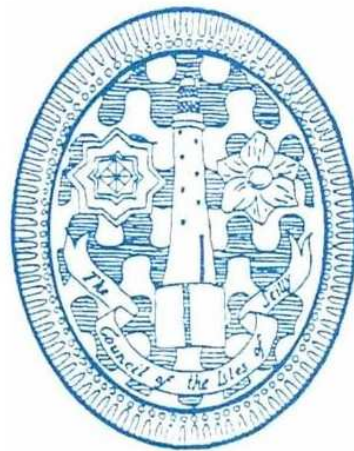


Council of the Isles of Scilly



PORTHCRESSA ADVERTISING STATION – ADVERTISING POLICY



council of the
isles of scilly

... a strong, sustainable and dynamic island community

Porthcressa Advertising Station – Advertising Policy

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This policy regarding the advertising boards at the Porthcressa Advertising Station was approved on 7th April, 2009.

The board provides room for 16 permanent advertisers, and 2 spaces (located at the left end of the board) for temporary advertisers.

This policy is developed to allow for greater advertising opportunities and provide fairer execution of a policy in selecting advertisers.

1. Porthcressa Advertising Station Policy – Permanent Spaces

- 1.1. No advertiser to have more than one board. If an advertiser makes more than one application, then all applications by that advertiser shall be void; however, in the event that advertising is undersubscribed, applications for a second board will be considered.
- 1.2. No board to be wider than 2 feet.
- 1.3. No subletting of boards or spaces to be allowed.
- 1.4. The advertising period shall from November 1st to October 31st (a Tourism Year)
- 1.5. Applications to be submitted, in writing, between the dates of August 1st and August 31st
- 1.6. All applications to be time/date stamped by CIOS post room
- 1.7. Applicants will be notified within 7 working days, in regards to the success of their application
- 1.8. Spaces will be allocated based on the following criteria:
 - 1.8.1. Have held an advertising space on the board the previous year
 - 1.8.2. Do not have a permanent trading presence within the CIOS Licensing 'Cumulative Impact Zone' (see attached map)
 - 1.8.3. Time and date of receipt of application
- 1.9. Payment for the board must be received and cleared no later than September 15th, otherwise the advertiser forfeits their space and a reserve list applicant given the opportunity to use the space.
- 1.10. All rogue boards will be removed
- 1.11. A reserve list shall be kept for each season, any advertiser taking over a slot part way through a season shall be charged on a pro rata basis
- 1.12. Charges to be as follows: £103.97 for Oct 31st 09 to Oct 30th 10. This is in line with the previous Fees & Charges decision (a rising tariff was agreed 27.11.07 (756/07) to £140 by 2011)

2. Porthcressa Advertising Station Policy – Temporary Spaces (to enable ad hoc advertisements booked on a temporary basis)

- 2.1. No board to be wider than 2 feet
- 2.2. No subletting of spaces to be allowed
- 2.3. Applications for a temporary slot be submitted to the TIC between 9am and 5pm on the Thursday of the week PRIOR to date of the advertisement.
- 2.4. The TIC manager shall notify applicants by telephone between 5pm Thursday and 5pm Friday the week before the desired date
- 2.5. Charges shall be £3.5 per board per day, paid in advance; reviewed annually.
- 2.6. Preference to be given to organisations who:

- 2.6.1. are solely charitable (are to be exempt from paying fees and charges)
- 2.6.2. are providing a one-off event (not to be repeated in the same or similar form for the following 6 days)
- 2.7. A reserve list shall be kept, and in the event that an advertiser does not wish their temporary space then the next reserve advertiser will be allocated the space

PORTHCRESSA ADVERTISING BOARDS – NOV 1 2009 TO OCT 31 2010
APPLICATION FORM

_____ YES, I would like to apply for an advertising board at Porthcressa Bank

_____ YES, I understand that I will be billed by the Council of the Isles of Scilly for £103.97

Name of Business: _____

Contact: _____

Address: _____

Phone: _____

Email: _____

Date: _____