Hellesdon Parish Council

Policy for the Promotion of Community Events on Parish Council Noticeboards and Social Media

Purpose: This policy sets out the criteria by which Hellesdon Parish Council will consider requests to promote events, activities and notices using the Council's noticeboards and social media channels.
Policy aim: The Council wishes to support community engagement by helping non-commercial local societies, organisations, charities, clubs and groups promote events and activities that are of benefit or interest to residents of Hellesdon.

1. Eligible notices and events

- Events organised by local non-commercial societies, organisations, charities, clubs, schools, faith groups, voluntary bodies or community groups.
- Events that are open to the public or to a clearly defined section of the local community.
- Activities that promote community wellbeing, social inclusion, education, volunteering, culture, recreation, local heritage, public services or charitable fundraising.
- Notices from statutory bodies, emergency services, local authorities or recognised public service providers where the information is relevant to Hellesdon residents.

2. Excluded notices and events

- Commercial advertising, including promotion of trades, businesses, paid services, private enterprises or commercial events.
- Events or activities from which an individual or business derives income for personal gain, whether directly or indirectly.
- Sales, promotions, discounts, product launches, private lessons, courses or activities operated primarily for profit.
- Party political material, election campaigning, petitions or lobbying material unless required or permitted by law as official public information.
- Material that is offensive, discriminatory, defamatory, misleading, unlawful, inappropriate for a general audience, or contrary to the Council's policies and duties.

3. Criteria for approval

- The event or notice must have a clear local connection to Hellesdon or be likely to benefit Hellesdon residents.
- The organiser must be clearly identified and provide contact details for verification.
- Any fundraising purpose must be clearly stated, including the charity, good cause or community organisation that will benefit.
- The Council must be satisfied that the notice is accurate, appropriate and relevant to the community.

4. Submission requirements

Requests should be submitted to the Parish Clerk with reasonable notice and should include the name of the organisation, event details, date, time, venue, contact information and confirmation that the event is non-commercial and not for personal financial gain. Posters for noticeboards should normally be no larger than A4 and must be clear and legible.

5. Display and publication

Approved notices may be displayed or shared subject to available space, relevance, timing and administrative capacity. Publication by the Council does not imply endorsement, sponsorship or responsibility for the event. The Council may edit wording for clarity, remove outdated notices, and decline or remove material at its discretion.

6. Review and decision making

The Parish Clerk, or other authorised officer, may determine routine requests in accordance with this policy. This policy will be reviewed periodically to ensure it remains suitable and effective.

Hellesdon Parish Council
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