

# SOUTHWATER PARISH COUNCIL

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## ADVERTISING POLICY, 2018

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# **SOUTHWATER PARISH COUNCIL**

## **ADVERTISING POLICY AND CHARGES**

### **Notice Boards**

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.

The Parish Council retain the right to refuse to display any material on such notice boards. The Clerk has the delegated authority to determine whether there is sufficient space available to display all such community notices.

### **Prohibited Products, Services and Advertisers**

Although there are some specific products categories and services which may not be promoted by the Parish Council as defined below, most products and services may be promoted.

Private sector competitors with services provided by the Parish Council or other public sector organizations may advertise on the website. Such competitors will include health and leisure operators, sports organizations. This will be reviewed on a quarterly basis.

Political parties will not be advertised under any circumstances.

Gambling organizations are not considered appropriate.

Advertisements where benefit is precluded from UK citizens.

In addition to the categories listed immediately below there may also be some specific controls and policies associated with individual placements.

### **Specific Categories Precluded**

These are as follows :-

- Political organizations
- Manufacturers of tobacco products
- Manufacturers of alcohol products
- Organizations associated with “adult industries”
- Gambling organisations

### **Products and Services**

- Tobacco
- Alcohol

- Gambling
- Pornography
- Adult content or anything with a sexual tone

### **Style and Contents of Advertising**

- Advertisers should recognize that public sector organizations cannot permit advertising which is sexual in nature, which features partial or complete nudity or which appears to promote or give undue publicity to illegal or even just ‘inappropriate’ behaviour or lifestyles.
- Humour in advertising will be approached with caution since much humour can often mock specific groups of citizens or poke fun at particular types of behaviour or situations.
- Even if kindly and affectionately done, mockery would not be acceptable.
- Deciding whether or not the style or content of an advertisements is clearly a question of judgement and balance. Southwater Parish Council would prefer to take the cautious approach in respect of style and content, therefore this matter will be dealt with by the discretion of the Clerk to the Council.
- It is not intended that the Parish Council will take an unnecessarily strict approach and will allow “innocent humour” providing there is no innuendo or subtext which may cause offence.
- No sponsorship will be shown on the front page of the website, but may be included elsewhere.

### **Website Advertising**

See terms and conditions for use of the website.

### **Charges for Advertising on Notice Boards, Website and Parish Newsletters**

Community notices will be displayed free of charge (subject to space). Priority will be given those Southwater Parish Community Groups. Any notices displayed without the authority of the Clerk will be removed without notice.

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.

### **Community Notices (Southwater Related)**

£ Zero Charge (For those operating within the Southwater Parish Boundary)

### **Community Notices (Non-Southwater Related)**

£ Zero Charge provided there would be a potential benefit to the Parish of Southwater residents. (For those not operating within the Southwater Parish Boundary)

### **Commercial – Charges/Goods for Sale\***

£10 per month per business card for a minimum of three months within Beeson House/Leisure Centre.  
£5 per week for leaflets displayed in the designated leaflet stand for a maximum of one month (four weeks).

£2.50 A5 Poster for one week.  
£5.00 A4 Poster for one week.

### **Commercial – Website Advertising\* (Southwater Parish businesses only)**

Free – 3 Months – thereafter :-

£50 (3-month period)  
£150 per year (12 months)

Businesses should provide a suitable business logo and their website address, a direct link will be made to this using the logo.

### **Commercial – Parish Council Newsletter\***

The schedule for 1<sup>st</sup> April, 2018 to 31<sup>st</sup> March, 2019 and covers four editions per year :-

Full Page (A4)	£500
Half Page (A5)	£250
1/3 Page	£167
1.4 Page	£125
Small Adverts	£10 per issue

- Subject to V.A.T. @ 20% rates by H.M. Customs and Excise.

### **Sponsorship Arrangements**

The Parish Council may consider sponsorship of both 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.

Separate arrangements may be made for sponsorship of community events.

### **Parish Council Newsletter Publication Dates\***

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.

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 Clerk's decision being final.

Notifications must be provided to the Parish Council will be on a first come first served basis, and at the discretion of the Parish Clerk so as to fit in with the publication schedule of the Parish Newsletter.