

Cheddon Fitzpaine Parish Council (CFPC) Advertising & Sponsorship Policy

ADVERTISING

CFPC does not accept commercial advertising in its newsletter. For the purpose of this policy, commercial advertising is defined as: any message promoting a product or service offered by an individual or organisation for profit. Notices for 'situations vacant' and events or activities that are clearly beneficial to parish life will be accepted at the discretion of CFPC.

Examples of these are:

The recruitment of Parish Councillors, Village Hall Trustees, and newsletter deliverers;

The recruitment of staff for the parish council and village hall;

The promotion of fund-raising events by The Cheddoners, The Flower Show Committee and other groups;

The promotion of 'community care'-type activities such as Pastoral Care Group coffee mornings.

SPONSORSHIP

CFPC will not sponsor outside individuals or organisations except through its grant allocation budget. Members and officers of CFPC will not accept any sponsorship that results in direct financial or material gain for the individual or parish council. Subject to formal approval by CFPC, it will be acceptable from time to time for CFPC to accept contributions to offset the cost of printed matter and similar material for the sole purpose of conveying non-commercial information to parish residents. Acceptance will be at the sole discretion of CFPC and subject to the following conditions: The contributors must be legally-established companies with an address in Cheddon Fitzpaine parish or (in the case of contributions to joint Neighbourhood Plan-related material) West Monkton parish; the total contributions received must be no more than the total cost incurred; and the sponsored material will carry an appropriate disclaimer of any CFPC endorsement, for example:

'In thanking the local organisations who have sponsored this (*insert as appropriate*), CFPC wishes to make it clear that their support does not imply any endorsement by the Parish Council of the goods or services they supply.'

Approved on 9.11.2020 item 12.