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# **HERNHILL PARISH COUNCIL**

## **Advertising Policy**

**Adopted on 24<sup>th</sup> April 2024**

**Next Review: June 2025**

This policy applies in relation to advertising in Hernhill News, Hernhill Parish Council Website and the Parish Council Noticeboards.

### **What will we advertise?**

Most advertising from local and other businesses will generally be acceptable. However, advertisements must be:

- from within the local community (based within the boundaries of the Parish).
- located outside of the local community, but running events within the local community.
- located outside of the local community, but running events in a neighbouring community.

Any advertising will be;

- Honest
- Responsible
- Fair

The Council reserves the right to refuse advertising for any reason without explanation.

Advertising 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 with the Parish Council 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 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.

There will not be a charge to advertise.

### **Approval**

The Clerk plus one counsellor is responsible for any advertising across the three platforms and will review advertising 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.

Hernhill Parish Council

April 2024