

SOUTHWATER PARISH COUNCIL

ADVERTISING POLICY



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1. Notice Boards

- 1.1. Advertisements will be placed on the main notice board within Beeson House for a week prior to an event and taken down after the event by the Parish Council staff.
- 1.2. The Parish Council retain the right to refuse to display any material on such notice boards. The Executive Officer has the delegated authority to determine whether there is sufficient space available to display all such community notices.

2. Charges for Advertising on Notice Boards, Website, Social Media, and Newsletter

- 2.1. Community notices will be displayed free of charge (subject to space). Priority will be given to those Southwater Parish Community Groups. Any notices displayed without the authority of the Executive Officer will be removed without notice.
- 2.2. The Parish Council will not allow political parties to advertise on their notice boards. Notices advertising local councillor surgeries will be permitted with the exception of at the time of an Election for either Parish/District/County Council.

3. Community Notices

- 3.1 Zero £ charge for those operating within Southwater Parish Boundary
- 3.2 Zero £ charge provided where there would be a potential benefit to the Parish of Southwater residents (for those not operating within the Southwater Parish Boundary)

4. Commercial – Charges/Goods for Sale

- 4.1 £5.00 per week for leaflets displayed in the designated leaflet stand for a maximum of one month)
- 4.2 £2.50 A5 poster for one week.
- 4.3 £5.00 A4 poster for one week.

5. Sponsorship Arrangements

- 5.1 The Parish Council may consider sponsorship of its newsletter at a cost of £1,000 per annum. This would include provision subject to the criteria listed previously, for the Company's logo and direct link to the Company's website from the community website.
- 5.2 Separate arrangements may be made for sponsorship of community events.

6. Parish Council Newsletter Dates

- 6.1 The Council will not accept any liability for any goods, services or material on the community website, notice boards, newsletters or through social media, it should be understood that such liability will rest with the owner of the material.
- 6.2 Payment terms are in advance. The Parish Council will retain the rights as whether to not to place an item based on its content, the Executive Officer's decision being final.