

## **Decision under Delegated Powers**

### **Officer Requesting Decision (if necessary)**

Improvement and Organisational Development Manager

### **Officer Making the Decision**

Head of Strategic Support

### **Recommendation**

That the Corporate Advertising and Sponsorship Policy be approved.

### **Reason**

The Corporate Advertising and Sponsorship Policy sets out guidance on the type of advertisements which appear in our publications, on our web site, our intranet and other physical sites. Therefore it is important that we can provide this policy to our advertising partner to ensure that when they secure advertisements they are following this guidance.

### **Authority for Decision**

Authorisation for this decision, is delegated to the Head of Strategic Support (item 37 on p3-48 of the Constitution) to manage the Council's external communications and apply the Council's Corporate Identity Guidelines.

### **Decision and Date**

Approved.

## Background

Following a tendering process, Socius Ltd, of Ashby, won the contract to sell advertising space on Council assets. The contract went live on April 1, 2012 and Socius focused on selling the advertising space within the newly re-launched Charnwood News. They are now in the process of selling space to advertisers on our assets.

A number of reputational safeguards were built-in to the contract to prevent inappropriate or offensive material being included in any advert appearing on our assets. The Corporate Advertising and Sponsorship Policy July and a process of advert approvals by SMT provide the basis for those safeguards within the Council.

The advertising and sponsorship policy aims to provide guidance on the type of advertisements which appear in our publications, on our web site, our intranet and other physical sites (including but not limited to: CBC noticeboards / hoardings / printed materials / vehicles etc.).

## Financial Implications

None

## Risk Management

No specific risks have been identified.

Risk Identified	Likelihood	Impact	Risk Management Actions Planned
None identified			

Key Decision:

No

Background Papers:

Corporate Advertising and Sponsorship  
Policy July 2012  
SMT advert approval process July 2012

# Charnwood Borough Council Corporate Advertising and Sponsorship Policy

July 18, 2012

## 1.0 Advertising policy

1.1 The objective of this policy is to produce guidance on the type of advertisements which appear in our publications, on our web site, our intranet and other physical sites (including but not limited to: CBC noticeboards / hoardings / printed materials / vehicles etc.)

1.2 The policy is aimed at providing positive advice to Charnwood Borough Council employees and prospective advertisers on what are and what are not acceptable forms of advertising for the Council, without being too prescriptive or detailed.

1.3 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 Authority** (ASA) [www.asa.org.uk](http://www.asa.org.uk) and upholds the rules laid out in the **British Codes of Advertising and Sales Promotion** [www.asa.org.uk/asa/codes/cap\\_code](http://www.asa.org.uk/asa/codes/cap_code) and the **Code of Recommended practice on Local Authority publicity** [www.communities.gov.uk/publications/localgovernment/coderecommended](http://www.communities.gov.uk/publications/localgovernment/coderecommended)

1.4 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 to 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

The Council **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.

1.5 Neither will the Council permit advertising which it may reasonably consider objectionable.

All advertisements will strictly adhere to the British Code of Advertising Standards Authority or any code of advertising practice that may supersede the same, and all advertising must work within Charnwood Borough Council's existing contracts.

1.6 Website advertising - our advertising policy applies to website advertising. You may not copy or duplicate content from Charnwood Borough Council's website ([www.charnwood.gov.uk](http://www.charnwood.gov.uk)).

You must comply with the terms of use for our website:  
<http://www.charnwood.gov.uk/pages/termsfuse>

You may not use any of the Council's trademarks without prior written consent. You should also ensure that you do not infringe any third party intellectual property rights.

Do not create a link to any of Charnwood Borough Council's website content in a way which would make it seem it is your own website.

You must not imply that Charnwood Borough Council is endorsing your website, your products or services without express permission from Charnwood Borough Council.

1.7 Where services or advertisers are unsure or in doubt about the policy, please consult Charnwood Borough Council's Communications Team on 01509 634705 or email [communications@charnwood.gov.uk](mailto:communications@charnwood.gov.uk)

1.8 Internal noticeboard advertising: As part of the Council's corporate advertising and sponsorship contract, noticeboards at Council sites will be used for the sale of advertising.

To ensure there are no commercial conflicts, the Communications Team will have responsibility for ANY content displayed on noticeboards.

Staff who wish to use noticeboards for displaying posters, leaflets, sponsorship forms, or any other form of communication or advertising must first seek permission from the Communications Team.

## **2.0 Disclaimer notice**

2.1 Acceptance of advertising or sponsorship does not imply endorsement of products and services by Charnwood Borough Council. In order to make this clear all Charnwood Borough 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, Charnwood Borough 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 of publication) and this should not be taken as an endorsement by Charnwood Borough Council.'

## **Sponsorship policy**

### **3.0 Sponsorship policy**

This policy sets out the Council's definition of 'sponsorship' and the terms upon which sponsorship may be both sought and accepted by us.

#### **4.0 Definition**

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

#### **5.0 Objectives**

- To ensure that our position and reputation are adequately protected in sponsorship agreements

- To ensure that we adopt a consistent and professional approach towards sponsorship
- To ensure best value is obtained and provided in sponsorship arrangements – including any arrangements made where we receive either money or a benefit in kind
- To protect members and individual officers from allegations of inappropriate dealings or
- relationships with sponsors

## 6.0 General principles

6.1 The Council and its advertising contractor will actively seek opportunities to work with both local and national organisations by identifying sponsorship opportunities of mutual benefit and which are in keeping with the Council's strategic priorities and core values. ([www.charnwood.gov.uk/pages/corporate\\_plan](http://www.charnwood.gov.uk/pages/corporate_plan))

6.2 The Council welcomes all opportunities to work in such partnerships. The Council will not, however, put itself 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 values

6.3 The Council will not, therefore, be able to entertain agreements for sponsorship which is in direct conflict with the Council's advertising policy.

6.4 The Council retains the right to decline sponsorship from any organisation or individual or in respect of particular products which the Council, in its sole discretion, considers inappropriate.

6.5 The Council will agree with the sponsor the nature and content of the publicity and will retain the right to approve all advertising material.

6.6 The Council's code of conduct for officers in relation to sponsorship must be adhered to:

[http://www.charnwood.gov.uk/files/documents/officers\\_code\\_of\\_conduct/33%20OFFICERS%27%20CODE%20OF%20CONDUCT.pdf](http://www.charnwood.gov.uk/files/documents/officers_code_of_conduct/33%20OFFICERS%27%20CODE%20OF%20CONDUCT.pdf)

6.7 The Council has a strong corporate identity and materials must not detract from this.

<http://info/C9/Communications%20%20Consultation/Document%20Library/Corp%20ID%20and%20Logo's/Corporate%20ID%20Guidelines%202012%20-%20PDF%20Final%20version.pdf> (internal link only)

## 7.0 Procedures

7.1 Before seeking sponsorship, Council officers must consider this policy document and follow the guidelines provided. All sponsorship bids should be approved by the Head of Service, Strategic Director and appropriate Cabinet member.

7.2 Sponsorship agreements must be referred to Legal Services for review prior to signing. It is recommended that all potential sponsors are referred to this policy.

Before agreeing to any sponsorship opportunity all financial costs must be identified including the sponsorship equivalent value of any sponsorship in kind.

*Policy prepared by Mike Underwood  
Communications Officer  
July 18, 2012*