

The Old Library

Policy on Advertising and Promotion of External Businesses

The Chair is Helen Verity

Date of policy development: 4th January 2026

The Policy was agreed by the Trustees on: 7th January 2026

The policy will be reviewed on 7th January 2027

Purpose

This policy explains the Old Library's approach to advertising and promoting private local businesses, to ensure our communications remain focused on our charitable aims and use our limited resources appropriately.

Our General Position

As a small charity, we are unable to advertise or promote private local businesses on an ongoing or general basis. This includes regular promotion of shops, services, or businesses that operate for private profit.

This is because:

- Our communication channels are limited and must be used primarily to support our charitable objectives
- Regular promotion of businesses could create perceptions of favouritism or endorsement
- Managing business advertising requests would place additional demands on our time and resources

One-Off Events

We may consider promoting **one-off events** run by local businesses or organisations where:

- The event aligns with our charitable aims or benefits our community
- The promotion is clearly time-limited and event-specific
- The event does not conflict with our own activities

Any such promotion is at the charity's discretion and does not imply endorsement of the business or its services.

Priority of Our Activities

The charity's own events, activities, campaigns, and fundraising initiatives will always take priority in our communications. If space, time, or capacity is limited, our own work will be promoted first.

Decision-Making

All decisions regarding external promotions are made on a case-by-case basis by the charity and are final. We are unable to guarantee promotion or respond positively to all requests.

Review

This policy will be reviewed periodically by the Trustees to ensure it remains appropriate, proportionate, and aligned with the Charity's objectives.