

Committee:	Executive	Agenda Item No.:	7
Date:	3rd February 2014	Status	Open
Category	1. Key decision included in Forward Plan 2. Decision within the functions of Executive		
Subject:	Advertising and Sponsorship Policy		
Report by:	Assistant Director – Strategy and Performance		
Other Officers Involved	Communication Team (NEDDC and BDC) Directors/ Assistant Directors		
Director	Chief Executive		
Relevant Portfolio Holder	Leader		

## **RELEVANT CORPORATE AIMS**

STRATEGIC ORGANISATIONAL DEVELOPMENT – Continually improving our organisation.

The Revenue Strategy is contributing to the programme of efficiencies outlined in the Corporate Plan aim of ‘continually improving our organisation’.

### **TARGETS**

The Revenue Strategy is a recent development and is not listed as a target within the Corporate Plan.

### **VALUE FOR MONEY**

The Revenue Strategy identifies opportunities to bring additional income into the Council. The policy sets out the framework for additional income generation.

## **THE REPORT**

Bolsover District Council and North East Derbyshire District Council have developed a joint Revenue Strategy which identifies opportunities to bring additional income into the two Councils. The Revenue Strategy was approved by the North East Derbyshire District Council Cabinet on 5 June 2013 and by Bolsover District Council Executive on 10 June 2013. The strategy agreed the development of an Advertising and Sponsorship Policy for both Councils.

Following consultation with officers, members (including Scrutiny) and partners a joint Advertising and Sponsorship Policy has been drafted (Appendix 1). This has

recently been considered by the Strategic Alliance Joint Committee and is presented to Executive for final approval.

The purpose of the policy is to provide guidance to officers and members on advertising and sponsorship activities which are acceptable whilst also providing clarity to potential clients and terms under which such business will be undertaken. The policy also lists prohibited products and services which would create either competition for our own services or a conflict of interest.

An Equalities Impact Assessment (EIA) has been undertaken upon the Revenue Strategy and the implications of the policy.

### **IMPLICATIONS**

Financial: None

Legal: The policy has taken into consideration the relevant legislation and regulations.

Human Resources: None

### **RECOMMENDATION(S)**

That Executive approves the Joint Advertising and Sponsorship Policy.

### **REASON FOR DECISION TO BE GIVEN IN ACCORDANCE WITH THE CONSTITUTION**

The policy be approved in line with the requirements of the Revenue Strategy previously agreed by Executive on 10 June 2103.

ATTACHMENTS: Yes

FILE REFERENCE: Advertising and Sponsorship Policy

SOURCE DOCUMENT: S&P.JF.



# Advertising and Sponsorship Policy

(January 2014)

## CONTROL SHEET FOR Advertising and Sponsorship Policy

<b>Policy Details</b>	<b>Comments / Confirmation (To be updated as the document progresses)</b>
Policy title	Advertising and Sponsorship Policy
Current status	Final Draft
Policy author	Joint Assistant Director Customer Service and Improvement
Location of policy	
Member route for approval	Strategic Alliance Joint Committee Scrutiny BDC, Executive NEDDC, Cabinet
Cabinet Member	BDC - Councillor A Tomlinson NEDDC - Councillor N Foster
Equality Impact Assessment approval date	Completed December 2013
Partnership involvement (if applicable)	N/A
Final policy approval route	BDC, Executive NEDDC, Cabinet
Date policy approved	January 2014
Date policy due for review	3 year from approval date
Date policy forwarded to Strategy	tbc

and Performance (to include on Intranet and Internet if applicable to the public)	
---	--

## **Contents**

- 1. Introduction**
- 2. Scope**
- 3. Principles**
- 4. Statement**
  - 4.1 Definitions
  - 4.2 General principles
  - 4.3 Prohibited products, services and advertisers
  - 4.4 Competition and conflict of interests
  - 4.5 Content of advertisements and sponsorship
  - 4.6 Co-ordination and approval
  - 4.7 Cookies and privacy
  - 4.8 Disclaimer notices
  - 4.8 Policy review
- 5. Responsibility for implementation**
- 6. Glossary of terms**

## **1. Introduction**

- 1.1** Bolsover District Council and North East Derbyshire District Council (the Councils) have developed a joint Revenue Strategy which identifies opportunities to bring additional income into the two councils. The Revenue Strategy was approved by the North East Derbyshire District Council Cabinet on 5 June 2013 and by the Bolsover District Council Executive on 10 June 2013.
- 1.2** The Revenue Strategy recognises a range of possible income generation streams, including unlocking potential revenue from external advertising and sponsorship.
- 1.3** The strategy also acknowledges that whilst informal advertising policies are in place within North East Derbyshire District Council covering, for example, 'the NEWS' magazine and council website, a corporate advertising and sponsorship policy which is applicable to all appropriate channels within both organisations is needed.

## **2. Scope**

- 2.1** This policy will apply to all paid-for advertising and sponsorship on all channels (both external and internal) in all services across the Councils including the Bolsover North East Derbyshire LEADER Approach (see 2.5 below for instances that are out of scope).
- 2.2** The policy sets out our definitions of 'advertising' and 'sponsorship', and the terms upon which advertising and sponsorship opportunities will be sought and accepted.
- 2.3** The policy will be published via the Councils' intranets and public facing websites.
- 2.4** The policy will apply to the corporate advertising and sponsorship media pack.
- 2.5** The policy will not apply to advertising and sponsorship at the following partnerships/partner organisations: BCN Building Control Consultancy, Bolsover Community Safety Partnership, Bolsover Local Strategic Partnership, North East Derbyshire Community Safety Partnership or Rykneld Homes Ltd.
- 2.6** Microsites and websites provided by the Councils for voluntary organisations, community groups and parish councils do not fall under the scope of this policy.

### **3. Principles**

- 3.1** The purpose of this policy is to provide guidance to officers and members on advertising and sponsorship activities at the Councils which are deemed acceptable in order to implement the joint Revenue Strategy.
- 3.2** The policy also provides clarity to potential clients regarding the forms of advertising and sponsorship that will be accepted, and the terms under which such business will be undertaken.



## **4. Statement**

### **4.1 Definitions**

The Councils define 'advertising' as "the activity of drawing public attention to a product, service or business by paid announcements on hoardings/notice boards or in printed, broadcast or electronic media". This does not include promotion of events or services on behalf of stakeholders or partner organisation, unless they are paid for as part of a commercial contract.

The Councils define "sponsorship" as "a contractual agreement between Bolsover District Council or North East Derbyshire District Council and the sponsor where the Council receives a payment or an in-kind benefit for a campaign or activity which in turn provides commercial benefit for the sponsor".

### **4.2 General principles**

Our principles are to:

- seek to maximise revenue and permit advertising and sponsorship wherever possible and appropriate
- give priority to local businesses in the Bolsover and North East Derbyshire districts wherever possible and appropriate
- only enter into advertising and sponsorship agreements where they do not conflict with Bolsover and North East Derbyshire District Councils' own policies and priorities and do not fall into the list of prohibited products, services and advertisers (see 4.3 below).

Advertising or sponsorship agreements should not be regarded by an organisation as a means of gaining favourable terms from the Councils or their partners.

### **4.3 Prohibited products, services and advertisers**

The Councils will not accept advertising or sponsorship from any organisation which directly promotes:

- Alcohol
- Gambling
- Pornography, adult content or messages of a sexual nature
- Religion
- Tobacco
- Weaponry
- High cost lending or payday loans
- No win no fee claims

In addition the Councils will not accept advertisements or sponsorships that promote E-Cigarettes or 'health' products which are currently un-regulated.

The Councils will not accept any advertisement or sponsorship from political organisations, or content that is political in nature, or which connects us with any political party, trade union, religious organisation or pressure group.

#### **4.4 Competition and conflict of interests**

The Councils will not accept any advertising or sponsorship for services that are in competition with council run services e.g. building control, leisure, pest control or waste services. The Council will also not accept advertising or sponsorship from commercial companies whose sole purpose is to encourage tenants to take up the Right to Buy option.

The Councils will take advice and consider carefully whether to accept advertising or sponsorship from an organisation that is:

- in the process of a planning application with either authority,
- in the process of a tender application with either authority,
- in conflict with residents over a planned development in either district,
- in dispute with the Councils for any reason (legal/financial etc.), or
- where association with the organisation may compromise the work or reputation of the Councils or their partners.

Council officers must declare in advance if they have any personal interests, involvements or conflicts with any potential advertisers/sponsors, and if so they will not be involved in the consideration of that advertisement/sponsorship for approval.

Council members must declare any commercial interests in their Declaration of Disclosable Pecuniary and Other Interests which are held on public record.

#### **4.5 Content of advertisements and sponsorship**

All advertisements must comply with Advertising Standards Authority advertising codes. The codes include general rules that state advertising must be responsible, must not mislead, or offend and specific rules that cover advertising to children and ads for specific sectors like alcohol, gambling, motoring, health and financial products.

The codes can be found at: [www.cap.org.uk/Advertising-Codes.aspx](http://www.cap.org.uk/Advertising-Codes.aspx)

The Councils will not allow adverts that contain complete or partial nudity, or that appear to promote illegal or 'inappropriate' behaviour or lifestyles, and will carefully consider 'humorous' adverts in order to ensure that they will not cause offence.

Advertisements and sponsorship must meet equality legislation and the Councils' equality and diversity policies which are published on their websites.

#### **4.6 Co-ordination and approval**

The Councils will publicise advertising and sponsorship opportunities on their websites and will provide corporate advertising and sponsorship media packs for interested parties.

The Joint Assistant Director – Strategy and Performance will authorise the acceptance of adverts and sponsorship on behalf of the Councils, in liaison with other senior officers as appropriate.

All adverts will be considered carefully before being accepted and the Councils reserve the right to approve all advertising and sponsorship material.

The Councils also retain the right to decline any advertisement or sponsorship which is deemed to be inappropriate.

The format and layout of advertisements may be limited by the media chosen and may be restricted by the policies of our partner organisations e.g. the size of roundabout signs is governed by Derbyshire County Council Highways policies.

In order to maintain impartiality the Councils may not allow advertising in certain 'sensitive' areas of their websites, intranets, publications and public areas. The Councils will ensure that no one company advertises excessively in any of their advertising channels.

#### **4.7 Cookies and privacy**

The Councils do not make use of tracking cookies via their website or intranet software in order to target specific advertising at users.

However, third party tools (such as Google Ad Sense) may employ tracking cookies and this is outside the Council's control.

To mitigate this situation the Councils will publish cookie statements on their websites advising users how to adjust their privacy settings and block cookies within their internet browsers if they so wish.

#### **4.8 Disclaimer notices**

Acceptance of advertising or sponsorship does not imply endorsement by the Councils. In order to make this clear, the Councils' websites, intranets and publications should carry a form of disclaimer (example below).

'While every effort has been made to ensure the accuracy of advertisements, Bolsover District Council/North East Derbyshire District Council does not accept any liability for errors or omissions. The Council does not accept

responsibility for claims made in advertisements and their inclusion should not be taken as an endorsement’.

Any advertisement or sponsorship accepted by the Councils must not breach any contract, or infringe or violate any copyright, trademark or any other personal or proprietary right of any person, or render the Councils liable to prosecution or civil proceedings. The advertiser/sponsor must fully and effectually indemnify the Councils from and against all claims, costs or demands arising from the advertiser’s/sponsor’s copy.

#### **4.8 Policy review**

This policy will be reviewed every three years.

### **5. Responsibility for Implementation**

This is a corporate policy which will be co-ordinated by the Joint Assistant Director – Customer Service and Improvement.

### **6. Glossary of terms**

Advertiser – company or individual that enters into a contract for paid-for advertising with either council through any of its advertising channels.

Cookies - small files placed on a computer's hard drive that help websites to analyse web traffic or recognise a computer when the user visits a particular page or site.

Electronic media – content which is displayed online either internally or externally, e.g. on either council’s public facing website, intranet or social media site such as Facebook, Twitter, YouTube etc. or on any other website, third party system or web based platform to which either council is affiliated.

‘In Touch’ magazine - a periodical printed publication produced by Bolsover District Council, which is delivered to all households across the district.

In kind benefit - the use of goods or services as payment instead of cash, for example replacement staff uniforms in exchange for company name embroidered on them.

Publications – any printed material produced by either council such as ‘In Touch’ and ‘the NEWS’ magazines, newsletters, flyers, posters or leaflets.

Sponsor – company or individual that enters into a sponsorship contract with the Councils through paid-for or in-kind remuneration.

‘the NEWS’ magazine – a periodical printed publication produced by North East Derbyshire District Council, which is delivered to all households across the district.