organisations can apply to erect a permanent, fixed board or other advertising, such as feather flags. However, approval for such advertising will be at the discretion of the board and will only be considered after the applicant has received advertising consent, as required, from East Lothian Council. Restrictions may be applied to advertisements, e.g. size, location, and period of advertisement and an applicable rate will be charged (see **Applicable charges**). Please note that the available space for permanent fixtures is limited and approval to advertise is therefore not guaranteed.

Feathered flags **MUST** be no more than 3m high and secured with a sufficiently weighted base. Movable advertisements **MUST** be removed at the end of each day. Bunting is not permitted.

All advertisements must be robust to ensure they can withstand the harbour conditions, must be maintained to a high-standard and safely secured.

Where is advertising not permitted? Advertisements within the Battery, Cromwell Quay, McArthur's Store, or the surrounding areas of these locations will be subject to restriction and at the discretion of the Trust.

Applicable charges? The following fees will apply: -

- Notice Board Advert: £10 (A4) or £5 (A5) per calendar month (extended periods can be requested)
- Approved Traders: Non-chargeable for day(s) of trading
- Temporary Advertising: Non-chargeable for one-off events
- Permanent, fixed boards will be charged at a fee of £150 p.a. (except for short-term permanent fixtures which will be charged pro-rata).

WHAT ACTION WILL BE TAKEN?

Considerations: The Trust will consider, and permit advertisement as set out under heading 'Advertisements', abiding by legislative requirements, regulations and related guidance.

Response: Where approval is required an application to advertise **MUST** be submitted 6 weeks prior to the erection or fitting of any advertisement to enable consideration by the full Board of Trustees. We will ensure prompt action and timely results.

Removal of Advertisements: All advertisements must be robust, of a high-standard and safely secured whilst on-site. All notices and adverts will be removed by responsible personnel from location in the event of:

- no prior approval
- non-payment
- where likely to cause endangerment
- where offensive language is used
- where not maintained to a high standard

Please note that there may be occasion where an advertisement may need to be de-commissioned, e.g. for the purposes of a major event or an emergency notice.

Responsible personnel: Dunbar Harbour Trust Directors, the Harbour Master and Deputy Harbour Master, or anyone acting in a temporary management capacity will be considered as responsible personnel or 'other relevant personnel' for the purposes of this policy.

ENQUIRIES OR COMPLAINTS

Enquiries or complaints should be directed to the Dunbar Harbour Trust. Only if you are not content with the outcome of your enquiry or complaint please contact the DHT Chairperson. See contacts below.

CONTACTS

All applications, enquiries or complaints regarding advertising should be sent to:
office@dunbarharbourtrust.co.uk

Where can I find out more information about the Dunbar Harbour Trust?
Additional information about the Trust is available at:
<http://www.dunbarharbourtrust.co.uk/>

Dunbar Harbour Trust

MacArthur's Store

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Harbour Master and Deputy Harbour Master

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