

NORTH LINCOLNSHIRE COUNCIL

CABINET MEMBER POLICY & RESOURCES

CARRYING PAID FOR ADVERTISING

1. OBJECT AND KEY POINTS IN THIS REPORT

1.1 To consolidate and approve the Council position relating to carrying paid for advertising.

2. BACKGROUND INFORMATION

2.1 A scrutiny review on paid for advertising took place in 2009. That review determined that paid for advertising should not be carried by North Lincolnshire Council Website but that the position relating to other forms of advertising continue to be reviewed.

2.2 Since that time the council have incrementally began to carry paid for advertising, most notably on roundabouts and car parking tickets.

2.3 This report and the attached appendix seek to formalise the council position relating to advertisements.

3. OPTIONS FOR CONSIDERATION

3.1 Implement the attached advertising policy.

3.2 Do not implement the policy.

3.3 Amend the policy.

4. ANALYSIS OF OPTIONS

4.1 In implementing the attached policy Appendix 1, cabinet member resolves several discrepancies relating to carrying paid for advertising. Cabinet member opens up a new commercial income stream to the council.

4.2 If the attached policy is not approved the existing adhoc approach to carrying paid for advertising will remain. The opportunity to generate

commercial income from council assets is lost and the council risk carrying advertising of a controversial nature.

4.3 For cabinet member to advise.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 A new income stream is opened enabling some publications to be self sustaining. Notably North Lincs News Direct is delivered to 84,000 properties in North Lincolnshire. It is felt that this would be a key publication for advertisers.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 Not applicable.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 Both Regeneration and Legal services have been consulted with no adverse comments received.

8. RECOMMENDATIONS

8.1 Cabinet member approves the attached policy.

8.2 Cabinet member commissions the Head of Communications to investigate commissioning an advertising agency to promote and sell adverts on behalf of the council.

8.3 Cabinet member instructs officers to set appropriate fees and charges.

DIRECTOR OF POLICY & RESOURCES

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SCUNTHORPE
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Date: 15 July 2013

Background Papers used in the preparation of this report - APPENDIX 1.

Commercial advertising and sponsorship policy

Introduction

This policy sets our guidance and standards on the type of advertising and sponsorship that will be accepted by the council. This includes advertisements which appear in our publications, on our website, intranet and other physical sites (including but not limited to notice boards, billboards, vehicles, buildings etc).

This policy is aimed at providing positive advice to employees and prospective advertisers on what is and what is not acceptable forms of advertising for the council without being too prescriptive or detailed.

It is not an exhaustive list and takes as its start point that all advertising falls within the rules and guidelines laid out by the Advertising Standards Agency (ASA) and upholds the rules laid out in the British Codes of Advertising and Sales Promotion and the Code of Recommended Practice on Local Authority Publicity.

The basic principles of the codes are that advertisements should be:-

- Legal, decent, honest and truthful
- Created with a sense of responsibility to consumers and society
- In line with the principles of fair competition generally accepted in business and that:
 - The codes are applied in the spirit as well as the letter
 - A full copy of the codes is available on the ASA website

We **will not** accept advertising of a racial, religious or political nature, any advertising, which may be, construed as offering services of a sexual nature, gambling organisations, manufacturers of tobacco or alcohol products. Neither will we permit advertising, which we may consider reasonably objectionable.

Advertising definition

For the purposes of this policy, advertising is defined as: *“an agreement between North Lincolnshire Council and a commercial organisation, where we received payment for advertisements that promote the sale of commercial products or services”*

Sponsorship definition

For the purposes of this policy, sponsorship is defined as: *“an agreement between North Lincolnshire Council and the sponsor, where we receive either money or benefit in kind for an event, campaign, or initiative from an organisation or individual which in turn gains publicity or other benefits”*.

Principles

We will actively seek opportunities to work with both local and national organisations by identifying advertising and sponsorship opportunities of mutual benefit and which are in keeping with our strategic priorities and vision.

We welcome all opportunities to work in such partnerships. We will not, however, put ourselves in a position where it might be said that such a partnership has or might have or may be thought to have:

- influenced the council or its officers in carrying out its statutory functions in order to gain favourable terms from the council in any business or other agreement
- aligned the council with any organisation which conducts itself in a manner which conflicts with our vision and priorities

We reserve the right to decline advertisements or sponsorship from any organisation or individual or in respect of particular products which we, in our sole discretion consider inappropriate.

We will agree with the organisation the nature and content of the publicity and will retain the right to approve all advertising material.

We have a strong corporate identity and advertising and sponsorship materials must not detract from this.

To ensure that sponsorship arrangements are transparent and not open to misinterpretation of preferential treatment by suppliers we will at all times comply with our contract and procedure rules and may, in accordance with these procedures advertise a sponsorship opportunity to potential sponsors.

Disclaimer notice

Acceptance of advertising or sponsorship does not imply endorsement of products and services by North Lincolnshire Council. In order to make this clear all council publications which include advertising or sponsorship should carry the following disclaimer:

“Whilst every effort has been made to ensure the accuracy of advertisements or sponsorship contained in this publication, North Lincolnshire Council cannot accept any liability for errors and omissions. We will not accept any responsibility for claims made by advertisers and their inclusion in (name publication) and this should not be taken as an endorsement by North Lincolnshire Council.

Advertisers and sponsors will be required to sign to accept that it is not permitted to:

- duplicate content from North Lincolnshire Council’s website except where copyright licence has been obtained
- use any of the council’s trademarks without prior written consent

- infringe on any third party intellectual property rights
- create a link on any council website content in a way which would make it seem it is another organisations website
- imply that the council is endorsing products or services without express permission from North Lincolnshire Council

Procedure

1. In order to ensure a consistent approach, all sources of potential advertising will be considered on an individual basis by a small panel made up of:
 - a. Head of Communications
 - b. Director of Policy and Resources
 - c. Cabinet member Policy and Resources
2. The Head of Communications or appropriate deputy will see and approve all advertising copy before any council publication goes to press or any advertisement is displayed in any part of the council. Once approved advertising copy must be checked and signed off.
3. The layout, content and placement of any advertising features or supplements will be approved by the Head of Communications
4. In all circumstances the Head of Communications retains the right to reject any advertisement or editorial related to advertisements.
5. All contracts for corporate sponsorship will be managed centrally through the procurement team to ensure that the best terms are negotiated, that standing orders/financial instruments are not breached and to ensure continuity.
6. Where directorates are approached directly for sponsorship and advertising purposes or where they are holding events linked to a particular company or product, these principles still apply.

Advertising Opportunities

Opportunities
Leaflets and flyers
Posters
Staff payslips

Event spaces in council venues
Banners on lamp posts
Billboards
Roundabouts and green spaces
North Lincolnshire boundary signs
Advertisements on street furniture
Advertisements in council publications
Advertisements on council website
Advertisements on car park tickets
Christmas lights
Event sponsorship <ul style="list-style-type: none">• Christmas light switch on• Scunthorpe half marathon• Good dog day• Food fayres• Farmers markets
Filming and location