



Guildhall Illumination Policy

Policy on Swansea Council's illumination of the Guildhall in support for socially important topics, causes and campaigns.

Date: March 2024

Version: DRAFT

Contact details:

**The City & County of Swansea
Civic Centre
Oystermouth Road
Swansea
SA1 3SN**

**To request this information in an
alternative format or language
please phone 01792 636000 or
email contact@swansea.gov.uk**

Contents:	Page:
1. Purpose	4
2. Scope	4
3. Policy Objectives	4
4. Context	5
5. Requests Procedure	5
6. Application	6
7. Eligibility	6
8. Exceptional Circumstances	7
9. Review and Monitoring	7

DRAFT

1. Purpose

- 1.1** This policy has been developed in response to a general increase in the number of requests to illuminate the external façade of Swansea's Guildhall (The Guildhall) to promote awareness of a charity, highlight a socially important topic or mark an event / anniversary of significance.
- 1.2** This policy aims to ensure that an effective approach is taken in managing such requests and to ensure that they are considered in a consistent and transparent manner.

2. Scope

- 2.1** This policy relates specifically to the LED illumination of the external façade of The Guildhall. For the purpose of this policy, The Guildhall is seen as the main vehicle for this type of communication. The Brangwyn Hall and other digital assets under the management of Swansea Council are excluded from this policy but may be illuminated under commercial agreements outside of the remit of this policy.
- 2.2** Decisions will depend on several criteria, including capacity and professional judgement of officers.
- 2.3** A sub-group will be established by the Strategic Equalities and Future Generations Board, to comprise representatives from relevant departments and political groups. The sub-group will have ownership of any operational guidelines developed for the effective implementation of this over-arching policy. The relevant Cabinet Member, or an officer authorised by the Cabinet Member, acting in consultation with the sub-group, will have delegated authority to make all decisions relating to the implementation of this policy.

3. Policy Objectives

- 3.1** To outline a transparent policy for managing and approving requests to illuminate the external façade of The Guildhall.
- 3.2** To outline clearly the specific criteria that must be met for such requests to be considered.
- 3.3** To put in place measures that will enable effective management of an illumination programme.
- 3.4** To put in place a clear timeframe to enable the relevant approvals to be sought in line with this policy.

- 3.5** To ensure that an illumination programme reflects the diversity across the City & County of Swansea and is inclusive of all, in line with the council's Strategic Equality Plan.

4. Context

- 4.1** To ensure that requests are dealt with in a consistent and fair manner, Swansea Council adopts the procedures and criteria within this policy.
- 4.2** The Council will illuminate the Guildhall, in a particular colour where practicably possible, in response to requests from organisations, charities or other groups where the requests are deemed eligible.

5. Requests Procedure

- 5.1** Requests to illuminate the Guildhall should be submitted via the web form, or a paper form available in council operated libraries.
- 5.2** A notice period of four (4) weeks is required for all requests to enable technical preparations and due consideration through the procedures outlined herein.
- 5.3** Requests received outside of this timeframe will be considered in exceptional circumstances only.
- 5.4** Requests received within the specified timeframe will be given due consideration in line with this policy.
- 5.5** In some cases, repeat illuminations will continue from previous years, however, there should be an assumption that external requests will need to be renewed each year and will not be rolling events.
- 5.6** Approved illuminations will be promoted on the agreed day through social media platforms, and / or other channels as deemed appropriate by council officers in accordance with this policy.
- 5.7** Elected Members receiving requests should advise that requests should be made directly via the submission form within the specified timeframe of four (4) weeks prior to the date of illumination.

6. Application

- 6.1** The illumination will occur on the agreed date from dusk, or an appropriate time, taking into account daylight hours and available resources as determined by council officers.
- 6.2** One colour, as opposed to multi colours, should be specified for requested illumination events in order to give best effect.
- 6.3** Requests will be considered in respect of illuminations lasting for 1 evening only, unless otherwise stipulated by Swansea Council.

7. Eligibility

The following eligibility criteria must be met for requests to be considered:

- 7.1** Requests will only be accepted from registered charities, formally constituted/registered groups or public bodies or individuals representing these groups / bodies engaged in specific awareness raising campaigns / events.
- 7.2** Requests will be dealt with in priority order in accordance with the date on which the request was received by the council.
- 7.3** Requests for illuminating the Guildhall for the following purposes will be deemed as eligible:-
 - 7.3.1** To raise awareness of charities nominated by the Lord Mayor.
 - 7.3.2** To mark events directly organised or financially supported by Swansea Council.
 - 7.3.3** Charitable, community or other non-profit making organisations based in or with a significant connection to the City and County of Swansea and which are celebrating a significant anniversary or occasion.
 - 7.3.4** Recognised sporting teams or organisations with a specific connection to Swansea, or Wales, which have achieved a significant accolade (e.g. entering or winning a national or international competition).
- 7.4** Illuminations for national / international days will be decided by the sub-group.
- 7.5** It must not be used to promote a political party or political campaign.

8. Exceptional and Urgent Circumstances

- 8.1** Where a request does not meet the eligibility criteria, it may be considered in exceptional circumstances.
- 8.2** Where a request is urgent, it may be considered by the cabinet member acting unilaterally or by an officer authorised by the cabinet member to act in his absence.

9. Review and Monitoring

- 9.1** This policy will be reviewed periodically by the Head of Communications, Corporate Planning and Performance, and the sub-group.
- 9.2** It may be deemed appropriate in future to add further civic buildings into the scope of this policy, taking account of technical capabilities and resources.
- 9.3** This policy should be read in conjunction with the law, council policies, council values and its overarching principles.

Document Control

Version Number	Details of Change	Date