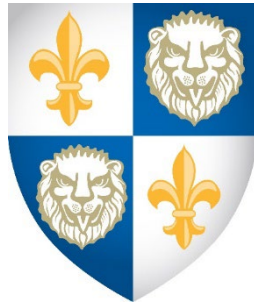


SHAFTESBURY TOWN COUNCIL

*Delivering Excellence across the
Shaftesbury Community*



Lido Poolside Advertising Protocol

Date of Adoption: 18th March 2025

Last Reviewed: July 2026

Review Date: July 2027

Purpose:

This policy outlines the rules and guidelines for businesses wishing to advertise at the Lido poolside.

Advertising Space:

Advertisements will be displayed in designated poolside areas. Each advertisement must adhere to the size and format specifications provided by Shaftesbury Town Council.

Audience:

The Lido welcomes around **12,000 visitors each year**, giving businesses valuable exposure to a wide audience of residents, families, visitors and community groups. Advertising at the Lido provides consistent visibility in a well-used community facility, helping to raise brand awareness and keep businesses front of mind.

Content Guidelines:

Advertisements must be appropriate for a family-friendly environment. No offensive, discriminatory, or controversial content will be permitted. All advertisements must be approved by Shaftesbury Town Council prior to display.

Duration:

The advertising period is one year from the date of display. Advertisers may renew their space annually, subject to availability and compliance with this policy.

Liability:

Shaftesbury Town Council is not responsible for any damage to advertisements due to weather, vandalism, or other unforeseen circumstances.

Advertising Fee:

Year 1:

- Annual advertising fee: **£250 plus VAT**.
- In addition, charges will apply for the production and installation of the advertising sign, including design, manufacture, and fitting costs.
- Design services will be provided by Shaftesbury Town Council (STC) unless artwork is supplied in a print-ready format. To be accepted as print-ready, artwork must be provided:
 - At A1 size;
 - In PDF vector format;
 - With all fonts embedded (or ideally converted to outlines); and
 - In CMYK colour space.
- Shaftesbury Town Council can provide guidance on these specifications where required.

Year 2 and Subsequent Years

- The annual advertising fee will remain **£250 plus VAT**.
- Where no changes are required to the existing advertisement, no additional production costs will be incurred.
- Any amendments to the advertisement will be subject to additional design, production, and installation charges, as applicable.

Payment must be made in full at the beginning of the advertising period.

Sign Specifications and Design Requirements:

All poolside advertising signs shall be produced using 3mm external-grade aluminium Dibond and mounted using stainless steel stand-offs.

To ensure a consistent and professional appearance throughout the Lido, all advertisements will incorporate the standard Lido blue border as specified by Shaftesbury Town Council. This border will be applied to all signs, regardless of whether artwork is supplied by the advertiser or designed by the Council.

Signs in 2025/2026:



Contact Information:

For enquiries or to submit an advertisement for approval, please contact Shaftesbury Town Council via email - office@shaftesbury-tc.gov.uk