

Vale of Glamorgan Council – Advertising and Sponsorship Protocol

1. Document Purpose

- 1.1 To safeguard the reputation of the Vale of Glamorgan Council, its members, partners, and officers and to ensure protection for service users, a set of guidelines is required for the management of advertisements and sponsorship activities by the Council.
- 1.2 The Vale of Glamorgan's Advertising and Sponsorship protocol sets out the terms upon which advertising and sponsorship activities may be sought and accepted by the Council.
- 1.3 The Council has a commitment to seek and develop commercial advertising and sponsorship opportunities that support the strategic delivery of corporate objectives both directly and indirectly.
- 1.4 This protocol aims to advise Council members, partners, officers and prospective advertising and sponsorship partners on what are, and are not, acceptable forms of advertising and sponsorship for the Council. The protocol relates to current and prospective advertising and sponsorship opportunities connected to the Council's buildings, assets, and physical resources, and both new and existing products and services, including events.

2. Definitions

- 2.1 Advertising is an agreement between the Council and the advertiser, whereby the Council benefits (in the form of funds, resources or services) from the advertiser in exchange for publicity in the form of advertisement via one or more of the Council's buildings, assets, physical resources, products or services, including events.
- 2.2 Sponsorship is a relationship of mutual benefit between the Council and sponsor whereby the Council receives benefits (in the form of funds, resources or services) from the sponsor in exchange for a set of rights and association to one or more of the Council's buildings, assets, physical resources, products or services, including events.

3. Guiding Principles

3.1 Advertising Principles

The general principles that should be followed when placing an advertisement via the Council are:

- Advertisers must ensure that each advert complies with all relevant rules of law, regulations, or codes of practice. In particular the adverts must adhere to the codes of conduct laid down by the Advertising Standards Authority –

in both letter and spirit.

- The adverts must contain nothing which is in any way defamatory, obscene or illegal or which infringes copyright or any other intellectual property rights or other rights belonging to a third party or which if published or displayed would constitute a breach of contract or confidence or the publication or display of which is for any reason unlawful.
- All adverts must be lawful, accurate, decent, honest, and truthful and created with a sense of social responsibility.
- All adverts will be clearly labelled as such, and it should be noted the Council does not endorse any products or services advertised through any of its channels. The Council will not carry any advert that may detract from its brand or identity. Adverts may only use the Council's name or brand with written permission from the authorised person.
- Legal liability for the content of any advert placed in line with this Protocol will rest with the Advertiser and the Council will be indemnified by the Advertiser in respect of any claims.
- All advertisements and sponsorship arrangements must be in line with the Healthier Advertising policy agenda developed by the Cardiff and Vale Amplifying Prevention Board.

3.2 Sponsorship Principles

The general principles that should be followed when entering into a sponsorship arrangement with the Council are:

- The sponsorship income must be of relatively low enough value not to influence the Council's current or future dealings with that sponsor and the sponsor has the annual budget to provide this sponsorship.
- No sponsor will be preferred above another, except where there are defined classes of sponsor.
- Terms of publicity must be entered into by all parties involved to ensure probity.
- The Council will not carry advertisements or work with organisations where the company's products or services relate to/are:
 - For gambling services (excluding lotteries carried out for charitable purposes).
 - For Sexual Services (excluding counselling or health related services where written permission has been obtained).
 - For Pornographic services.
 - Of a religious nature.
 - Discriminatory on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race religion or belief/non-belief, sex, and sexual orientation.
 - Of a political nature.
 - Where the advertiser is currently undergoing (or expecting to do so imminently) a procurement process with the Council.

- Financial institutions, retailers, and any other loan advancers with punitive interest rates for short term lending.
- The Council will not carry advertisements for food and drink that is high in fat, salt, or sugar (HFSS).

3.3 The above list is not exhaustive, and the Council retains the right to refuse advertising or sponsorship on the grounds that, in the Council's opinion, it is inappropriate, or it conflicts with services already provided by the organisation or it could bring the Council into disrepute. The Council reserves the right to remove advertising or withdraw from sponsorship arrangements without reference to the partner company if the Council's reputation is brought into disrepute as a result of the actions of the advertiser/sponsoring organisation.

4. Procurement Guidance

- No advertising or sponsorship arrangement will influence any decision (including the award of contracts) of the Council or its officers or members.
- No requirement for advertising or sponsorship will be sought during any future procurement exercises.
- Any concerns relating to any perceived influence of decision making must be reported to the Head of Finance/Section 151 Officer the Head of Audit.

4.1 In addition to the above, advertisers and sponsors should confirm they meet the Council's standard on both ethical and equality policies.

5. Application of this protocol

5.1 In line with this protocol, prospective advertisers and sponsors wishing to enter into an agreement with the Council are offered the opportunity to promote their brand through advertising or sponsoring via a single channel or a 'package' arrangement encompassing a variety of Council assets, products and services to be coordinated by the Council's corporate communications team, in liaison with the relevant service area(s).

5.2 Additional guidance on determining which food and non-alcoholic drink advertisements are considered acceptable is given in the Vale of Glamorgan Council Food and Drink Advertising Approval Guidance.

6. Roles and Responsibilities

- 6.1 The Operational Manager – Corporate Communications is responsible for the day to day management of this protocol and its application to advertising campaigns and sponsorship arrangements that are offered to or sought by the Council.
- 6.2 In the Operational Manager – Corporate Communications' absence the responsibility outlined above will be carried out by their line manager.
- 6.3 In the event that any advertising or sponsorship campaign does not clearly fall within the guidance contained in this protocol, the Director of Corporate Resources will be consulted to reach a determination, liaising as required with the relevant service Director and the Council's Leader.
- 6.4 All sponsorship and advertising opportunities and subsequent contracts should be promoted, agreed, and awarded by the relevant Head of Service, liaising as required with the Council's Leader, Director of Corporate Resources and Section 151 Officer.
- 6.5 All Advertising and Sponsorship Agreements must be referred to Legal & Financial Services for review prior to agreement where the value exceeds £1,000 or where any queries relating to the potential appropriateness of the sponsoring/advertising company exist.
- 6.6 Where it is deemed appropriate to do so, reports to Cabinet on specific opportunities will be reported.
- 6.7 It is recommended that all potential advertising partners and sponsors are referred to this protocol.

7. Monitoring and Review

- 7.1 This protocol will be reviewed annually. Any significant changes will be reported to Cabinet for approval.