

South Somerset District Council Advertising Policy

Executive Portfolio Holder: Cllr Tim Carroll, Finance and Spatial Planning
Strategic Director: Mark Williams, Chief Executive
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1. Purpose of the Report

This report seeks to gain approval from members for the introduction of South Somerset District Council's Advertising Policy.

2. Forward Plan

This report appeared on the District Executive Forward Plan in February 2015.

3. Public Interest

An approved advertising policy allows South Somerset District Council to look at the types of advertisers looking to advertise with the authority and consider them against the policy to decide whether their proposed content will cause any offence to the public or whether the advertising conflicts with the core values or policies of the council in any way.

4. Recommendations

District Executive are asked to approve the new SSSDC Advertising Policy with immediate effect.

5. Background

Generating income through advertising across various platforms including in print and electronic is one of the opportunities identified within the corporate income generation programme being led by the Strategic Director for Operations & Customer Focus.

The need for a robust and sound policy to ensure advertising is appropriate was identified in the early stages. SSSDC is keen to maximise revenue from advertising and wherever possible will permit advertising and sponsorship on or via our assets.

6. Report

District Executive approval gives officers the opportunity to start working on generating income through advertising on various platforms.

Having an approved policy brings a number of advantages:

- a documented advertising approval procedure
- a policy laid down for advertisers to consider before submitting advertising that could potentially be rejected due to it being inappropriate or prohibited
- creates the opportunity to maximize income through advertising

The policy states a number of important issues, including why we have created the policy, what we consider to be appropriate advertising, what is considered inappropriate or prohibited advertising, what must be considered when considering the style and content of advertising and finally our approvals procedure for advertising.

Before any contracts are signed for website advertising and before advertising is sought for future publications and work wear, the advertising policy must be in place to ensure that SSDC protects the public against the potential for adverts to cause offence. In this regard adverts should not promote any of the following:

- Pornography, adult services or industries, or companies involved in sexual exploitation of adults or children
- alcoholic drinks
- gambling
- loans and speculative financial products
- tobacco and related products
- weapons, violence or anti-social behaviour of any description
- those that give undue publicity to inappropriate behaviour or lifestyles
- discrimination

The council will not accept advertising that conflicts with the core values or policies of the council in any way. We reserve the right to decide whether an issue is or is not contentious and if the advertising may or may not be displayed.

The policy and its Equality Impact Assessment were presented to the Equalities Steering Group on Tuesday 24th February and no concerns were raised.

7. Financial Implications

Should District Executive decide to approve the policy, officers can start looking at ways to generate income. There is already an agreement waiting to be signed with a company who will look for advertisers for the SSDC website on confirmation of an approved policy.

Should District Executive decide to refuse the policy, there is the potential that SSDC could miss out on an opportunity to commence advertising on the website straight away and therefore lose the opportunity to start generating income.

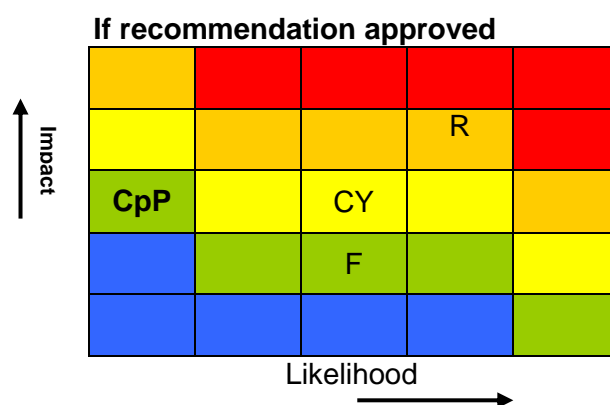
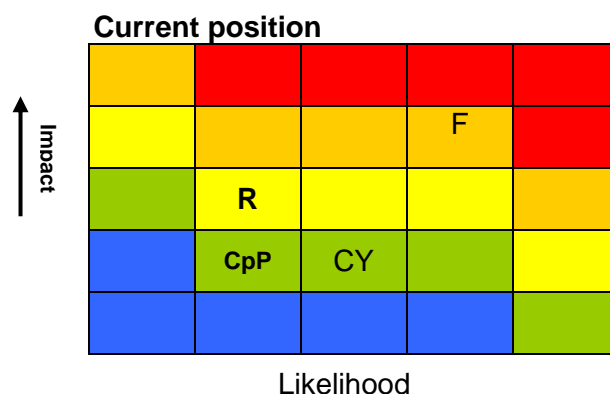
8. Risk Matrix

Advertising on any assets which are owned or managed by the council (for example: website, clothing, fleet, buildings or signage) needs careful consideration with regard to reputation, impact and risk.

Reputation is vital for a public organisation. Protecting our good reputation must be balanced against the financial benefits that may be derived from advertising. Officers have carefully considered these risks in evaluating each option.

Two risk profile boxes are provided below to show the risk impact now and the potential change if the report is approved. This illustrates how our financial risk may decline but risk to reputation may or will risk increases.

This matrix only identifies the risk associated with taking the decision as set out in the report as the recommendation(s). Should there be any proposal to amend the recommendation(s) by either members or officers at the meeting then the impact on the matrix and the risks it identifies must be considered prior to the vote on the recommendation(s) taking place.



Key

Categories	Colours (for further detail please refer to Risk management strategy)
R = Reputation	Red = High impact and high probability
CpP = Corporate Plan Priorities	Orange = Major impact and major probability
CP = Community Priorities	Yellow = Moderate impact and moderate probability
CY = Capacity	Green = Minor impact and minor probability
F = Financial	Blue = Insignificant impact and insignificant probability

9. Council Plan Implications

- We will continue our drive to minimise costs and make sure we give the best possible value for money by providing well managed, cost effective services that are valued by our residents.
- We want our services to be accessible to all our residents and visitors.

10. Carbon Emissions and Climate Change Implications

None

11. Equality and Diversity Implications

The Policy has been to Equalities Steering Group and an Equalities Impact Assessment has been completed.

12. Privacy Impact Assessment

No impact.

13. Background Papers

SSDC Advertising Policy (attached)