

**ADVERTISING POLICY
FOR ALL PARISH COUNCIL ASSETS
(WEBSITE, NEWSLETTER, NOTICE-BOARDS and SOCIAL MEDIA PLATFORMS)**

The objective of the policy is to ensure that non-commercial organisations which are village-based, or carry out activities within the parish, are able to advertise their activities, without charge, on the Parish Council's website, in the newsletter, notice-boards and on various social media platforms.

The following shall be permitted:

- 1) Notices/posts which are of a statutory nature, including various public documents from non-political organisations (for example, notices from Cheshire East Council).
- 2) Advertising events or activities within the parish.
- 3) Where the Parish Council appoints a representative to an outside body (for example, Shavington Village Festival Committee) any events arranged by that organisation will be advertised, even where the proposed event is outside the parish boundary.

Guidance on advertisements in notice-boards:

There are five village notice-boards

- (i) Opposite the Village Hall
 - (ii) On the outside wall of the Co-op Store
 - (iii) Dodds Bank in the vicinity of the NISA Store
 - (iv) Adjacent to the Cheshire Cheese public house
 - (v) Adjacent to the New Life Church on Fuller Drive
- As there is limited space in the notice-boards, dated event advertisements may be displayed from 21 days prior to the event and remain on the boards until the event has passed.
 - Notices shall be removed three days after the event has taken place.
 - For undated/on-going event advertisements, the Parish Council will monitor and may remove the notices after a period of 14 days.
 - The name of the organisation responsible for the notice must be clearly identified on the notice.
 - Notices are to be attached in notice-boards by use of the magnets provided.

Notices/posts which are prohibited:

- 1) There shall be no advertising of any events or activities which take place outside the parish of Shavington-cum-Gresty, other than those in (3) above.
(Note: the extent of the parish boundary can be found at <https://www.ordnancesurvey.co.uk/election-maps/>)
- 2) There shall be no advertising from commercial organisations.
- 3) The Parish Council reserves the right to refuse permission to display a notice/post, or to remove such notice/post which it considers to be inappropriate.
- 4) There shall be no advertising either about or from political parties and their events.

If you have any queries about this policy, please Contact the Clerk.

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