



## Advertising and sponsorship policy

Borough of Poole welcomes the opportunity to publicise information that is likely to be of interest to residents and is proper and lawful through its various communication channels. This policy provides guidelines for the acceptance of all forms of advertising, both print and electronic. This includes, though not exclusively, our main and associated websites, intranet, corporate and service publications, main highways, bridges, public buildings, gateways, roundabouts and lighting columns, highway and roundabout signage, flowerbeds, vehicles, etc.

### The principles

The policy assumes that all advertising presented complies with the rules and guidelines laid down by the Advertising Standards Authority and the British Codes of Advertising, Sales Promotion and Direct Marketing. The basic principles of the codes are that advertisements should be:

- legal, decent, honest and truthful
- prepared with a sense of responsibility to consumers and society
- in line with generally accepted standards of fair competition in business
- reflect the spirit as well as the letter of the codes

Borough of Poole will not enter into sponsorship and advertising agreements with any business which is in legal or financial conflict with the Council, or which connects the Council with any political party or pressure group, or which contravenes its policy aims.

Sponsorship and advertising agreements must not be regarded as a means of gaining favourable terms with Borough of Poole in any other business agreements. A sponsorship and advertising agreement in no way implies approval or endorsement of the sponsor's products and or services.

### General approach

We are keen to maximise revenue from advertising, and so rather than define specific permitted advertising, work on the basis that advertising is considered unless it conflicts with below. Borough of Poole will retain final approval of any potential advertisers, their artwork and copy. A maximum level of advertising will be set for each channel and intrusive advertising will be avoided.

Prohibited products, services and advertisers – advertising should not promote any of the following:

- Adult services i.e. sexually orientated products or services
- Alcoholic drinks or fast food
- Cosmetic surgery
- Gambling
- Loans or speculative financial products
- Weapons, violence or anti-social behaviour of any description
- Artificial weight control e.g. weight loss pills



We will not accept advertising that:

- conflicts with the cores values or policies of the council in any way
- affects public support for a political party, a person identified with such a party, or a point of view/question of political controversy
- associates us with organisations in financial or legal conflict with the council
- discriminates on the grounds of race, colour, national origin, religion, sexual orientation or disability
- does not comply with our external links policy

The Council shall reserve the right to terminate any contract or arrangement it may have entered into with an advertiser, where that advertiser has suffered a reputational loss due to its conduct, where that conduct is inconsistent with the Council's aims and objectives.

## Style and content

The council retains an open mind to different styles of advertising, though as a public sector body we are unable to consider advertising of a sexual nature, which features an overtly sexual tone, innuendo or a subtext that may cause offence, partial or complete nudity or which appears to promote illegal or inappropriate behaviour, mocking nature, which makes fun of particular groups of people and/or types of behaviour or situations.

We will take all reasonable efforts to ensure that only advertisements suitable for 'family viewing' appear through council channels.

## Contact

All advertising and sponsorship requests should be directed in the first instance to Borough of Poole's Marketing & Design team as per contact details below:

- 01202 633293