



MINUTES OF MEETING OF WHITCHURCH-ON-THAMES PARISH COUNCIL
At the Village Hall at 20:00 Thursday, April 16, 2026

Councillors Present: Jim Donahue (Chairman), Diana Smith (Vice-Chairman), Katherine Higley, Bernarde Hyde and Romilly Swann.

Officers Present: Brian Inglis (Clerk and RFO)

Public and Press: Two members of the public were present.

District or County Councillor: Cllr Peter Dragonetti (South Oxfordshire District Council)

1 **Apologies for absence & Parish Council Declaration –**

Apologies received from Cllrs Debbie Leach and Paul O’Grady. Cllr Hyde read the Parish Council Declaration

2 **Declarations of Interest –** None recorded

3 **Public Forum –** One member of the public spoke on a non-agenda item. Cllr Smith agreed to investigate.

4 **To approve minutes of the meeting of March 12, 2026.**

Resolution: The Council voted to approve the minutes, and these were signed by the Chairman.

5 **Chairman’s Announcements -** See **Appendix 1**

6 **To receive reports from District and County Councillors**

6.1 SODC District Councillor – Cllr Dragonetti expanded on a previously submitted report - See **Appendix 2**

6.2 OCC County Councillor – Cllr Filipova-Rivers submitted a report – See **Appendix 3**

7 **Planning Applications –** Councillors considered the following Application(s)

7.1 P26/S0630/HH - 6 Swanston Field, Whitchurch-on-Thames RG8 7HP

Single storey porch extension and conversion of existing garage to provide ancillary accommodation.

Resolution: Councillors resolved to make No Comment on this application.

8 The Clerk gave a brief report on recent planning decisions and applications under consideration by SODC.

9 **Finance:**

9.1 To approve the payment schedule for April and to note payments and receipts since the last meeting:

Payments:	Sub-total	VAT	Total
Staff Expenditure (April)	-	-	637.00
HMRC (PAYE and NICs for Q4)	-	-	234.44
James Norman (Seed Mix – Hardwick Road)	300.00	NIL	300.00
M&S Water (Inspection/Call Out – Pre-Payment)	168.00	33.60	201.60
Rialtas (Accounts – Annual Fee)	210.00	42.00	252.00
Scofell Landscapes (Grass Cutting)	729.16	145.83	874.99
South Oxfordshire DC (Dog Bin Emptying)	936.47	187.29	1123.76
Lloyds Bank (Service Charges -DD)	4.25	NIL	4.25
Cllr Higley (Reimbursement – Padlocks)			19.90
Cllr Smith (Reimbursement – Speed Gun Batteries)			9.60
Receipts: None			

Resolution: The Council voted to approve the payment schedule. RFO to action.

9.2 **Bank Statement and Reconciliation for March -**

Documents were scrutinised by councillors. The Reconciliation report was approved by Councillors.

Councillors discussed the possibility of opening a savings account. (Action – RFO to seek options for this)

9.3 **To consider a Budget Analysis for FY 2025-26 and to consider any adjustments to the Budget for 2026-27**

Councillors scrutinised and digested the Budget Analysis document for 2025/26 which was circulated for information. There were no adjustments made to the previously approved Budget for 2026/27.

10 **Governance**

10.1 **To Consider the Parish Council response to the Biodiversity Duty under the 2021 Environment Act.**

Cllr Swann agreed to investigate this statutory duty, communicate with the wider village resident group and make recommendations to Councillors as to how the Parish Council will formulate a response in due course.

10.2 **To Consider current Training Opportunities and to authorise any requests for Training**

Councillors approved a request from Cllr Hyde to attend a training course. (Action – Clerk to arrange)

11 **Motion:** To amend the Parish Council Policy for Advertising in the Village which was approved by the PC on the 8th February 2024. The amendments are necessary in order to make the Policy for Advertising compliant with the statutory requirements of the Conservation Area. **Proposer:** Cllr Higley, **Seconded:** Cllr Smith.

Resolution: Councillors resolved to adopt the amended policy, subject to the inclusion of an email address to allow advertisers to contact SODC for consent. The updated policy is at **Appendix 4** and will be available to view on the village website where it will replace the previous version of the policy.

12 **Motion:** To seek three quotes for appropriate tree work for the yew tree situated next to the substation in Hardwick Road. **Proposer:** Cllr Higley, **Seconded:** Cllr Smith. The motion was amended.

Amended Motion: To seek Councillor approval to do a land registry search on the parcel of land in question with the result of this search to be communicated to SODC Tree Officer for further advice on how to proceed.

Proposer: Cllr Higley, **Seconded:** Cllr Smith. **Resolution:** Councillors resolved to approve the motion.

13 **Parish Council Action List.** The list was updated with new actions added.

14 **Thank-You notes.** None

15 **To confirm the date and time of next meeting as Thursday, May 14, 2026 at 20:00**

Signed..... Date.....

APPENDIX 1 – CHAIRMAN’S ANNOUNCEMENTS – Cllr Jim Donahue

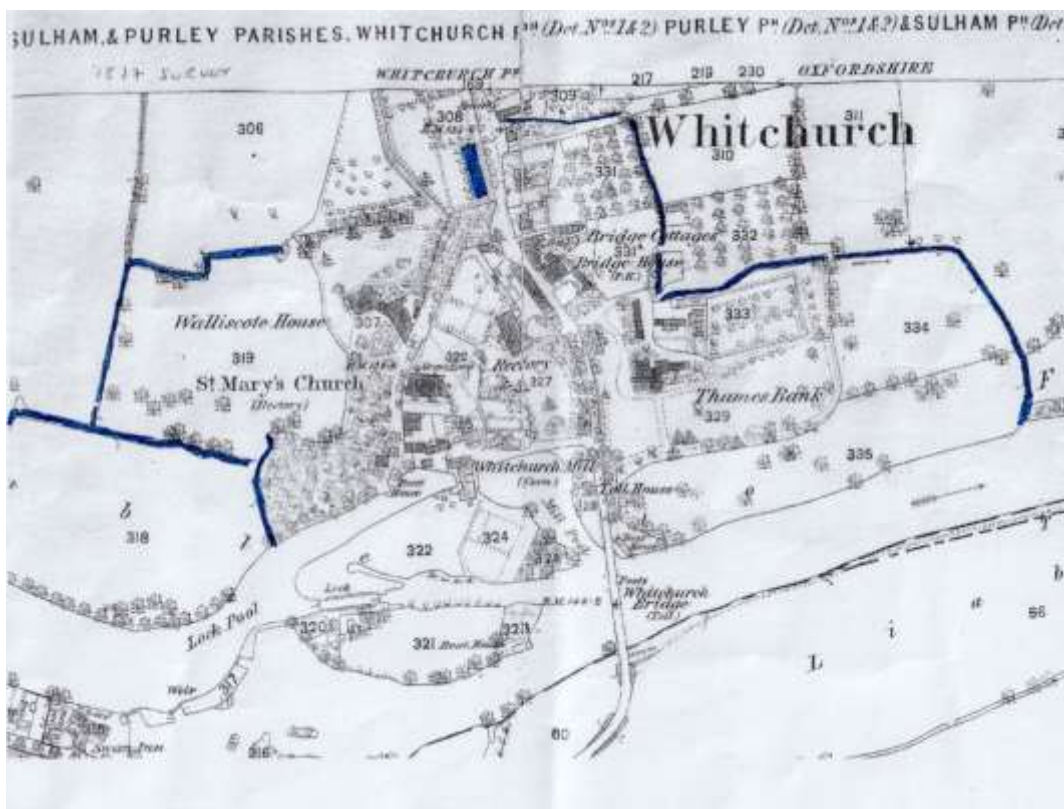
Remembrance – It is worth taking a moment to acknowledge that Bill Lewis recently passed away. He was a friend to many in the village and led the Allotments Society for many years alongside his wife Ann.

Eastfield Lane improvements – OCC has finally approved resurfacing for Eastfield Lane from the High Street, past May Cottage towards the school where the road was resurfaced about 10 years ago. This is approved for the new fiscal year and provisionally planned for Q2 (July – September). The term they are use for the work is a “Surface Inlay” which is a somewhat vague, but OCC tells me that this means that the damaged road surface with be planed off and replaced with new material. This method was chosen to restore the road’s structural integrity, rise quality and profile. I’ve asked them to consider that the camber is appropriate for the street drainage in certain locations that are currently a problem. And am providing them with specific FMS reports.

Flood Risk Reduction activities – As we are a village on the banks of the River Thames, there are a number of ongoing activities that we are working on with OCC and SODC to ensure we are doing everything we can to ensure drains, culverts and watercourses in the village are clear and flowing as well as they can be to minimise negative impacts of flooding, whether that be from the river, surface flooding from heavy rain, ground water or sewage flooding. After consulting with various affected landowners in the village, we have an agreed way forward to address many areas where improvements are needed.

Village Watercourse/Eastfield Lane Culvert

Many believe that the village watercourse that runs through the village has probably been in place dating back to Anglo-Saxon times. The watercourse runs through the village in a rather “moat-like” fashion, coming from the river Thames, a little upstream from above the lock, through Walliscote Farm, through Walled Garden, under the High Street and Greyhound Pub to Eastfield Lane and ultimately back to the river. The figure below from resident John Southey shows the course highlighted on a map from 1877. It hasn't changed much over the centuries but don't take this figure too literally as the route has changed in a few places since the time of this map.



A call was held in March with SODC Flood Risk and Drainage Engineer Leigh Travers, Cllr Romilly Swann and myself along with a local homeowner who is a riparian landowner of the culvert behind Eastfield Lane leading to the River Thames. Following the previous topological survey of the watercourse, the steps described below were agreed in principle to address flooding risks to maintain the watercourse going forward:

- 1. Throttling of water flow upstream at Walliscote Farm towards the High street and Eastfield Lane**– The outflow of water from Walliscote Farm into the culvert has already been restricted as part of a trial to reduce bottlenecks in the culvert downstream near Eastfield Lane. The feeling is that it is already helping to reduce waterflow downstream would be especially important in a river flooding scenario. The Walliscote Farm landowner wishes to continue this as a 2-year trial through November 2027 to 1) see if it mitigates issues downstream and 2) it does not increase flooding on their land.

2. **Catchpit clearance at Eastfield Lane and Greyhound** – Catchpits are underground drainage chambers designed to trap silt, sediment, and debris from surface water runoff and need to be periodically cleared. There are two privately owned catchpits linking to the watercourse that could impact its flow; one on a property on Eastfield Lane and one at the Greyhound in front of the old Fire Station. The owners are already working to arrange this clearing which can be done in parallel with other steps.

3. **Desilting open watercourse behind Eastfield Lane (from Pavillion Cottage to river)**

- a. SODC recommends this as normal maintenance of the watercourse. The recent topographical survey confirms that silting levels are significantly higher than they should be for waterflow drainage.
- b. Mr Travers considers this a prerequisite to step 4, clearing the relatively narrow 450mm closed pipe under Pluto House and Chilterns Edge. Clearing the silt will allow standard jet clearing of the pipes, where the cost of doing this without desilting would be prohibitive. He contends that the present levels of silt in the open culvert would not allow it to be cleared by jetting.
- c. Mr Travers has access to grant funding of up to £25,000 for this year per community. He will request contractors visit the site to give a more precise quote and assess a “minimum” level of clearance and develop a “method statement” that reduces any impacts to neighbouring properties, including trees. He expects desilting to be required for at least 208m downstream of Pavilion Cottage pipe exit to be required.
- d. SODC/OCC would give the grant to the Parish Council who would contract with the supplier designated by OCC and the parish council is exempt from VAT. He expects contractors to be available for a site visit to plan the work by mid-April. Desilting work would likely happen in the dryer summer months, subject to contract.

4. **Inspecting and clearing closed 450mm pipe running through houses on Eastfield Lane** – Mr Travers committed SODC to doing this at SODC’s cost with standard jetting equipment once water drains from the pipes after desilting of the watercourse in Step 3. Once desilting is completed, SODC will take ongoing responsibility for inspecting and maintaining the length of 450mm pipe that they installed.

5. **Ongoing maintenance of the watercourse to prevent silt build up** – Mr Travers says that this should be done on an annual basis but should require minimal effort to “keep an eye on it”. This could include manual inspection for things such as clearing fallen trees.

SODC is covering costs for desilting it this time as a “one off”. Grants may or may not be available in the future. The riparian owners have a duty to maintain their watercourses under S25 of the Land Drainage Act 1991. Even with all these maintenance activities there will still be scenarios where the river rises to significant flooding levels that the watercourse, drains, and other flood defences may not be able to cope with. However, there are many different flooding scenarios that cannot be predicted and some scenarios, such as summer flash flooding, would require the watercourse to be maintained to drain water from other parts of the village, such as the “Greyhound bowl”.

Cllr Swann and I met with John Southey on this topic separately to get his views and background. We are keeping him in the loop to ensure actions from all parties are coordinated.

Water drainage improvements on the High Street – You may be aware that a blockage was found in the High Street drainage in the upper narrows last year causing a manhole cover to be lifted on the pavement near the Art Gallery during heavy rain with street drainage water to run down the High Street. OCC efforts to resolve this previously were halted due to high voltage power lines under the road blocking access to the collapsed water pipes that caused the blockage.

OCC Highways drainage team has now approved a £61,000 project to address this issue by installing a new 225mm drain under the surface that will bypass this section of the collapsed drain along the edge of the High Street. This is likely to be implemented sometime this summer.

Lower Narrows Drains – OCC has also requested a full inspection with cameras and clearing of the drains along the High Street between the lower narrows and the toll bridge. This will clarify if there are any blockages to emptying street water drainage into the river which was not clear in the past. This clear flow is especially important during summer flash flooding for the Greyhound and other parts of the High Street.

Ongoing village drain clearance – Another important part of flood prevention is to ensure street drains are cleared. You may be aware that there have been a number of activities to clear drains in the village in the past year or two so they are generally in good shape in the village. As a FixMyStreet Super user I have actioned a number of drains to be cleared recently, especially on Eastfield Lane that were cleared in January. OCC Highways also performed an annual check on the Villages drains in late January where some further drains were cleared.

Tea Hut draft design has been prepared by Architect that I have shared with Councillors.

- Cllr Hyde and I are preparing the request for cost estimate from three initial suppliers.
- We will be reaching out to volunteers in the village who have experience with this type of building project.

Resident issues:

- **Village Green water leaks:** The Clerk had requested multiple bids to repair the leak. I have held a site visit for one supplier and have another supplier site visit next week.
- **New Bench on the Village Green** – A resident has donated a bench in memory of a former resident. They would like it to be placed in front of the Cricket Pavillion on the porch and is expected to be delivered sometime in April.

Other:

- **Maintenance of defibrillators in the village.** The resident volunteering to maintain the defibrillators in the village has identified the following two items reaching their "expiry" dates soon and has requested Parish Council their replacement. The total cost is £3-400, subject the Parish Council approval:
 - Pads for the defibrillator in the Phone Box expire on 30 April 2026.
 - Battery for the defibrillator at the Cricket Pavilion expires on 14 May 2026.

APPENDIX 2 – DISTRICT COUNCILLOR'S REPORT – Cllr Peter Dragonetti

- **Head of Planning**

A new head of Planning has been appointed but won't be joining for 3 months because of a notice period

- **Local Government Review**

We were supposed to have had a briefing on this earlier this week, but the government has put back the decision until after the May elections so the briefing was cancelled. We still don't know what the likely decision is; a rumour that we were going to be tied in Swindon has been circulating.

However, it is likely that the existing council, and councillors, will continue in office until April 2028

- **Planning System**

The system that supports the planning processes in SODC is being replaced, so as a result there are no Planning Committee meetings in April. I was pleased to learn that the planning appeal in respect of an application for 25 houses in Shiplake that was refused by the Planning Committee against officers' recommendation, has also been refused. It is heartening when the Planning committee is vindicated

APPENDIX 3 – COUNTY COUNCILLOR'S REPORT – Cllr Maggie Filipova-Rivers

1. Flood Resilience Grants

Oxfordshire County Council is offering a new round of community flood resilience grants, with up to £25,000 available for local groups to deliver small-scale projects that reduce flooding risks. Now in its third year, the scheme supports parish and town councils, flood groups and partnerships to tackle issues like surface water, groundwater and ordinary watercourses, with applications open for Expressions of Interest until 4 May for projects in 2026–27. The programme builds on strong demand and impact in previous years, over £500,000 was awarded to nearly 40 schemes last year, and reflects the growing need for local action as flooding becomes more frequent and severe due to climate change.

For more information: <https://news.oxfordshire.gov.uk/more-grants-on-offer-to-help-communities-tackle-flooding/>

Groups wishing to apply have until 4 May to register their expression of interest by emailing floodmanagement@oxfordshire.gov.uk

2. Cost of Living Support Programme announced

I'm pleased to share that Oxfordshire County Council is launching a new three-year cost of living support programme, subject to cabinet approval, providing around £5.12 million each year to help residents with food, energy, household essentials and financial advice. This replaces previous short-term schemes with a more stable, targeted approach, combining immediate crisis support, such as vouchers and essential items through the Residents Support Scheme, with longer-term help including debt advice, benefits support and budgeting. The programme will also continue funding for families through holiday food and activity schemes, as well as community initiatives like food larders and fridges, with additional support for vulnerable groups, ensuring help is there for those who need it most, both now and in the longer term.

Find out more about help available for rising living costs by visiting the council's website: <https://www.oxfordshire.gov.uk/council/help-rising-living-costs>

3. Councillor Priority Fund

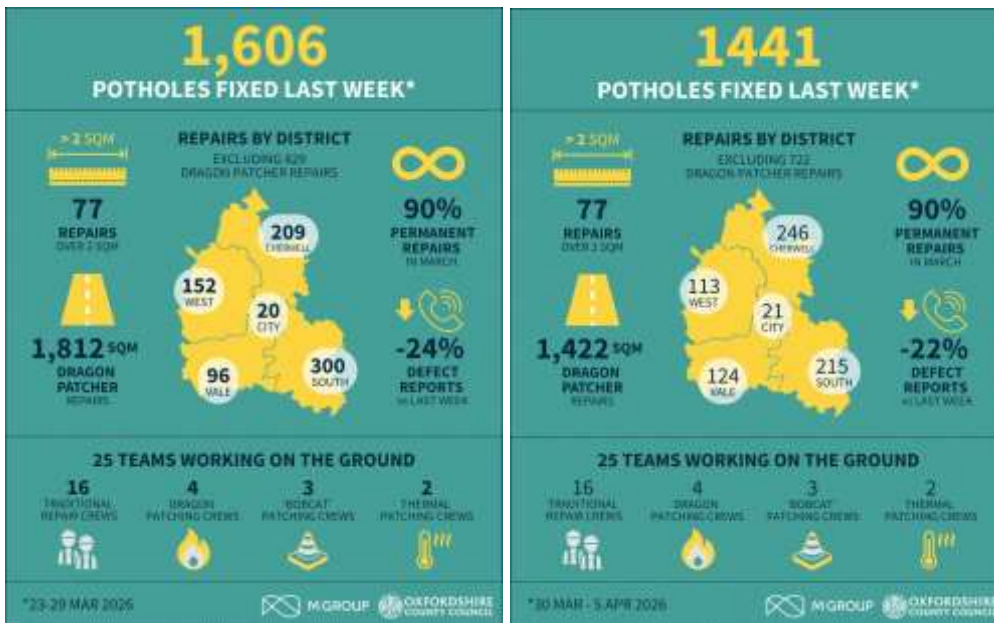
I still have some funding available through the Oxfordshire County Council Councillor Priority Fund, which supports local projects that make a real difference in our communities. This funding can be used for a wide range of initiatives—from improving community spaces and supporting local groups to small infrastructure or safety projects, and each councillor has a dedicated budget to allocate locally. If your organisation or community group has an idea that would benefit residents, please do get in touch with me directly to discuss your project and how we can support an application.

For more information: <https://www.oxfordshire.gov.uk/residents/communities/councillor-priority-fund>

4. Pothole Update

As you'll be aware, we continue to face ongoing challenges due to the number of potholes that have appeared on the network. Recently I have seen some of the worst ones being done on the A4074, Elevendon lane, Reading Road in Goring, and have been pushing for Mill Lane in Mapledurham. I have done quite a bit of FMS reporting myself and escalated existing reports. Please don't hesitate to escalate reports with me using the FMS reference.

You will have seen there are now weekly reports shared by OCC that are being shared on social media. It does show that the backlog will take time unfortunately.



I have also had complaints regarding the quality of pothole repairs. I am pushing for increased inspection capacity but please do let me know if there are any particular ones you would like me to look at.

In the meantime I would like to see much more preventative work being done so that we don't not end up where were over the winter. I can see that there are two surface inlay schemes for my division, one in Whitchrch and one for Woodcote, which you can view here:

https://oxfordshire.highway-iams.uk/Live/PBLC_ANON/PIP/?cg=scheme

5. Volunteers Needed: Become a Flood Warden

Oxfordshire County Council is expanding its Flood Warden Scheme countywide and is looking for volunteers to help communities better understand and manage local flood risks. Following successful pilots in Witney, Ascott-under-Wychwood, Abingdon and Sunningwell, the scheme is now open across Oxfordshire.

Flood wardens act as the “eyes and ears” of their communities, reporting blocked drains and ditches, helping develop local flood plans, and raising awareness to reduce flood risk. There is no minimum time commitment, and full training and support are provided. Volunteers can be individuals, parish councillors, or existing community resilience volunteers.

If you're interested in helping protect your local area, you can read more and sign up here: [Flood Wardens - Oxfordshire Flood Toolkit](#)

6. Update on proposed Changes to the Fire and Rescue Service

Following the recent consultation on the future of Oxfordshire Fire and Rescue Service, I welcome the updated direction being taken. One of the most important points to highlight is the vital role of on-call firefighters. These are people from our own communities who step forward to serve, often alongside full-time jobs and family commitments. Their contribution is essential, and strengthening recruitment and support for on-call crews must remain a central priority if we are to maintain effective local cover.

I had concerns about the original proposals, particularly where they raised the prospect of losing valued local fire stations. However, it is important to recognise when decision-makers have listened. The response from residents has been strong and consistent: local fire stations matter. They are not just operational assets, but part of the fabric of our communities. It is encouraging to see that Oxfordshire County Council has taken those views seriously, with no closures now being recommended and a renewed focus on recruitment and community engagement at Eynsham, Henley and Woodstock.

There is also positive news in the decision to withdraw the proposal affecting Thame, and to pause further plans where more work and engagement are needed. That shows a willingness to take a measured and evidence-based approach.

Of course, challenges remain, particularly around daytime cover, response times, and long-term resilience. Continued engagement with staff, representative bodies such as the Fire Brigades Union, and local communities will be key to getting this right.

Overall, this feels like a constructive step forward. It reflects both the strength of local feeling and the importance of listening to it. I hope we now see strong backing for recruitment efforts, especially for on-call firefighters, so that we can build a more resilient and effective fire service for the future.

Further details, including how to apply to become an on-call firefighter, are available on Oxfordshire County Council's website: <https://www.oxfordshire.gov.uk/.../on-call-firefighters> Please do share widely!

7. Goring to Wallingford Greenway

Over the last couple of months I have been in conversations with Cristchurch, one of the landowners who would have to be onboard in order to allow a continuous off road greenway between Goring and Wallingford. These without-prejudice conversations culminated in a multi-stakeholder on site visit where we were counseled by OCC technical officers, myself as councillor, a rep for GPC, one of Freddie Van Mierlo MP's team, along with the two landowners. It was clear to me that there is unanimous support from all involved to work together to make something happen, and a lot rests on what are the feasible options which would allow the landowners to work around existing and future uses of their land.

Engagement from community members on this has been overwhelmingly positive and I do look forward to further conversations on the 2-3 options that have the potential to work.

8. Update on parking near the Miller of Mansfield in Goring

I've been working with officers at Oxfordshire County Council to clarify the situation. While current rules mean double yellow lines apply to both the road and pavement, I'm pleased that a wider parking review for Goring is now scheduled for this financial year which will include a public consultation. In the meantime, we've agreed a pragmatic interim approach where enforcement will focus on keeping the carriageway clear, while avoiding the 'parking' spaces in question.

9. Hazel and Jeffrey's Depot and Chip Store, Woodcote potential breach of conditions

I have been working with a resident on several issues concerning the operation of the site. One of them has to do with hours of operation and the second that the chip store is being used by off road bikes which carries of safety concern. According to the original planning application there appears to be a condition on vehicular movements and one on noise. My understanding is that some of those are likely to have been breached, subject to evidence. I am following up via community safety on the Health and Safety point as well. I will also have a conversation with OCC as this is one of their contractors.

10. Update on Gully Cleanig

Officially, a full sweep of Oxfordshire's gullies has been completed. In practice, some have been missed – either because of parked cars, because they are not marked on county records, or because of simple error. If gullies in your village have been missed, please let me know and I will chase this up. If it's just one or two in the village, the easiest way to do this is to report it on Fix My Street and send me the enquiry number – if it's the whole village then don't feel the need to do this, just let me know and I'll chase it!

As a result of the regular cleans OCC have discovered that in some areas there are damaged or collapsed drains. A budget has been allocated for such works and I am aware of one such in Goring and in South Stoke, but there will be more.

11. Update on illegal Flags around the county

Although illegal attachments to lamp posts have not been a major issue in the division, they have been elsewhere. The group responsible for this are known as 'raise the Colours' and have well documented links to far-right groups such as the EDL.

OCC have now issued Oxfordshire County Council has issued a Cease and Desist order to Raise the Colours Oxfordshire to prohibit the placing of flags on highways property such as lamp-posts following repeated abuse of members of the public, blocking the highway, and threats against council staff. A man from Birmingham has since been arrested and has been barred from coming to the county.

APPENDIX 4 – Whitchurch on Thames – advertising policy, as adopted at Item 11.

The Whitchurch on Thames Parish Council policy for advertisements in the village is as follows:

Anyone wish to place an advertisement in the village needs to be aware of the boundaries of the Conservation Area (CA). The Whitchurch on Thames CA Appraisal can be found here:

[Whitchurch-on-Thames-Conservation-Area-Appraisal.pdf](#)

Certain categories of advertisement which have 'deemed consent' under the Town and Country Planning (Control of Advertisements) Regulations 2007 are restricted within conservation areas. If you looking to install an dvertisement within a conservation area please contact SODC's Planning team first.

Please note that these regulations apply to the following - posters and notices, placards and boards, fascia signs and projecting signs, pole signs and canopy signs, models and devices, advance signs and directional signs, estate agents' boards, captive balloon advertising (not balloons in flight), flag advertisements and price markers and price displays, traffic signs and town and village name-signs.

Class 3(D) of these regulations permits temporary notices or signs which are intended to advertise any local event being held for charitable purposes, which may be religious, educational, cultural, political, social or recreational, but not for any commercial purpose. This permission would include an advertisement for: a church bazaar a fete for a parent-teacher association a sponsored marathon in aid of charity an amateur sports event, but not any sporting event organised for commercial purposes. The advertisement permitted by Class 3(D) must not exceed 0.6 of a square metre.

- The village offers notice boards on the High Street and Manor Road for advertising events in the area and you may use these boards if you notice falls under Class 3(D) as described above.
- The small notice board on the Village Hall is intended for events taking place in the Village Hall and notices must fall under Class 3(D)

Furthermore, advertisements permitted by Class 3 must not: have any letters, figures, symbols or similar features of the design over 0.75 of a metre in height, or 0.3 of a metre in height if they are in any Area of Special Control; have the highest part of the advertisement at more than 4.6 metres above ground-level, or 3.6 metres in any Area of Special Control (except for estate agents' boards, in Class 3(A), advertising a sale or letting of premises situated in a building above these specified height limits); or be illuminated in any circumstances. If a Class 3 advertisement relates to a sale or event, it must not be displayed more than 28 days before the sale or event begins and must be removed within 14 days after it ends.

- Any advertisements not following these policies will be removed.

Outside of the CA the following standard conditions of The Town and Country Planning (Control of Advertisements) Regulations 2007 apply. All outdoor advertisements must comply with five 'standard conditions. They must:

1. be kept clean and tidy,
2. be kept in a safe condition,
3. have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land)
4. not obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs,
5. or otherwise make hazardous the use of these types of transport
6. be removed carefully where so required by the planning authority.

Please also be aware that flyposting can result in a prosecution and a substantial fine. Fly-posting is the unauthorized display of posters, stickers, or signs on public or private property without the owner's permission, It is a criminal offence under the Town and Country Planning Act 1990, with fines up to £2,500 and Fixed Penalty Notices of £75–£500. This includes lamp posts and buildings/infrastructure belonging to utility companies.

In addition to this the Parish Council would also like to request that the following is noted. in addition to being potentially unlawfully, fly posting on trees can be detrimental in the following ways.

1. Damage to Trees: Nailing, stapling, or screwing advertisements into trees creates wounds that allow infections and diseases to enter, threatening the tree's health.
2. Growth Obstruction: Wires, plastic ties, or tape wrapped around trunks can become embedded as the tree grows, damaging the bark and cutting off the flow of water and nutrients, sometimes leading to the death of the tree.
3. Weight Issues: Hanging heavy banners can break branches and cause structural stress.

Useful links - The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

[Outdoor advertisements and signs: a guide for advertisers - untitled](#)