

THRAPSTON TOWN COUNCIL

77 High Street,
Thrapston
Northamptonshire
NN14 4JJ
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Email: clerk@thrapstontowncouncil.gov.uk
Website: www.thrapstontowncouncil.gov.uk



ADVERTISING POLICY

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THRAPSTON TOWN COUNCIL

1. All adverts are subject to approval before they are placed. We reserve the right to refuse to promote or to remove any individual advert, which, in our opinion, is considered inappropriate. The suitability of individual advertisers may be checked with the Trading Standards.

All adverts must adhere to the codes of conduct laid down by the Advertising Standards Authority. Advertising Standards Authority's Code says that marketing communications:

- must be legal, decent, honest and truthful
- must not bring advertising into disrepute, in addition, must not bring the Council into disrepute
- must conform to the Code
- must respect the principles of fair competition.

The promotion of any product or service should not be seen as an official endorsement or recommendation by the Council.

We are not responsible for the quality or reliability of the product or services offered within any advert. We would never knowingly run an advert that is misleading, offensive, untrue or fraudulent.

We do not support or endorse any company or organisation advertising on our website, buildings, publications, social media or other areas.

The Council at its absolute discretion will accept advertisements from outside bodies and organisations to place on its notice boards with due regard to the above. Should such an organisation wish to advertise on our notice boards they should contact the Administrator at the Council office to submit their request. If their request meets the criteria of this Policy and there is space on the notice boards the advert will be accepted.

2. **Notice Boards**

Currently the Council has the following notice boards at its disposal which are used for the following.

- 4 outside the Plaza – to advertise Council events and events held by hirers of the Plaza.
- 1 outside the Library – to advertise Council events and community events.
- 1 on the side of the Council office – Council business information only.
- 1 in Coronation Gardens – Council business information and Police Notices only.

3. **Website**

The Council will only advertise Council run events or events with which it has significant involvement on its website.

4. **Social Media**

The Council will use social media to promote only Council run events or events with which it has significant involvement.

The Town Council reserves the right to amend and update this policy from time to time.

Adopted by Thrapston Town Council
19th May 2020

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Chairman

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Town Clerk