

Bruton Town Council

Digital Display Screen Policy

1. Introduction

This policy sets out the arrangements for the management and use of the Digital Display Screen operated by Bruton Town Council. The Digital Display Screen is owned by Bruton Town Council and is located within the Community Office. The screen is intended to provide residents, visitors and service users with clear, timely and relevant information about council business and community matters.

2. Purpose

The Digital Display Screen is used to communicate essential information including Town Council announcements, community events, local services and emergency messages. It supports transparency, community engagement and accessibility.

3. Management and Control

The Digital Display Screen will be managed exclusively by authorised officers of Bruton Town Council. All content must be approved by the Council or delegated officers prior to display. The Council reserves the right to refuse, amend or remove any content at its discretion.

4. Content Guidelines

Only content of direct relevance to the Bruton community will be displayed. Town Council information takes priority. Notices from community and voluntary organisations will normally take precedence over other third-party content. All content must be lawful, accurate, non-offensive and inclusive. Commercial advertising, party political content, personal notices and misleading information will not be displayed.

5. Equality and Accessibility

Bruton Town Council is committed to equality, accessibility and inclusion. All digital display content should, where reasonably practicable:

- Use clear, plain English
- Avoid unnecessary jargon
- Use high-contrast colours and legible fonts
- Avoid rapid flashing or moving images

- Be accessible to people with visual, cognitive or sensory impairments

The Council will ensure that its own content complies with the Equality Act 2010 and wider accessibility best practice.

6. Emergency Alerts

In the event of an emergency or urgent situation, the Digital Display Screen may be used to display emergency alerts, public safety information or important instructions. During such times, emergency information will take precedence over all other content. Emergency messages may be issued by Bruton Town Council or at the request of partner organisations such as emergency services, Somerset Council or public health bodies.

7. Submission and Upload of Content

Documents and materials for display will be submitted in accordance with separate Digital Display Upload Instructions. Submission of content does not guarantee display. Officers will manage scheduling, duration and removal of content.

8. Liability

Bruton Town Council accepts no liability for the accuracy or content of third-party information displayed. Responsibility remains with the originating organisation.

9. Review

This policy will be reviewed at least every year or sooner if required by legislative or operational changes.

Adopted by Bruton Town Council 26th May 2026 (Min ref: T26/09(b))

Review Date: May 2027