



Holybrook Parish Council

Serving the communities of Beansheaf Farm & Fords Farm

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Advertising Policy

1. Statement of Policy

The policy of Holybrook Parish Council is to manage advertising and minimise fly-posting within the Parish in accordance with the Town and Country Planning (Control of Advertisements) Regulations 2007 (TCP2007)

For the purpose of advertising the following categories are defined:

- A. Parish Council/official notices;
- B. Non-profit making and charitable parish-based organisations and groups that provide a benefit to Holybrook Parish and its residents;
- C. Non-profit making and charitable organisation and groups from the wider community that provide a benefit to Holybrook Parish and its residents (please note that adverts will not be accepted by organisations outside of the Parish if they are in direct competition with an organisation within the Parish Boundary);
- D. Activities negotiated through and with benefit to the Community hall;
- E. Commercial organisations that provide a benefit or service to the Parish and parish residents;
- F. Commercial for profit organisations.

2. Parish Noticeboards (external)

The Parish Council currently has nine external noticeboards;

- One outside the Beansheaf Centre;
- one outside the Holybrook Centre;
- two at the top of Mill Lane;
- one on each of the Parish owned bus shelters through Beansheaf and Fords Farm.

The policy for advertising on these noticeboards, and any others that maybe installed, is as follows:

- 2.1 The design and content of all adverts must be approved before they can be displayed;

- 2.2 Adverts can only be put up on the noticeboards by Parish Council staff or Councillors;
- 2.3 Adverts, leaflets and flyers can be submitted by hand, post or e-mail. One copy per noticeboard will be printed free of charge. No further copies will be provided;
- 2.4 All advertising must be for events, activities or services that are either located in Holybrook or are aimed at Parish residents (categories A – C only);
- 2.5 No political advertising is allowed, with the exception of information around forthcoming Councillor Surgeries or elections;
- 2.6 The maximum size of any advertisement is A4 for posters. The design must not contain content that may be considered obscene or offensive languages or images;
- 2.7 Any out-of-date or inappropriate advertisements will be removed.

3. Parish Noticeboards (internal) and display racks

The Parish Council has 10 noticeboards in the Beansheaf Centre;

- two in the lobby;
- one in the Beansheaf Room;
- one in The Keep;
- 6 in the Linear (5 of which are for the strict use of the Pre-school only and these must be covered when the pre-school are not in situ).

The policy for advertising on these noticeboards (bar the 5 in the Linear Hall, as cited above), and any others that maybe installed, is as follows:

- 3.1 The design and content of all adverts must be approved before they can be displayed;
- 3.2 Adverts, leaflets and flyers can be submitted by hand, post or e-mail. One copy per noticeboard will be printed free of charge. If subsequent copies are requested a photocopying charge will be applied which must be paid in advance;
- 3.3 All advertising must be for events, activities or services that are either located in Holybrook Parish or aimed at Parish residents (categories A – D only);
- 3.4 No political advertising is allowed, with the exception of information around forthcoming Councillor Surgeries or elections;
- 3.5 Adverts for regular events can remain on the noticeboards, table or leaflet racks, subject to space and the Parish Office's permission. Organisers are responsible for the condition of the advertisements, for replenishing stock and ensuring that the information on display is up-to-date;
- 3.6 The maximum size of any advert is A4 for posters and A5 for leaflets or flyers. The design must not contain content that may be considered obscene or offensive languages or images;
- 3.7 Any unauthorised, out-of-date or inappropriate advertisements will be removed.

4. Banners and A-Boards

Where events are taking place at Council-owned premises, an A-board or banner may be displayed outside the premises or booked room before and during the event. The Policy for displaying these is a follows:

- 4.1 Banners must be fixed in place using string, cable ties, Blu-tac or similar and not nails, screws etc. The organiser is responsible for ensuring that any banners and A-boards are installed responsibly so as not to cause any risk;
- 4.2 All advertising materials must be approved by the Parish Office before being displayed;
- 4.3 Banners and A-boards must be removed as soon as the event has finished;
- 4.4 Subject to space, and Parish Office permission, it may be possible for organisers running regular events to store their banner or A-board at the premises where the event takes place. Any such requests must be discussed with the Parish Clerk in advance;

5. Village Newsletter (Holybrook Parish News)

5.1 Advertisements for categories D, E and F:

Are chargeable (see below) and will be prioritised as listed above. These advertisements will only be placed on the specific advertisement page (page 3) and, once this is full, no further advertisements will be accepted (there is space for a maximum of 6 advertisements). The editor's decision is final on this matter.

Advertisements must be in following format:

- A rectangle box including all text and graphics;
- Measure 6cm x 12.5cm;
- A jpeg document.

To be published in a particular edition of the newsletter adverts must be submitted by the 'end date for copy' deadline (these dates can be obtained by contacting the Parish Office) by e-mail: admin@holybrook-pc.gov.uk.

Cost of advertising:

One Off	Half-yearly	Full year
£25	£60	£120

No discounts are available.

Advert run options:

- One off (1 edition);
- Half-year (3 editions);
- Full year (6 editions).

5.2 Advertisements for categories A, B, C and D:

Are offered free of charge and are prioritised as listed above;

Organisers can submit editorial about their event, activity or service provided that the article is information-based rather than blatant advertising. The Parish Council reserves the right to edit articles or decline to publish them;

Editorials should endeavour to be no more than 50 words. The editor reserves the right to reduce the article appropriately;

To maximise the chances of publication, organisers should submit at least one image with their editorial. Logos are generally permitted;

To be published in a particular edition of the newsletter adverts must be submitted by the 'end date for copy' deadline (these dates can be obtained by contacting the Parish Office) by e-mail: admin@holybrook-pc.gov.uk.

6. Parish Council Website

No paid advertising whatsoever is permitted on the Parish Council website. However, the following promotional activities are permitted at the Parish Council's discretion:

- 6.1 The newsletter is published on the Parish Website and, therefore, by default, any advertisement appearing in the newsletter will appear on the website;
- 6.2 All regular hirers (with their prior consent) of the Beansheaf Centre and Holybrook Centre will be listed under the 'Beansheaf Community Centre Activities' and 'Holybrook Centre' pages of the Parish Council's website. This listing will be linked to the either the hirer's website or e-mail address.
- 6.3 Business owners and organisers are responsible for informing the Parish Office if any of the details in their listing are missing, incorrect or need updating. Although every effort is made to ensure the accuracy of the information on the website, the Parish Council cannot accept responsibility for any inaccuracies or omissions and does not endorse any service, business or organisation mentioned on it.

7. Non-Council owned premises

Advertisements placed at other locations within the Parish must comply with the five 'standard conditions' of TCP 2007:

- i. Be kept clean and tidy;
- ii. Be kept in a safe condition;
- iii. Have the permission of the owner of the site on which they are displayed (this includes the Highways Authority if the sign is placed on Highway land);
- iv. Not obscure, or hinder the interpretation of, official road, rail or waterway, or otherwise make hazardous the use of these types of transport;
- v. Be removed carefully where so required by the planning authority.

Charitable/community events

Although the organisers of some charitable or community events choose to advertise on public highway, this is contrary to the Highways Act 1980. Adverts on the public highway, be they on lamp columns, traffic signs or signals, trees or pedestrian barriers or highway verges, can pose a danger to both pedestrians and motorist. In addition, they can make an area look untidy and create an eyesore.

However, the Parish Council will not, generally, take any action to remove such adverts. Although organisers must observe the following conditions:

- Adverts should only be affixed to lamp columns and not to traffic signs, traffic signals, trees or pedestrian barriers;
- Adverts should not be placed within 5m of a traffic junction;
- The method of affixing the advert must not damage the lamp column in any way;
- Adverts should not be affixed earlier than seven days before the event, and removed within 24-hours after the event;
- All fixings must be removed when the advert is removed;
- Thought should be given to the size, design and number of adverts;
- The advert should state the name of the charity that is benefitting from the event;
- Please note the Parish Council will remove any adverts that do not observe these conditions, or pose a danger, are considered offensive, or are too numerous.

This policy does not allow indiscriminate advertising/fly-posting on telegraph poles, trees, street furniture, road signs, fences or highway verges etc. Advertising material which contravenes this Policy will be removed by the Parish Council.

If illegal fly-posting, that relates to an event taking place at a council-owned premises is brought to the Parish Council's attention, organisers should note that their event and any future bookings may be cancelled without notice.

8. Holybrook Festival Programme

Advertising in the Holybrook Festival Programme is not covered by this policy and the committee Chairman should be contacted directly for more information.