



Derry Hill & Studley Parish Council Advertising Policy

1. Purpose

This policy outlines the Parish Council's position on advertising and defines how and where advertising may be accepted and published. It ensures a fair and consistent approach while supporting local businesses and maintaining transparency.

2. Scope of Advertising

- Advertising will be accepted **only** for publication in **InSPIRE Parish Magazine**.
- **No advertising** will be published on the Parish Council's website or displayed on Parish Council noticeboards.

3. Local Focus

The Parish Council will seek to promote and support **businesses based within the local community**. Advertising opportunities will be offered primarily to local businesses, organisations, and service providers.

4. Disclaimer and Endorsement

- The inclusion of an advertisement in the InSPIRE does **not imply endorsement or recommendation** by the Parish Council.
- The Parish Council does **not accept responsibility** for the quality, reliability, or legality of goods or services advertised.

5. Acceptable Advertising

All advertisements are subject to approval by the Parish Clerk or delegated representative. Advertisements must:

- Be appropriate for a family audience.
- Not contain offensive, defamatory, or discriminatory content.
- Comply with relevant advertising laws and standards.
- Reflect the Council's values and community standards.

The Parish Council reserves the right to refuse, withdraw, or request amendments to any advertisement at its discretion.

6. Advertising Rates and Terms

- Advertising rates, sizes, and deadlines will be published separately.
- Payment must be made in full prior to publication.
- Repeat advertisements must be reviewed periodically to ensure content remains appropriate and accurate.



7. Review and Amendments

This policy will be reviewed annually and may be updated as necessary by resolution of the Parish Council.

Drafted 16th July 2025

Katherine Checchia

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