



# THE PARK COMMUNITY SCHOOL

# Product Promotion & Advertising Policy

## Policy Update

<b>Policy Lead Person:</b>	School Business Manager
<b>Approved By:</b>	Local Governing Board / 25.03.2021
<b>Next Review Date Due:</b>	March 2023

- Staff *must* sign
- Staff *should* sign
- Governors *should* sign
- Publicly Available

## ***Product Promotion & Advertising Policy***

It is our general policy not to circulate or display any solicitation or advertisement for products, services or activities. This is for the protection of the school and its students.

Authority to decide exceptions to this position is delegated to the Headteacher.

Decisions must be consistently made in accordance with the below guidance. Any exceptions should also be reported through governors so that consistency of decision making can be monitored.

### **Advertising or promotional materials will not be permitted when:**

- the benefits of promotion do not offer reasonable value in relation to effort or money expended;
- there is an overt attempt to advertise to school students;
- they entail loyalty or commitment to one company as opposed to its competitors;
- they involve obtrusive display of commercial logos or brand names;
- they involve goods, such as food and drink, which do not promote a healthy lifestyle;
- they involve organisations not generally having positive associations with education;
- they are made by an organisation where there is moral, ethical or religious bias

### **Assuming all of the above objections are satisfied, advertising or promotional materials may be permitted when they:**

- provide positive learning or health outcomes for students and/or staff;
- lead to a greater appreciation of the nature of business and community among our students and of the nature of education among local businesses;
- provide tangible material benefits which the school would not otherwise be able to afford;
- support school charities, local causes or causes of national importance.

Agreement will be at the discretion of the Headteacher.