

Appendix 2

Advertising policy

This paper outlines the terms and conditions for advertising with Shropshire Council. Advertising in this context includes printed materials (posters, flyers, Partners magazine) and online (websites, social media).

1. Our principles regarding advertising

As a principle, Shropshire Council will accept advertising that:

- Does not conflict with the council's mission
- Does not infer endorsement by the Council, or bring the Council into disrepute
- Does not impede or conflict with Shropshire Council residents leading healthy, economically independent and safe lifestyles
- Shows respect and dignity to all parties.

2. Restricted and prohibited advertising

The Council will not consider advertising that includes:

- Tobacco or tobacco related products, including e-cigarettes and 'vaping'
- Alcohol
- Credit cards and payday loans
- Gambling
- Showing weaponry and/or violence, or inciting hatred
- Nudity
- Advertising demeaning (or otherwise discriminating against) to protected characteristics as defined by the [Equality Act 2010](#)
- Racially provocative content
- Any political or lobbying content
- Content that disadvantages current or former armed service personnel, their families or veterans
- Content that could cause offence
- Unsustainable borrowing.

Shropshire Council will also refuse advertising from organisations in conflict with council services or facing enforcement action from the council, until any conflict is resolved. This list is not definitive, and the council retains the sole and non-negotiable right to refuse advertising at any time.

On an ad-hoc basis, the council reserves the right to check advertisers against third party data - for example Trading Standards – to ensure services advertised meet the standard required by the council.

Shropshire Council may check that the organisation does not have an outstanding debt with the authority before an order is placed.

3. Style and content of advertising

Shropshire Council expects all advertising placed to fall within the guidelines of the Advertising Standards Authority (ASA), specifically the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing – otherwise known as the Committee of

Advertising Practice (CAP) Code. It is the advertiser's responsibility to be aware of the code, and any changes/updates to it.

Advertising content must be legal, decent, honest and truthful, and be prepared with a sense of responsibility to consumers and to society as a whole.

The Council is open to a variety of styles in submitted advertising, but will not consider content that:

- Violates the topics outlined in section 2 above
- Uses the Council's logo without consent in writing from the Service Manager for Marketing and Communications at the council
- Does not clearly state who the advertiser is
- Is not clearly identifiable as an advertisement
- Infers a connection with an organisation/s that does not exist
- Is not suitable for family viewing
- Presents unsubstantiated statements as fact

We retain the right to decline advertising from any source in respect of particular products or content which the council, at our sole discretion, consider inappropriate. The council will agree with those advertising in advance the nature and content of the publicity and will retain the right to approve all advertising material.

Acceptance of any advertisement does not represent endorsement of any organisation, product or offer by the council, or that the council is responsible for their quality and reliability. The council accepts no liability for any loss or damage arising out of or in connection to any external advertisement placed. As part of the booking agreement, all advertisers must indemnify the council against any claims, damages, losses etc. arising out of any advertising placed.

In addition, the council accepts no responsibility for advertisements not placed due to deadlines missed (or specifications not met) by the advertiser.

4. Advertising rates

Advertising rates are set by Shropshire Council with regard to current local market conditions. Fees charged to the advertiser will be included in the Council schedule of fees and charges

Introductory or discounted rates may apply but will be offered fairly to all advertisers. The advertising rates will be reviewed on a regular basis, and will be adjusted when and where applicable to maximise income for the council and the residents it supports. This will not affect any booking agreements made prior to changes.

5. Unexpected circumstances

The council reserves the right to withdraw advertising with no guarantee of refund at any time to meet the demands of unexpected circumstances.

This includes:

- Force majeure (i.e. major environmental events)
- Periods of heightened sensitivity and/or developments following the installation of advertising (i.e. an external event deems previously acceptable advertising as in bad taste).

Advertisers would be informed of such circumstances at the earliest available opportunity.