



# Kings Hill Parish Council

## Advertising Policy

Adopted 08/02/2017

### 1. Policy

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

### 2. Definition

- 2.1. For the purposes of this policy, advertising is defined as “an agreement between the Council and the advertiser to display information to promote the sale of commercial products or services for an agreed fee”.

### 3. Objectives

- 3.1. The objective of this policy is to produce guidance on the type of advertisements which appear in our publications and our display screens at the Community Centre and Sports Park.

### 4. General Principle

- 4.1. The policy is aimed at providing positive advice to prospective advertisers on what are and what are not acceptable forms of advertising for the Council, without being too prescriptive or detailed. It is not an exhaustive list and takes as its starting point that all advertising falls within the rules and guidelines laid out by the **Advertising Standards Authority** (ASA) ([www.asa.org.uk](http://www.asa.org.uk)) and upholds the rules laid out in the **British Codes of Advertising and Sales Promotion** [www.asa.org.uk/asa/codes/cap](http://www.asa.org.uk/asa/codes/cap) code and the Code of recommended practice on Local Authority publicity ([www.communities.gov.uk/publications/localgovernment/coderecommended](http://www.communities.gov.uk/publications/localgovernment/coderecommended)).
- 4.2. The basic principles of the codes are that advertisements should be:
  - 4.2.1. Legal, decent, honest and truthful.
  - 4.2.2. Created with a sense of responsibility to consumers and to society in line with the principles of fair competition generally accepted in business and that the codes are applied in the spirit as well as the letter. A full copy of the codes is available on the ASA website.
- 4.3. We will not accept advertising of a racial, religious or political nature or any advertising which may be construed as offering services of a sexual nature.
- 4.4. We will not accept advertisements from gambling organisations, manufacturers of tobacco or alcohol products.
- 4.5. We will not permit advertising which we may reasonably consider to be objectionable. All advertisements will strictly adhere to the British Code of Advertising Standards Authority or any code of advertising practice that may supersede the same.

- 4.6. The Council reserves the right to refuse any advertisement.
- 4.7. Where services or advertisers are unsure or in doubt about the policy, please consult the Parish Office on 01732 870 382 or email [clerk@kingshillparish.gov.uk](mailto:clerk@kingshillparish.gov.uk).

## **5. Procedures for Advertising on Display Screens**

- 5.1. All regular advertising opportunities for the Display Screens shall be approved by the Proper Officer in consultation with the **Communications Working Group** for the **price agreed annually by Full Council**.
- 5.2. No more than 3 advertisements shall be included in each presentation. Slots are available monthly and should be paid in advance.
- 5.3. The list price shall be agreed annually by Full Council.
- 5.4. All other advertising shall be approved by Full Council.

## **6. Disclaimer**

- 6.1. Acceptance of advertising does not imply endorsement of products or services by the Council
- 6.2. The Council provides no guarantee to the advertiser as to the success or otherwise of any publicity. No refunds will be provided by the Council in these circumstances.

## **7. Conflict of interest**

- 7.1. 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.