



Advertising Policy

Adopted on 19th March 2024.

1. Introduction

1.1 This policy sets out our definition of advertising and the terms upon which advertising may be both sought and accepted by Peacehaven Town Council.

1.2 Whilst protecting the visual amenity of the town and its values, Peacehaven Town Council will look to maximise advertising from the following:-

- Assets e.g. Planters, Advertising Boards.
- Events.
- Publications.
- Website.

1.3 As well as helping the Council to generate revenues, this will also provide opportunities for local businesses and other organisations to market their goods and services, thus contributing to the growth and well-being of the town and local area.

2. Definition

2.1 For the purposes of this policy, advertising is defined as: “an agreement between Peacehaven Town Council (the Council) and the advertiser, where the Council receives either money or a benefit in kind in return for the advertiser using Council-owned space or publication to promote themselves or a product.

3. Objectives

3.1 To ensure the Council maximises income through commercial advertising.

3.2 To ensure the Council adopts a fair, consistent and professional approach to advertising agreements.

3.3 To ensure the Council's position and reputation are sufficiently protected in advertising agreements.

3.4 To protect Officers from allegations of inappropriate dealings or relationship with advertisers.

4. General Principles

4.1 The Council will actively seek opportunities to work with both local and national organisations by identifying advertising opportunities which are of common benefit and in keeping with its vision and core values.

4.2 While the Council welcomes opportunities to work with partners, it will not put itself in a position where the partnership has, might have or may be thought to have:

- a) Influenced the Council in carrying out its statutory functions.
- b) Gained favourable terms with the Council in any business or other agreements.
- c) Aligned the Council with an organisation that conducts itself in a manner that conflicts with the Council's values.

4.3 The Council keeps an open mind to different styles of advertising, but will not accept advertising which contains the following content:

- a) Sexual nature, 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.
- b) Mocking nature, which makes fun of particular groups of people, types of behaviour or situations.

- c) Racial stereotype, where the stereotyping begins to cause offence, with the potential to cause serious or widespread offence when referring to different races, cultures, nationalities or ethnic groups.
- d) Discrimination on the grounds of: Age, Disability, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion or belief, Sex, Sexual orientation.
- e) Designs should not imitate official highways signage, which may confuse our residents.

4.4 The Council will not agree to advertising from the following:

- a) Religious organisations.
- b) Organisations in financial or legal conflict with the Council.
- c) Organisations with a party political purpose.
- d) Organisations associated with racial/sexual prejudice or discrimination on the basis of disability or any other type of discrimination (as at item 4.3(d)).
- e) Organisations involved in gambling or the production and sale of weaponry including firearms.
- f) Manufacturers of tobacco, vaping, alcohol or pornography etc.

4.5 The above lists in items 4.3 and 4.4 are not exhaustive, and the Council retains the right to decline advertising from any organisation or individual and/or in respect of particular products which the Council considers inappropriate.

4.6 The Council will at all times comply with its procurement policy and procedures and may, in accordance with those procedures, advertise an advertising opportunity to potential advertisers.

4.7 The Council will not consider advertising which:

- a) is against the Advertising Standards Authority's advertising code;
www.asa.org.uk
- b) does not uphold the rules laid out in the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code)
www.cap.org.uk/Advertising-Codes/Non-broadcast-HTML.aspx
- c) does not follow the Code of Recommended Practice on Local Authority publicity
www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity.

4.8 The Council also retains the right to remove advertising, with no refund due to the advertiser, should, during the period of advertising, the advertiser fall under one of the categories at items listed in items 4.3 or 4.4 or a similar situation deemed inappropriate.

4.9 The Council will agree with the advertiser the nature and content of the publicity and will retain the right to approve all advertising material.

4.10 Consideration for advertising will take the form of an opportunity for publicity, thus raising the profile of the advertiser within the town. The Council will agree with the advertiser the nature and content of the advertising and will retain the right to approve all publicity material.

4.11 The Council will accept advertising from Councillors and Officers, and organisations for which they work or are involved with. However, the Council's Code of Conduct will apply, and any individual involved will not take part in discussions or the decision making process for that advertisement.

5. Procedures

5.1 Before seeking advertising, Council Officers must:-

- a) Consider the Council's advertising policy document.
- b) Consider the Advertising Assets Specification and Request Form document.

5.2 The Council will maintain an advertising register. It will be the responsibility of the Officer responsible for the advertising agreement to enter the completed agreements on this register.

5.3 All advertising shall be considered and approved, where relevant, by the Town Clerk, or a Senior Officer.

5.4 The Council agrees the Advertising Assets Specification and Request Form document.

5.5 All potential advertisers will:-

- a) Adhere to this policy.
- b) Adhere to, and sign two copies of the Advertising Assets Specification and Request Form document, and return one of the signed copies to the Town Clerk at Peacehaven Town Council.

5.6 This policy will be reviewed at least every 3 years.

6. Conflict of Interest

6.1 Council Officers and Members are required to declare in advance if they have any personal interests, involvement or conflicts of interest and will take no part in the consideration of advertising with that particular organisation.

7. Disclaimer

7.1 Acceptance of advertising does not imply endorsement of products or services by the Council.

7.2 The Council provides no guarantee to the advertiser as to the success or otherwise of any publicity or other advertising opportunities. No refunds will be provided by the Council in these circumstances.

7.3 The Council reserves the right to withdraw advertising with no guarantee of a refund at any time to meet the demands of unforeseen circumstances. This includes:

- a) Force majeure (for example major environmental events or health pandemics)
- b) Periods of heightened sensitivity or developments following the installation of advertising (i.e. an external event converts previously acceptable advertising into advertising deemed to be in bad taste).

7.4 The Council will let advertisers know of such circumstances at the earliest available opportunity.