

Third Party Advertising Policy

Appendix 4

Wiltshire Council policy for generating income through third party advertising and sponsorship

The purpose of the policy is to set out the terms upon which advertising and sponsorship may be secured.

The council is committed to developing appropriate advertising and sponsorship opportunities to support its core activities and generate new and additional income. It will encourage commercial relationships which do not conflict with the delivery of the council's vision, priorities and values.

The policy aims to provide guidance on what is, and is not, acceptable advertising and sponsorship for the council.

The policy relates to advertising opportunities related to the council's assets, channels, services, events and other activities, for which it is responsible.

Advertising is defined as...

An agreement between the council and the advertiser, whereby Wiltshire Council receives money from a business, organisation or individual in consideration of which the advertiser gains publicity in the form of an advertisement.

All adverts must adhere to the codes of conduct laid down by the Advertising Standards Authority and must not conflict with the council's vision and priorities. All adverts must meet the national advertising standards code (CAP code) applied by the Advertising Standards Authority (ASA). The code covers taste and decency in the depiction of religion, race, gender, alcohol and products aimed at children. Advertising will also be subject to the Code of Practice on Local Government Publicity and the requirements of the Financial Services Authority.

The policy is not an exhaustive list.

Advertisements **must be:**

- legal, decent, honest and truthful
- not bring advertising into disrepute, in addition must not bring the council into disrepute
- must conform to the code
- must respect the principles of fair competition
- must be created with a sense of responsibility to consumers and society

Most products and services may be promoted on the council's assets and channels if the advertisements meet the criteria outlined above. However, the council has agreed some specific categories of products and services which are prohibited as defined below:

Advertisements **will not** be accepted if they are:

- inappropriate or objectionable

- may result in the council being subject to prosecution
- promote gambling
- promote payday loans and money lending
- promote, or refer to, tobacco or similar products
- charity appeals
- promote the misuse of alcohol or promote the use of alcohol to children
- inappropriate for children, for example violent films, pornography, adult entertainment
- appear to influence support for a political party/candidate
- appears to promote racial or sexual discrimination, or discrimination on the basis of disability, faith, gender or age
- are the subject of a complaint to the Advertising Standards Authority and upheld by the ASA as a legitimate complaint.

The above list is not exhaustive, and the council retains the right to refuse advertising on the grounds that, in the council's opinion, it is inappropriate, or it conflicts with services already provided by the organisation. Wiltshire Council reserves the right to remove advertising without reference to the advertiser.

Sponsorship is defined as...

An agreement between the council and the sponsor, where the council receives either money, or a benefit in kind, for an event, campaign or initiative from a business, organisation or individual which in turn gains publicity or other agreed benefits.

The policy aims to:

- maximise opportunities to attract commercial sponsorship for appropriate events, campaigns or initiatives
- ensure Wiltshire Council's position and reputation is protected
- ensure an appropriate return is generated from sponsorship agreements
- ensure a consistent and professional approach is adopted for the development of sponsorship agreements
- protect elected councillors and officers from potential allegations of inappropriate dealings or showing alleged favouritism to sponsors.

The council will welcome all opportunities to work with sponsors where such arrangements support its core values. However, it will not enter into a sponsorship agreement if, in the reasonable opinion of the council, the agreement:

- may be perceived as potentially influencing the council, or its officers in the course of carrying out statutory functions, in order to gain favourable terms from the council for any business or other agreement
- aligns the council with any organisation or individual which conflicts with Wiltshire Council's values and priorities.

The council **will not** enter into sponsorship agreements with:

- organisations that do not comply with the council's Advertising Policy or the Advertising Standards Authority (ASA) code of practice
- organisations that are in financial or legal conflict with the council
- organisations with a political purpose, including pressure groups and trade unions
- organisations that demonstrate and/or support racial or sexual prejudice or discrimination on the basis of disability, faith or gender.
- The list above is not exhaustive and the council retains the right to decline sponsorship from any business, organisation or individual, or in respect of particular products which the council in its sole discretion considers inappropriate.
- Wiltshire Council will agree with the sponsor the type and content of the projected publicity generated by the sponsorship opportunity such as press launches, press releases, photo opportunities, interviews. The council retains the right to approve all advertising materials prior to public release. No materials will be released without the council's sign off.
- Wiltshire Council has a strong corporate brand identity and all materials relating to sponsorship agreements must comply with its branding requirements and most not be in conflict with the council's brand or compromise it in any way.

Procedures

Before agreeing to accept any advertising or sponsorship, the policy guidelines must be adhered to.

All potential advertisers and sponsors will be referred to the policy for information and guidance.

Advertising and sponsorship agreements will be referred to Legal Services for review, as appropriate.

Disclaimer

Acceptance of advertising or sponsorship does not imply endorsement of products and services by Wiltshire Council.

All advertising carried on any of the council's assets and channels including the website, print, digital screens, vehicles, publications, billboards (interior and exterior) or other media, will carry the following disclaimer:

'Every effort has been made to ensure the accuracy of the content of the advertisements displayed here. Wiltshire Council cannot accept any liability for errors or omissions contained in any advertisements provided by an advertiser.'

Wiltshire Council does not accept any liability for any information or claims made by the advertisement or by the advertisers. Wiltshire Council does not support or endorse any company or organization advertising on its website or in its premises. The council

is not responsible for the quality or reliability of the product or services offered within any advertisement. The council would never knowingly run an advertisement that is misleading, offensive, untrue or fraudulent.