

## **Great Baddow Parish Council**

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### **ADVERTISING POLICY FOR GREAT BADDOW PARISH COUNCIL**

#### **Terms and conditions relating to the display of advertisements on Parish Council owned or managed property by partner organisations**

1.1 Partnership is defined as a relationship between two or more organisations from the public, private or voluntary sectors that is characterised by mutual cooperation and responsibility for the achievement of a specified goal

1.2 Partnership working forms part of the modernisation agenda for Local Government that is changing the emphasis on how local councils serve their communities. Great Baddow Parish Council recognises the value of partnership working.

1.3 Great Baddow Parish Council endorses partnership working with the local government sector, the voluntary sector and the private sector and it is recognised that through working with others, a real difference can be made and the Council's efforts maximised.

1.4 The Parish Council is particularly keen to work with external partners from the private sector to ensure better services and a better quality of life for the residents of the parish.

##### **1.5.1 Statutory Partnerships**

Required by statute to be set up in an administrative area and are usually on a strategic level dealing with a wide range of community issues. They usually have a formal constitution or strategy and have objectives, performance indicators and targets. If a financial contribution is required from the Council, the risk should be assessed to confirm that value is being obtained.

##### **1.5.2 Formal Partnerships**

These are not required by statute but may be similar to the statutory partnerships in terms of membership by involving a wide number of partners from the public, private and voluntary sector. They should have a formal document of Terms of Reference, objectives, performance indicators and targets. If a financial contribution is required from the Council, the risk should be assessed to confirm that value is being obtained.

##### **1.5.3 Service Partnerships**

Service Partnerships are informal in their constitution and are used to facilitate service delivery. They will probably have a limited life span and will deal with

single issues or objectives. They involve minimum or no financial contribution from the Council but do involve commitment to common objectives through working together.

1.6 One aspect of contribution, particularly in a Service Partnership, may include Great Baddow Parish Council displaying advertisements on behalf of the partner/s. Any advertising, in whatever format, accepted by the Parish Council on behalf of the partner/s must comply with the British Code of Advertising and Sales Promotion.

This code is developed by the Committee of Advertising Practice (CAP) and is endorsed and administered by the Advertising Standards Authority (ASA). The Code's general rules are:

- All advertisements should be legal, decent, honest and truthful
- All advertisements should be prepared with a sense of responsibility to consumers and to society
- All advertisements should respect the principles of fair competition generally accepted in business
- No advertisement should bring advertising into disrepute
- Advertisements must conform with the Codes
- The Codes are applied in the spirit as well as the letter

1.7 All advertising must be presented to the Council for agreement and must include

- A mock-up of any advertising signs, showing the format, wording and size
- Produce documentary evidence to prove any claims made for a product on the advertisement
- Should not show or encourage unsafe practices

1.8 The partner has primary responsibility for ensuring that the advertising is legal. All advertisements must comply with the law and should not incite anyone to break it.

### **Terms and conditions relating to the display of notices/posters/ advertisements (notices) on the noticeboards and leaflets in the holders provided in the Parish Hall**

2.1 All notices and leaflets are displayed subject to the discretion of the Council

2.2 The Council will permanently display on the noticeboards, the contact details for the councillors and office and a list of meeting dates.

The Council's agendas and notices will take precedence over all other notices.

2.3 The Council will display all legal notices received from Chelmsford Borough Council and Essex County Council.

2.4 The Council will accept notices and leaflets from any Great Baddow organisation providing that the material falls within the guidelines at paragraphs 2.11 and 2.12

2.5 The Council will accept notices and leaflets from registered charities providing that the material falls within the guidelines at paragraphs 2.11 and 2.12

2.6 The Council will accept notices and leaflets from Chelmsford Borough Council, Essex County Council, Essex Police, Essex Fire and Rescue Service and the Primary Care Trust providing that the material falls within the guidelines at paragraphs 2.11 and 2.12

2.7 The Council will accept advertising from voluntary organisations offering entertainments and/or recreational or educational classes providing that the material falls within the guidelines at paragraphs 2.11 and 2.12

2.8 The Council will accept notices and leaflets from commercial bodies if they are hirers of the Council's facilities. The material must fall within the guidelines at paragraphs 2.11 and 2.12

2.9 The Council will display all notices in strict rotational date order. Notices without dates will be displayed for as long as possible but they may be covered up at any time if space is need to display any of the Council's own agendas and notices, any legal notices from the Borough Council or any notice that has a specific date

2.10 All notices and leaflets must be delivered to the Parish Council office for the staff to fix on the noticeboards or place in the leaflet holders

2.11 The Council will not accept any notices or leaflets that contain the following unacceptable material - unlawful, harassing, defamatory, abusive, threatening, harmful, obscene, profane, sexually orientated, racially offensive or otherwise objectionable

2.12 The Council will not accept any notices or leaflets of a political nature

2.13 The Council will not accept notices for commercial or personal purposes unless they relate to a hire of the Council's premises but will accept leaflets provided that the material falls within the guidelines at paragraphs 2.11 and 2.12

2.14 The Council does not accept any liability for any damage, loss, inconvenience or expense whatsoever arising out of any use of the displayed notices or leaflets

2.15 The display of a notice or leaflet does not imply a recommendation by the Council of the goods/services offered

2.16 The Council reserves the right to remove any unauthorised notices or leaflets and any that do not fall within the policy guidelines

2.17 The terms and conditions are applicable to any space that may be made available or offered by the Council

2.18 The terms and conditions of use may be altered or amended at any time by the Council but in any event, the terms and conditions will be reviewed from time to time

**Terms and conditions relating to the acceptance of advertisements in the Great Baddow Times and on the Parish Council website**

3.1 Advertising in the Great Baddow Times is decided by the Editor of the magazine. The Parish Council reserves the right to reverse such decision at any time.

3.2 The Great Baddow Times magazine is available on the website and thus the advertising contained within it is available. This type of indirect advertising is acceptable to the Council.

3.3 Direct advertising on the website is not considered suitable and is therefore not accepted.

12<sup>th</sup> April 2010