



**GREAT
SANKEY**
PARISH
COUNCIL

Advertising Policy

Updated: January 2019

1. Community Centre Customers

All requests to display an advertising banner shall be in put writing. Each request will be considered on its individual merits however the council will consider the following points:

- The request must be made by a group or organization using the Parish Council's Community Centres, including sports fields, and must be used to promote Parish Council customers, but must not be used to promote retail or commercial ventures.
- Banners should only be used to promote forthcoming events unless otherwise agreed by the Council.
- Consideration will be given to the effect on neighbours and the visual impact of the banner.
- It will be the responsibility of the customer to remove the banner from the centre at the end of each session/end of each day unless agreed otherwise by the Parish Council.
- In the event of persistent infringements of any conditions attached to an agreement to display a banner, the Council will retain the right to remove the banner, prevent the group from applying for further requests and in extreme cases refuse to permit a group from using Parish Council Centres.
- GSPC staff will be asked to police the compliance of any agreement but must not put themselves in a situation where verbal or other conflict could arise.
- Failure to comply with these regulations shall be reported to the Parish Clerk and to the full Parish Council if necessary.

2. Charity Fundraisers at non-Parish Council venues

Posters or banners for charity fundraisers taking place at other venues to be allowed subject to the following criteria:

- Approval to be for fundraising events which result in a clearly defined benefit for members of the local community. In other words, it is not for the benefit of one customer at a centre. This would not facilitate wider spread community benefit.
- Members of the local community are clearly involved in the fund-raising initiative.
- Posters may be displayed for up to a period of 6 weeks prior to the event.
- Permission to be sought in writing prior to the event to allow the council to stipulate poster sizes / time management in cases of more than one application for a respective time period.
- In the event of infringements of any conditions attached to an agreement to display a banner, the Council retain the right to remove the banner from its premises.
- GSPC staff will be asked to police the compliance of any agreement but must not put themselves in a situation where verbal or other conflict could arise.

3. Groups/organisations at non-Parish Council venues

- Residents Association meetings and public meetings can be advertised providing they relate to residents of Great Sankey
- other community activities may be promoted on the Parish Council website and/or Facebook page if space and resources are available and if the activity would benefit Great Sankey residents

Policy approved 11th March 2015, **PC/2015/17**