



1. Policy Statement

This policy covers small displays, exhibitions, and promotional material in the form of posters, leaflets and information stands offered by individuals, organisations and community groups for presentation in Cumbria County Council libraries. The purpose of the policy is to cover what criteria we use to prioritise and select what is accepted, what forms and content of display information can be considered, process for making a request, and responsibility for display items.

Cumbria Library Service aims to be a source of unbiased information. However, acceptance of external displays of posters, leaflets and exhibitions does not indicate an endorsement of the content.

Display and exhibition space in libraries is often very limited, and so it is not always possible to meet the demands made upon it

All available space for publicity and display is allocated fairly and without bias, and the following criteria have been produced to make staff, individuals and organisations aware of what is acceptable and likely to be displayed.

2. General Criteria for Selection

We cannot guarantee to display all material from members of the public, external organisations or community groups. Material will only be displayed when space is available, only in specifically designated areas, and when content is deemed acceptable and of public interest.

As space is limited we prioritise as follows:

- Library events and information
- Cumbria County Council information
- Statutory notices - information that we are legally obliged to display
- Local events
- Materials relating to the immediate local area
- Activities relating to local societies and organisations

Depending on the size of library, or the availability of space, waiting lists or a bookings diary may operate, or it may not be possible to accommodate a particular request.

3. Material which cannot be accepted

Individuals and organisations should be made aware that we reserve the right to remove or refuse to accept any material that is considered to be illegal, inflammatory or offensive. In addition, material must only be placed on display by library staff; any unauthorised material will be removed.

The following will not be accepted for display or exhibition in any form:

- ✘ Material which may cause offence, or is illegal, or may be considered contentious. This includes anything which is racist, intolerant of a particular minority or anything which contains graphic or obscene images.
- ✘ Petitions
- ✘ Campaigning materials – we can accept materials that inform, but not those that urge a particular course of action.
- ✘ Political materials advocating that the interests and causes of a particular party, affiliated organisation, or movement, although posters advertising a local meeting or constituency/ ward surgery would be acceptable.
- ✘ Fundraising – anything which makes a direct appeal for donations.
- ✘ Religious material which aims to convert or proselytize, cause offence to members of other religious groups or material which emphasizes one particular faction or sect over another.
- ✘ Party manifestos – these are usually available to look at from stock but not on display. No political items are allowed for a period of 3 weeks prior to any local, national or European elections.
- ✘ Commercial advertising for goods or services. Libraries will not display material that overtly promotes commercial products, unless it is part of a joint sponsorship agreement/ charity partnership with the County Council or is endorsed by the Council as an example of social enterprise or community activity (in which case commission may be charged; see section 4.2). Crafts being sold on behalf of/ in aid of charities is considered commercial activity and is covered by this clause.
- ✘ Advertising of childcare, nurseries childminders, etc
- ✘ Posters relating to doctors/dentists/care homes

4. Criteria for specified types of Display Information

4.1 Posters and Leaflets

Every effort is made to display accepted material but we cannot guarantee this. Where space is limited, information as outlined below may be displayed in A4 binders or folders, rather than on notice boards or in leaflet racks.

- Notices should normally be no larger than A4 and should be typed, and easy to read. They should be clean and they must not be torn, creased or untidy in appearance.
- Other than library notices and information about local councillors; no material can be accepted for permanent display.

- Only members of library staff may put up posters or display leaflets in libraries.
- Posters/leaflets will be disposed of at the end of the display period.
- A minimum of one week prior to any event must be allowed and the maximum period for display will be one month.

Posters and leaflets that may be accepted for display

- Local cultural societies' events e.g. theatre, music, art exhibitions
- Educational societies' events
- Educational or leisure classes, courses, workshops
- Sporting clubs' activities and classes
- Health information and alternative health information
- Local fund raising events which may link to national fund raising or national promotional days or weeks.
- Tourist information
- Posters giving details of local religious events or activities

4.2 Exhibitions, displays and information stands

Designated display and exhibition areas are available within some libraries and available for use by societies, organisations and individuals. Display facilities vary from site to site so the library concerned must be contacted for booking details.

Display areas must be booked in advance, with content discussed and viewed if appropriate, prior to the start date, if there is any suggestion that it might fail to meet the acceptable criteria.

The duration of an exhibition or display is at the discretion of the Library Service. The following conditions must be observed by anyone wishing to stage an exhibition or display; applicants will be required to indicate their compliance by the submission of a signed application form:

Conditions

1. The Applicant shall not use the premises for a longer time than stated in the application.
2. The Applicant shall indemnify against claims, actions or demands resulting from the use of the premises.
3. The Applicant shall be responsible for the payment of all fees for copyright in respect of any item displayed or exhibited.
4. The Applicant shall be responsible for the insurance of any items made available for displays and exhibitions while those items are on library premises.
5. Cumbria Library Service reserves the right to cancel or remove a display or exhibition, or part of, on the grounds of poor presentation or other valid reason.
6. All displays and exhibitions must contain a statement of authorship. This may be a person or an organisation.
7. A 15% commission is charged for any sales agreed as a result of a display on library premises. By prior agreement with the local Community Services Manager, this commission

may be waived for charitable causes Cumbria County Council is supporting. The Applicant shall be responsible for ensuring payment of commission to Cumbria Library Services for any sales.

8. The Library may provide a display of books, other resources and a booklist to compliment some displays.

Guidelines for exhibitors:

- i. Illustrations shall be well presented and, where appropriate, mounted or framed. Posters, photographs and similar material must be displayed attractively, avoiding damaged edges.
- ii. Only mounting aids agreed with the library staff at the site concerned can be used, which may be limited to one of: Velcro, pins, reusable adhesive, aerial hanging systems.
- iii. Text should be easily legible, being either printed or sign written to a standard considered acceptable by library staff.
- iv. Overall impression and presentation must be of a logical nature and should not appear disjointed or untidy.
- v. Images that could be upsetting, particularly to children, should be avoided.

5. Procedure to request an exhibition or display

Requests for the display of posters and leaflets should be made directly to the library concerned. An application form must be submitted in advance should you wish to offer an exhibition or display in any of Cumbria Libraries; forms are available in all libraries.

6. Digital display screens

Digital screens are provided by and reserved for Cumbria County Council information, library and archive activities, events, promotions and associated health campaigns. We are not able to display publicity for third party/ external events.

7. Online event listings

The advertisement of events through our library webpages and social media accounts is provided by and primarily reserved for Cumbria Libraries and Archives activities and events. We cannot guarantee to display publicity for third party/ external events.

8. Complaints

In making decisions as to whether material can be displayed, the local Community Service Manager's decision is final.

Any complaints should be progressed through our complaints procedure (details at www.cumbria.gov.uk/complaints/onlinecomplaintsform.asp).

9. Review

The Display Policy next review is scheduled for **April 2020**.