

Advertising and Sponsorship Policy

January 2025

Serving people, Improving lives

1. Introduction

Gedling Borough Council has a number of assets that could carry advertisements in order to promote its own services and support national partner campaigns that aim to improve the lives of local residents. These assets also provide the opportunity for local businesses to raise awareness of their products and services in a cost effective and targeted manner, encouraging residents to support local business.

As part of Gedling Borough Council's (the Council) commercialisation strategy it will seek income via advertising and sponsorship opportunities, to support its core activities. In order to do this the Council will look to build commercial relationships with partners and private companies, which do not conflict with the delivery of its strategic priorities.

The advertising and sponsorship policy details the measures that will provide a framework for how the Council seeks and accepts advertising and sponsorship from third parties. The policy aims to protect the Council's brand and reputation by creating a unified approach to advertising and sponsorship across all service areas.

The policy relates to advertising and sponsorship opportunities across the Council's assets including, but not limited to, services, publications and events.

2. Scope

This policy outlines the general principles which will help the Council to manage the advertising and sponsorship process.

The policy will apply to all paid for and contra advertising and sponsorship across the Council's assets and service areas both internally and externally.

The policy sets out the definitions of advertising and sponsorship and the terms upon which they will be sought and accepted.

The policy will also provide guidance on suitable advertisers and sponsors.

3. Advertising

Advertising is defined as:

"An agreement between Gedling Borough Council and the advertiser, whereby the Council receives money or benefit in kind from an organisation or individual in exchange for publicity in the form of an advertisement in Council controlled media".

Any advertisement accepted for display in Council owned media, as a starting point, must:

- adhere to the guidelines set out by the Advertising Standards Agency – www.asa.org.uk
- be in line with the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing - www.cap.org.uk

- follow the Code of recommended practice on Local Authority publicity
<https://www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity>.
- Comply with the Consumer Protection from Unfair Trading Regulations 2008

This is not an exhaustive list, and in addition advertisements must not conflict with the Council's values and priorities and must comply with all relevant legislation in relation to advertising.

4. Sponsorship

Sponsorship is defined as:

"An agreement between Gedling Borough Council and the sponsor, where the Council receives either money or a benefit in kind for an event, campaign or initiative from an organisation which gains publicity or other benefits by its association".

Sponsorship implies a deeper connection between the sponsor and Council than normal advertising. It is therefore important that careful consideration is given before sponsorship is offered or accepted by the Council. Potential sponsors must be assessed for their suitability. The following criteria act as a guide:

- Will the sponsorship be detrimental to the Council's own commercial activity?
- Will the sponsorship be detrimental to the Council's messages?
- Will the sponsorship conflict with the Council's values or priorities?
- Is the potential sponsor's business activity relevant to the event or activity being sponsored?
- Is it reasonable to assume there would be no objections from the public or local business community to the sponsorship?

5. Unacceptable Advertising and Sponsorship

Advertising and sponsorship will not be accepted if it's considered to be in conflict with the strategic priorities of the Council. Advertising and sponsorship will not be accepted if it is considered to cause widespread offence or controversy or bring the reputation of the Council into disrepute. Therefore, artwork as well as the product/service being advertised must be considered.

Each advertising and sponsorship opportunity must be considered in relation to its own circumstances. However, as a guide, the following is considered to be unsuitable as a sponsor/advertiser:

- Support or promotion of a political party or candidate
- Discriminates against people based on protected characteristics
- Payday loans or financial products with high interest rates
- Tobacco or other smoking paraphernalia including vaping equipment
- Gambling products/services or associated activities

- Lobby groups
- Support or opposition to controversial, sensitive or divisive subjects
- Alcohol or illegal drugs
- Products that encourage an unhealthy lifestyle
- Products/services that are inappropriate for a general audience i.e. feature violence, weapons, sexually suggestive themes or adult content
- Promotion of high carbon products (including airlines and airports, fossil fuel companies and cars)
- Any content that infringes copyright, patent rights or trademarks
- Any content that is likely to expose the council to a claim of disrepute

5. Other considerations

Purchasing advertising or sponsorship must not be viewed as a way to gain favour or financial or other benefits from the Council or any of its service areas.

6. Procedure

Advertising and sponsorship opportunities will be published on the Council's Business Hub and within the council's Business e-newsletter. A brochure detailing all of the Council's advertising and sponsorship opportunities will be available, upon request, to interested companies.

The Advertising and Sponsorship Policy will be considered before any advertising or sponsorship opportunity is sought or accepted. Cases that are not covered by the policy must initially be sent to Service Area Manager for consideration.

Coordination of advertising and sponsorship agreements across the Council will be the responsibility of the Marketing and Sales Manager.

The Council reserves the right to approve all advertising and sponsorship artwork prior to acceptance and to decline any advertising it considers to be inappropriate, in conflict with or detrimental to its strategic priorities.

All sponsorships must be approved by the relevant Director.

All those wishing to utilise the Council's advertising and sponsorship opportunities must comply with the Council's terms and conditions for advertising and sponsorship.

7. Fees

Fees will be charged in accordance with the approved Fees and Charges.

8. Disclaimer

Acceptance of any advertisement or sponsorship does not imply any endorsement of any particular product or service and the Council accepts no liability for any loss or damage arising out of or in connection with any advertisement or sponsorship agreement.

The Council reserves the right to refuse to place any advert or accept any sponsorship.

The Council also reserves the right to withdraw any advert or any sponsorship at any time which is not in accordance with this policy or the terms and conditions of advertising and sponsorship.