

Staploe Parish Council Advertising Policy

Staploe Parish Council are able to accept adverts in the following locations:

1. Noticeboards. We have three noticeboards; one in each of the three hamlets of Duloe, Staploe and Honeydon. The noticeboards are primarily for the display of information relating to Parish Council business and local services eg. bus / library or events eg. the Harvest Supper, visits from the Mayor, Gardens Open for Charity which relate directly to our parish. We may accept small business card sized adverts for commercial businesses, or clubs run on a commercial basis if there is space on the noticeboards and the adverts are deemed to be of benefit to local residents. There will be no charge for this.
2. Hamlets Exchange. This is our book exchange in the old red telephone box in Staploe. Local businesses (including those in Cambridgeshire) are welcome to leave a small selection (up to 10) fliers / leaflets in the exchange for parishioners to take away with them. There will be no charge for this. Old leaflets may be removed after three months.
3. Website. Businesses and clubs run on a commercial basis which are operating in the parish or a neighbouring parish in Bedfordshire may advertise on the website for free. These adverts will take the form of up to three lines in the business directory. Businesses operating in Cambridgeshire will not be permitted to advertise. This is because the purpose of the website is to serve the residents of our parish and we would like to guard against it becoming cluttered with too many adverts.
4. Newsletter. Businesses and clubs run on a commercial basis which are operating in the parish or a neighbouring parish in Bedfordshire may advertise in our quarterly newsletter for a charge of £10 for a full A5 page, and £5 for a half A5 page space permitting. The newsletter is normally 12 pages long and issued three times per year. The length of the publication may be extended at the discretion of the Parish Council. Advertising will take up no more than 2 pages of a 12 page magazine or 2.5 pages of a 16 page magazine (inclusive of the list of small free adverts). Advertising space will be rotated between local businesses and therefore priority will be given to new advertisers.

Businesses operating within the parish or neighbouring parishes in Bedfordshire can place small adverts including the name and a short description of the business and contact details for free (space permitting). Businesses operating outside neighbouring parishes in Bedfordshire will not usually be permitted to advertise. This is because the principal aim of the newsletter is to serve residents, not to promote businesses outside the parish.

Each newsletter is to include the following disclaimer:

“The Parish Council does not accept responsibility for claims made in advertisements and their inclusion should not be taken as an endorsement.”