

Havant Borough Council Advertising Policy

March 2018

This document outlines the terms and conditions for advertising with Havant Borough Council (HBC). Advertising in this context includes printed materials (for example posters, flyers, Serving You magazine,) and online (websites, social media, the intranet, weekly emails and other e-newsletters). This policy can also be used to conjunction with sponsorship (for example on roundabouts).

1: Our principles regarding advertising

HBC will generally accept most advertising from most businesses and will actively try to secure adverts.

However, advertising with HBC does not infer endorsement.

2: Restricted and prohibited advertising

HBC will **not** consider advertising that includes:

Topics
Tobacco or tobacco related products, including e-cigarettes and 'vaping'
Alcohol
Religion
Showing weaponry and/or violence, or inciting hatred
Nudity or overtly sexual tone
Advertising demeaning (or otherwise discriminating against) to protected characteristics as defined by the Equality Act 2010
Racially provocative content
Any political or lobbying content
Content that disadvantages current or former armed service personnel, their families or veterans
Content that could cause offence
Unsustainable borrowing, e.g. payday loans
Political organisations (or lobbying or campaigning groups – these could be groups which are local or temporary in nature and may be centred on a particular planning decision or a national or international campaign).

This list is **not** definitive, and HBC retains the sole and non-negotiable right to refuse advertising at any time.

On an ad-hoc basis, HBC reserves the right to check advertisers against third party data - for example Trading Standards – to ensure services advertised meet the standard required by HBC. HBC may check that the organisation does not have an outstanding debt with the authority before an order is placed.

During times of heightened political sensitivity, e.g. in the p re-election period, the location of adverts will be carefully considered.

3: Style and content of advertising

HBC expects all advertising placed to fall within the guidelines of the Advertising Standards Authority (ASA), specifically the *UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing* – otherwise known as the Committee of Advertising Practice (CAP) Code. It is the advertiser's responsibility to be aware of the code as well as Consumer Protection and Unfair Trading Regulations and any changes/updates to them.

All advertising must also adhere to the latest Code of Recommended Practice on Local Authority Publicity currently available here

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/5670/1878324.pdf

Advertising content must be legal, decent, honest and truthful, and be prepared with a sense of responsibility to consumers and to society as a whole.

HBC is open to a variety of styles in submitted advertising, but will not consider content that:

- Violates the *topics* outlined in section 2 above
- Uses the council's logo without consent in writing from the Communications at HBC
- Does not clearly state who the advertiser is
- Is not clearly identifiable as an advertisement
- Infers a connection with an organisation/s that does not exist
- Is not suitable for family viewing
- Presents unsubstantiated statements as fact

We retain the right to decline advertising from any source in respect of particular products or content which HBC, at our sole discretion, considers inappropriate. HBC will agree with those advertising in advance the nature and content of the publicity and will retain the right to approve all advertising material.

Acceptance of any advertisement does not represent endorsement of any organisation, product or offer by HBC, or that the council is responsible for the advertiser's quality and reliability.

All advertisers will be required to sign an advertising agreement which reflects the terms stated in this policy before any advertising commences.

The council accepts no liability for any loss or damage arising out of or in connection to any external advertisement placed. As part of the booking agreement, all advertisers must indemnify HBC against any claims, damages, losses etc. arising out of any advertising placed.

In addition, HBC accepts no responsibility for advertisements not placed due to deadlines missed (or specifications not met) by the advertiser. There will be a HBC approval process in which the service manager will have the final say.

4: Advertising rates

Advertising rates are set by HBC with regard to current market conditions.

Introductory or discounted rates may apply but will be offered fairly to all advertisers.

The advertising rates will be reviewed on a regular basis, and will be adjusted when and where applicable to maximise income for the council and the residents it supports. This will not affect any booking agreements made **prior** to changes.

5: Unexpected circumstances

HBC reserves the right to withdraw advertising *with no guarantee of refund* at any time to meet the demands of unexpected circumstances. This includes – for example -

- *Force majeure* (i.e. major environmental events)
- Periods of heightened sensitivity and/or developments following the installation of advertising (i.e. an external event deems previously acceptable advertising as in bad taste).

Advertisers would be informed of such circumstances at the earliest available opportunity.

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