



Horsham  
District  
Council

# Horsham District Rural Digital Screens

Content Schedule for Parish Councils and  
Community Partnerships



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## Introduction

Parish Councils and Community Partnerships are being invited to submit content for the rural digital screens. All content supplied to Horsham District Council (HDC) must be in a format ready for HDC to upload it straight to the digital screens.

This document provides guidance on how to submit your content.

## Supplying content for the screens

### Content specifications

All content supplied to HDC must be in a format ready to upload to the digital screens. This must be **1080x1920 pixels** (portrait) and a flat image (JPG or PNG) or a video (MP4). This is the standard proportion of a portrait rectangle used across all media screen types. Currently we do not use interactive elements.

If you have some artwork, but this isn't in the correct format, you can **use our template linked [here](#)** to drop your artwork into, so it is the correct size.

It must be clear when you submit your content to us, that the content you are looking to display is promoting tourism and is information for visitors. The funding for the screens was on the basis that we had them available for 5 years, to promote tourism.

Examples of content which **can** be displayed include events that attract visitors / tourists and information that is relevant to visitors / tourists, such as:

- Festivals and fairs
- Markets
- Trails and walks

Examples of content which **cannot** be displayed include:

- Car boot sales
- Community messaging

All content must meet the criteria below:

### Flat image with written word

1080 x 1920 pixels	
Portrait	
JPG or PNG format	
Relevant to visitors to the area	
Not presume prior knowledge of the area	
High grammatical quality	
Description copy should be no more than 50 words.	
You must have the legal right to use the image and provide credit to the creator if necessary	
Artwork for an event must include the name, web address, telephone number and address of the event	
Web addresses must be accompanied by a QR code	

### Videos

1080 x 1920 pixels	
Portrait	
Content of the video must be of the local area	
You must have the legal right to use the video and provide credit to the creator if necessary	

### Submitting your content to HDC

All content supplied to HDC must be in a format ready to upload to the digital screens. Please see the [Content specifications](#) section of this document for further details.

Please follow all the steps below to submit your content to us:

- Content must be emailed to [BusinessDevelopment@horsham.gov.uk](mailto:BusinessDevelopment@horsham.gov.uk) with the subject: **Rural Digital Screen Content: \*Town Name\***
- Attach your high-resolution content to your email. All content must be **1080x1920 pixels** (portrait) and a flat image (JPG or PNG) or a video (MP4). This is the standard proportion of a portrait rectangle used across all media screen types.
- Content in the incorrect format will **not** be accepted.
- Ad-hoc content uploads and content received after the “Deadline for content” will **not** be accepted, unless this is under emergency circumstances (e.g., Pulborough landslip business impact mitigation). Please plan your content in advance, in line with the [Digital Screen Schedule for Content](#).

## Digital screen content schedule

The table below sets out:

- Deadlines by which Parish Councils and Community Partnerships must submit their ready-to-upload content to HDC
- Dates that HDC will upload content to the digital screens

For an infographic showing the timeline, please see [Appendix A](#).

Screen Location	Q3 2023	Q4 2023
<b>Billingshurst</b> <ul style="list-style-type: none"> <li>• Six Bells</li> <li>• Train Station</li> </ul>	<b>Deadline for content:</b> Friday 21 July 2023  <b>Upload:</b> End of August 2023	<b>Deadline for content:</b> Monday 16 October 2023  <b>Upload:</b> Mid-November
<b>Cowfold</b> <ul style="list-style-type: none"> <li>• Car Park</li> </ul>	<b>Deadline for content:</b> Friday 21 July 2023  <b>Upload:</b> End of August 2023	<b>Deadline for content:</b> Monday 16 October 2023  <b>Upload:</b> Mid-November
<b>Henfield</b> <ul style="list-style-type: none"> <li>• Coopers Way</li> <li>• Bus Shelter</li> </ul>	<b>Deadline for content:</b> Friday 21 July 2023  <b>Upload:</b> End of August 2023	<b>Deadline for content:</b> Monday 16 October 2023  <b>Upload:</b> Mid-November
<b>Pulborough</b> <ul style="list-style-type: none"> <li>• Lower Street</li> </ul>	<b>Deadline for content:</b> Friday 21 July 2023  <b>Upload:</b> End of August 2023	<b>Deadline for content:</b> Monday 16 October 2023  <b>Upload:</b> Mid-November
<b>Steyning</b> <ul style="list-style-type: none"> <li>• Fletchers</li> <li>• High Street</li> <li>• Newman Gardens</li> </ul>	<b>Deadline for content:</b> Friday 21 July 2023  <b>Upload:</b> Mid-August 2023	<b>Deadline for content:</b> Monday 16 October 2023  <b>Upload:</b> Beginning November
<b>Storrington</b> <ul style="list-style-type: none"> <li>• Library</li> <li>• Village</li> </ul>	<b>Deadline for content:</b> Friday 21 July 2023  <b>Upload:</b> Mid-August 2023	<b>Deadline for content:</b> Monday 16 October  <b>Upload:</b> Beginning November

# Rural Digital Screen Content Schedule

## 2023

