

STICKNEY PARISH COUNCIL

Advertising Policy

In relation to advertising in the Stickney News, produced ten months of the year by Stickney Parish Council

Purpose of policy

Stickney Parish Council has a policy on advertising in order to:

1. Provide a robust framework and control measures for advertising in support of income generation
2. To ensure the Council maximises opportunities and income and secures best value for money
3. In terms of advertising content, we will ensure there is no conflict with Council priorities, values or services.
4. Ensure compliance with legislation, advertising industry codes and other relevant Council policies
5. To protect members from allegations of inappropriate dealings or relationships with advertisers

Guiding principles

When working with an advertiser any agreement supports the Council's strategic vision, constitution and equality and diversity policies.

1. The Council will take all possible steps to prevent situations where it could be construed that an advertiser has:
 - a. Influenced Council members in carrying out their roles, and decision-making
 - b. Received preferential treatment or can make any undue gain from or as a result of an advertising arrangement
 - c. Has values, practices or policies which would, by association, undermine the Council or bring it into disrepute
 - d. The Council will uphold the Code of Recommended Practice on Local Authority Publicity and abides by national guidance published by the Advertising Standards Agency.
 - e. All adverts are subject to approval before they are placed. The Council reserves the right to refuse to promote or to remove any individual advert, which, in its opinion, is considered inappropriate.
 - f. The Council will not accept advertising of a racial, religious or political nature, any advertising which may be construed as offering services of a sexual nature, gambling organisations, manufacturers of tobacco products, or fracking companies. Neither will the Council permit advertising which it may reasonably consider objectionable.
2. The promotion of any product or service is not an official endorsement or recommendation by the Council.

3. The Council is not responsible for the quality or reliability of the product or services offered within any advert and would never knowingly run an advert that is misleading, offensive, untrue or fraudulent.
4. During an election period, care will be taken to ensure political neutrality and decisions taken on the suitability of advertising and sponsorship will reflect that.
5. Potential advertisers who are currently applicants for planning or licensing
6. permissions or any other type of agreement or contract will not be considered.
7. Decisions made pursuant to this Policy will, when required by the Council's Constitution, be published on the Council's website with accompanying reports
8. In addition to the rules contained within this policy, all other rules and legislation pertaining to advertising will still apply.
9. This policy will be reviewed on year from its inception.

Advertising content:

Companies wishing to advertise with the Council must adhere to the guidelines set out below. Content must:

1. Be legal, decent, honest and truthful
2. Not bring the Council into disrepute
3. Be an appropriate subject for the Council to be associated with in the given circumstances
4. Conform to the British Code of Advertising, Sales Promotion and Direct Marketing
5. (www.asa.org.uk)
6. Respect the principles of fair competition

Quality Design Principles

Advertising material and signage will conform to good standards of design, in order to protect the reputation of the Council and the advertiser.

Adherence to Council Policy and Financial and Procurement Procedure Rules

All advertising deals will be subject to a signed agreement between the Council and the advertiser.