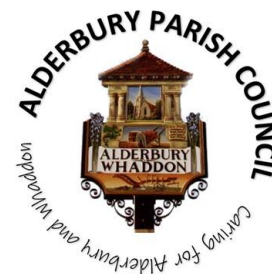


# ALDERBURY PARISH COUNCIL

*Caring for Alderbury and Whaddon*



## Advertising policy

### Introduction

The policy of Alderbury Parish Council is to manage advertising and minimise fly posting within the Parish so as to provide residents with relevant information whilst maintaining the village in a clean and tidy state and a pleasant place to live. In accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007 (referred to below as TCP2007). Advertisements placed at other locations within the Parish must comply with the 'standard conditions' of TCP2007:

- Be kept clean and tidy, be kept in a safe condition,
- have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is placed on highway land),
- not obscure, or hinder the interpretation of official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport
- be removed carefully where so required by the planning authority

Thus, advertisements must not be attached to telegraph poles, trees, street furniture, road signs or fences.

### Notice Boards

There are four Village Notice Boards within the Parish which can be used to advertise events or matters of local interest:

- Clarendon Road
- Junction Road
- Village Hall
- Grimstead Road

The Policy for the Village Notice Boards is as follows: Dated event advertisements may be displayed on notice boards from 21 days prior to the event and remain on the boards until the event has passed. For undated / ongoing event advertisements the Parish Council will monitor and write the date on the advertisement and then remove it after a period of 14 days. As space is limited on these boards the order of priority is:

- Parish Council,
- Charitable or not-for-profit organisations from within the local community (based within the boundaries of the Parish),
- Charitable or not-for-profit organisations located outside of the local community, running events within the local community,
- Charitable or not-for-profit organisations located outside of the local community, running events in a neighbouring community .
- Events that are for profit but likely to offer benefit to the community such as fitness classes.

If space is limiting, notices will be removed in accordance with the above priorities. Commercial advertisements are not allowed Only drawing pins to be used to apply advertisements - staple guns are not to be used. The maximum size for an advertisement on a Village Notice board is A4 (8.3 in (210 mm) x 11.7 in (297 mm))

### **Fence outside Village Hall**

The Village Hall Management Committee, on behalf of Alderbury Parish Council, manages temporary notices and signs on its boundary fence and its premises including the Village Hall and the Social Club. Such notices and signs must meet the requirement of Class 3D of TCP2007, i.e.: they relate to any local event being held for charitable purposes but NOT for any commercial purpose.

The signage must relate to events taking place within the Village Hall and/or Social Club and be of general interest to the community. The priority of organisations to advertise events is as described for the notice boards. Notices may be displayed for up to 2 weeks in advance at this location: The maximum size of any notice is A0 (46.8in (1189 mm) x 33.1in (841mm) and notices must be secured to the Fence using brackets which do not damage the fence or plastic ties / string. The use of nails/screws etc. is not permitted. All notices / signs referred to above must be removed during the day following the event. Permission to display said signage should be made in writing to the secretary of the Alderbury Village Hall Management Committee.

### **Alderbury Parish Council Website**

What will we advertise? Most advertising from local and other businesses will generally be acceptable. Any advertising on our website will be

- Honest
- Responsible
- Fair

The Council reserves the right to refuse advertising for any reason without explanation. Advertising displayed on our website will not:

- Be political in nature or appear to be designed to affect public support for any political party.
- Be inappropriate or objectionable
- Be likely to subject the Council to prosecution
- Promote gambling, weaponry, alcohol, tobacco or similar products
- Have an overtly sexual 'tone' or appear to promote illegal or even 'inappropriate' behaviour or lifestyles
- Include organisations in financial or legal conflict with the Council

Displaying an advertisement on our website does not mean that the Parish Council either endorse the product or services being advertised or that the Council are responsible for their quality or reliability. However, we do commit to never knowingly displaying advertisements that are untrue or fraudulent. It is important to ensure that any advertising does not conflict with Council policies or values, but we will approach our online advertising with a level of flexibility, rather than being overly prescriptive in accepting or refusing advertising. If we received complaints from the public about a particular advertisement, this advert will be removed as soon as possible.

### **Approval**

The Clerk plus one counsellor responsible for the web site, will review advertising on our website to ensure suitability. The Council will reserve the right of final approval of advertisements prior to displaying them and the right to removing adverts once placed, if necessary.

### **Potential Revenue**

An advertisement will cost £10.00 for a one-year period and will be reviewed annually. We feel providing advertising to local businesses on the website should not have a negative impact on our user's website experience.

### **Style and content of advertising**

The Council will be very flexible and allow the advertisers to decide how they will be laid out, what fonts and colours can be used.