

# *Advertising Policy*

## Background

Rushmoor Borough Council is looking to increase revenue from its growing offer of advertising opportunities, particularly digital advertising.

The Council's approach is an open one and to approve adverts wherever possible. It recognises, however, that there are occasions when it will not be able to accept advertising because it considers it inappropriate or offensive. The purpose of this policy is to provide guidelines to advertisers on the type of advertising that the Council may permit.

## General principles

All adverts must meet the Advertising Standards Authority's current UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing, known as the CAP Code – available at: <http://www.cap.org.uk/Advertising-Codes/Non-Broadcast.aspx>

The CAP Code is enforced by the Advertising Standards Authority (ASA), which can take steps to remove or have amended, an advert that breaches the rules.

The CAP Code includes provisions that adverts must:

- Be legal, decent, honest and truthful
- Reflect the spirit as well as the letter of the Code
- Be prepared with a sense of responsibility to consumers and society
- Not bring advertising into disrepute
- Conform to the Code
- Respect the principles of fair competition

In addition, any advertising should not bring the Council into disrepute.

## Unacceptable products and services

The Council will not accept advertising that promotes any of the following:

- Tobacco
- Alcohol
- Gambling
- Pornography, advertising associated with 'adult industries'
- Advertising with an overtly sexual tone
- Weapons, dangerous products or materials (this does not preclude general advertising from the defence industry)
- Controlled drugs, legal highs and drug paraphernalia

- Political or lobbying campaigns or specific politicians and political organisations
- Anything that could lead to the prosecution of the Council

## Categories of advertising that the Council may refuse

The Council reserves the right not to accept certain types of advertising. These include:

- Advertising from legal or quasi-legal organisations limiting their services to one area of law, e.g. personal injury
- Advertising that offers credit, including payday loans
- Anything the Council considers unacceptable to its purpose or values
- Advertising that suggests that the Council endorses a product or service
- Advertising that relates to religions or religious beliefs
- Anything that has been the subject of a complaint to the ASA, which the ASA has upheld

This list is not exhaustive and the Council reserves the right to refuse any advertising that it considers inappropriate.

In addition, the Council may not accept the following types of advertisement in its residents' magazine, Arena, on Council buildings or in Council grounds:

- Advertising from organisations or businesses that offer services in competition with the Council or its contractors
- Advertising from other towns and shopping centres that could be considered to be in competition with Aldershot, Farnborough or North Camp

## Liability

The advertiser is responsible for ensuring compliance with all applicable laws and regulations in addition to Rushmoor Borough Council's advertising policy.

Publishing or displaying an advert should not be regarded as endorsement by the Council of any product or service. The Council accepts no responsibility for the quality or reliability of any product or service advertised.

The Council may amend these guidelines from time to time.

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