

## Barnsley Metropolitan Borough Council

**This matter is not a Key Decision within the Council's definition and has not been included in the relevant Forward Plan.**

### Report of the Executive Director of Core Services

## Advertising and Sponsorship Policy

### 1. Purpose of report

The purpose of this report is to gain approval of the updated advertising and sponsorship policy.

### 2. Recommendations

It's recommended that cabinet approves the updated advertising and sponsorship policy (appendix A) and agrees that this can be presented to Full Council for approval.

### 3. Introduction

3.1 We offer advertising and sponsorship opportunities to:

- provide a powerful marketing tool for local businesses and the local economy
- provide a communication and engagement channel for local public and third sector organisations
- channel national advertising campaign spends into the council which can then be re-invested.

3.2 All of our advertising and sponsorship opportunities are available to view on our [website](#).

There is currently a project team looking at this to see how we can make more and better use of advertising on our assets and sponsorship of our events.

### 4. Proposal and justification

It's proposed that we implement the updated advertising and sponsorship policy (Appendix 1).

4.1 This proposed advertising and sponsorship policy is intended to provide guidelines as to the type of advertising and sponsorship that may be permitted and the technical standards associated with their display. It means we can better regulate what can and cannot be advertised on our assets.

The policy enables us to make sure that any advertising or sponsorship doesn't conflict with our priorities, services or campaigns.

4.2 The policy gives our employees and elected members:

- clear guidance on our expectations of advertising on, or sponsorship of, council assets
- an approved list of prohibited products, services and advertisers that protects our services and upholds our values
- protection around the removal of advertising or sponsorship in unforeseen circumstances.

4.3 The Communications and Marketing service has carried out research into other local authority advertising and sponsorship policies to ensure that the proposed policy is comprehensive and reflects best practice.

4.3 If approved, the policy will be available to read on our [website](#). The Communications and Marketing service will provide a copy of the policy to any companies that manage advertising or sponsorship on our behalf, and it will be part of the contract for any future opportunities. The Communications and Marketing service will use it as a benchmark to approve any advertising requests on council assets.

4.4 The policy has been redrafted using plain and engaging language which makes the guidance easier to understand and use. It also includes hyperlinks to key policies and documents.

## **5. Consideration of alternative approaches**

5.1 The alternative approach is to continue working under the [existing advertising policy](#). This is not recommended, as the current policy focusses heavily on website advertising and doesn't cover the list of [assets advertised on our website](#). The current policy doesn't provide clear guidance on prohibited lists, nor does it set out our expectations for companies wanting to advertise on council assets or sponsor our events.

## **6. Implications for local people / customers**

No implications identified

## **7. Financial impacts**

7.1 Whilst there are no direct financial implications to updating the Advertising and Sponsorship policy, income is generated from the opportunities it provides. This is considered by the Council's Commercial Board.

## **8. Employee impacts**

8.1 The recommended advertising and sponsorship policy provides a clear benchmark for staff and elected members to approve any advertising or sponsorships requests regarding council assets.

## **9. IT impacts**

9.1 The proposed advertising and sponsorship policy includes information about website cookies and links to more information on our website about [cookies, information and privacy](#).

## **10. Communications activity**

- 10.1 If approved, the advertising and sponsorship policy will be communicated internally to all employees and elected members (both networked and non-networked). A section on the intranet will be created to give employees and elected members access to information and guidance on advertising.

The policy will be available on our website and will be distributed to companies who manage advertising or sponsorship on our behalf.

## **11. Promoting equality, diversity and social inclusion**

- 11.1 An essential addition to the proposed policy is a more robust position on what we consider acceptable areas of advertising or sponsorship on council assets. The proposed policy clearly outlines that the council will not allow any advertising which:

- features an overtly sexual tone, innuendo or a subtext that may offend, partial or complete nudity or which appears to promote illegal or inappropriate behaviour
- is of a mocking nature, which makes fun of particular groups of people, types of behaviour or situations
- disadvantages current or formerly armed service personnel, their families or veterans
- contains racial stereotypes, where the stereotyping begins causing offence, and with the potential to cause serious or widespread offence when referring to different races, cultures, nationalities or ethnic groups.
- is discriminatory on the grounds of:
  - Age
  - Disability
  - Gender reassignment
  - Marriage and civil partnership
  - Pregnancy and maternity
  - Race
  - Religion or belief
  - Sex
  - Sexual orientation

## **12. Consultations**

The following people have been consulted in the development of the policy:

- Communications and Marketing service
- Senior Management Team
- IT
- Equalities and Inclusion
- Legal services
- Public Health

## **13. List of appendices**

- Appendix 1 – Advertising and Sponsorship Policy

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Financial impacts / Consultation



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*(To be signed by senior financial services officer where no financial impacts)*