

## **Libraries & Information**

### **Policies for the acceptance of:**

- 1) Notices & posters
- 2) Leaflets & publications
- 3) Displays

**Owner: Countywide Operations Manager**

**Due Regard Statement:**

**Signed off: 15<sup>th</sup> January 2019 (Date)**

**Signature: *Jane Everiss***

**Jane Everiss, Head of Library & Registration Services**

**All Library policies are  
reviewed annually**

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# **General Principles relating to all policies for the acceptance of notices & posters, leaflets & publications, and displays:**

We support the dissemination of factual information that is relevant to the local communities we serve.

We give priority to local information, particularly those posters, leaflets and displays that relate to learning, culture and health. In addition, we support the promotion of information for the purposes of community cohesion and national government and cultural programmes.

Materials and displays need to be of a high standard of presentation.

## **1) Policy for the acceptance of notices & posters**

### **Purpose**

To set out the criteria by which notices and posters are accepted and managed.

### **General principles**

**Our priority is to display information in the following categories:**

- Gloucestershire Libraries & Information notices
- Gloucestershire County Council & Partner notices
- Notices of local cultural and educational events
- Notices that are of community or local interest

The choice of material displayed is at the discretion of local staff. We will make the decision depending on:

- The standard of presentation of the poster or notice
- Space available at the Library
- Relevance of the poster according to our priority categories for display

Our policy is to provide you with access to community information within the limited space available on our notice boards.

- No guarantee will be made to display the material supplied or to confirm the length of time of display.
- Material is displayed on the clear understanding that Gloucestershire County Council does not endorse or recommend any non-Gloucestershire County Council services, events or products displayed in its libraries.

- Posters and leaflets must be provided in paper form. We will not print out any electronic posters or leaflets for display as this incurs a cost to us.
- We are unable to guarantee that notices and leaflets will be accepted or displayed unless part of the Glide Media Marketing service.
- We do make provision to display district, county or national event notices in the Community Information File at each Library.

## 2) Policy for the acceptance of leaflets & publications

### Purpose

To set out the criteria by which leaflets are accepted and managed.

### General Principles

- Leaflets & publications must be provided in paper form. We will not print out any electronic leaflets or publications as this incurs a cost to us.
- We are unable to guarantee that leaflets and publications will be accepted or displayed unless part of the Glide Media marketing service.
- Libraries & Information will accept a single copy of a leaflet or publication for public reference use in each library if it complies with our acceptance criteria and is delivered direct to the specific library.
- If the information is not for profit additional copies of a leaflet or publication may be accepted for display – this is at the discretion of the Team Leader.

### Acceptance Criteria

We give priority to local information, particularly those leaflets and posters that relate to learning, culture and health.

Posters, leaflets and displays that are poorly produced, handwritten, contain unclear, ambiguous or out of date information will not be displayed.

Gloucestershire Libraries & Information also have clear guidelines on what is and isn't appropriate to display. We will not accept:

1. Material seeking to promote a particular viewpoint e.g. political or religious viewpoint/ pressure group. We will not accept materials or displays that encourage petitions or sign up for a point of view.
2. Material advertising commercial goods and services (e.g. local plumbers, aromatherapists, employment agencies).

*Exception: Library book sales, income generation items for Libraries & Information, community events e.g. fete.*

3. Material from any charitable or other organisation which asks directly for money to support that charity/organisation e.g. raffle tickets, collection boxes or sponsorship forms.

*Exception: Gloucestershire County Council does support the annual Royal British Legion Poppy Appeal in November and may respond to emergency appeals when prompted by the Cabinet and Chief Executive of the County Council.*

4. Material from organisations seeking non-monetary donations e.g. body organ donations, unless there is a specific local activity that is advertised as an event e.g. blood donation session at a local hall, part of a GCC/NHS health campaign or when GCC works in partnership with other partner organisations
5. Material aimed at recruiting paid employees with the exception of GCC or approved partner organisations.
6. All notices and leaflets must represent events, services or groups that take place within Gloucestershire or within 20 miles of the county border, unless agreed by the Team Leader, or as part of a County Council partner campaign or promotion.

## **Glide Media Marketing**

Glide Media Marketing manages media marketing in all Gloucestershire County Council Managed Libraries. All libraries are subject to the terms of the agreement with Glide Media Ltd. Opportunities include poster marketing, publication brochure and leaflet distribution. Glide Media Marketing can be contacted by telephoning 0845 644 1872.

Small numbers (no more than 100) of leaflets produced 'in-house' by local non-profit making community based organisations may be excluded from this agreement at the discretion of the Council. Similarly leaflets and / or brochures, posters produced by statutory agencies or public sector organisations including, but not limited to the NHS, local Primary Care trusts, Borough and District Councils, may be excluded from this agreement at the discretion of the Council. These should not be displayed in the leaflet dispenser managed by Glide Media Ltd.

## **3) Policy for the acceptance of displays**

### **Purpose**

To set out the criteria by which static displays are accepted and managed.

### **General principles**

Where libraries have space, organisations may ask to display or exhibit information. This is at the discretion of Gloucestershire Libraries & Information

staff and a decision will take into account health and safety issues. We offer this service for free.

Content for displays should conform with the criteria for acceptance of posters and leaflets. Material and information on organisations with a wide role may be accepted if there is a local connection, branch or representative within Gloucestershire or 20 miles of the administrative boundary. Gloucestershire Libraries & Information will also accept displays of national or regional significance if deemed appropriate. If the content of the material or aim of the organisation falls into any of those criteria which are regarded as unacceptable for posters and leaflets, then the request for display space will be refused.

No guarantee will be made to display the material supplied or to guarantee the full period of display.

Material is displayed on the clear understanding that Gloucestershire County Council does not endorse or recommend any non-Gloucestershire County Council services, events or products displayed in its libraries.

## **Commercial displays of arts and crafts**

We will offer display space for arts and crafts sales, on the basis that Gloucestershire Libraries & Information receives a percentage of all sales.

This will be at the discretion of the Team Leader and will depending on availability of appropriate space within the Library, in consultation with their Manager.

## **Disclaimer**

Libraries will display a poster clearly stating the following:

**Material is displayed on the clear understanding that Gloucestershire County Council does not endorse or recommend any non-Gloucestershire County Council services, events or products displayed in its libraries.**