



North Tyneside Council

North Tyneside Council
Advertising and Sponsorship Protocol

1. The purpose of this protocol

This protocol is intended to provide guidance on any form of advertising and/or sponsorship which may be provided on Council owned property, in Council publications or at any Council event. This includes advertising and sponsorship connected with the Council's Cultural and Customer Services, on Billboards, roundabouts, street furniture and other Council property, on Council vehicles and in its printed and electronic media. It also provides guidance for sponsorship "in kind" arrangements. "In kind" refers to payment in the form of goods or services, rather than cash. This type of sponsorship may typically be in sports, arts, parks/outdoor services, entertainment and vehicles.

2. Advertising and Sponsorship Guidelines

2.1 North Tyneside Council's reputation is an important and valuable asset which must be protected when agreeing to any form of advertising or sponsorship. In addition, the Council has public responsibilities and accountabilities. It must also operate within the law at all times and within the Council's policies and guidelines.

2.2 Advertising or sponsorship must not compromise the Council's reputation, image or its ability to fulfil its functions, and therefore:

- The North Tyneside Council logo must not be used without specific permission; and
- Information given to any advertiser or sponsor by North Tyneside Council should remain confidential.

2.3 All advertising and/or sponsorship is covered by the Advertising Standards Authority guidelines¹ and therefore must be:

- Legal, decent, honest and truthful;
- Prepared with a sense of responsibility to consumers and to society;
- In line with the principles of fair competition generally accepted in business; and
- In line with the spirit as well as the letter of the Advertising Standards Authority guidelines.

2.4 Advertising and / or sponsorship entered into by the Council and/or via a third party must conform to the Advertising Standards Authority Guidelines and as such, should:

- Be consistent with the Council's objectives relating to equality, disability, race, sexism, ageism or sexual orientation;
- Adhere to the Advertising Standards Authority Code of Practice;
- Support Council policies and practices;
- Not be of a political nature;
- Not provoke an adverse reaction from the public or otherwise be likely to offend; and
- Not put North Tyneside Council's reputation at risk.

2.5 The Council will not endorse or accept advertising or sponsorship, from companies /organisations /groups who are associated with, or where the contents of the advert relate to, the following:

- Tobacco;

¹www.asa.org.uk

- Alcohol;
- Weaponry;
- Racism;
- Support of political parties (in accordance with section 2 of the Local Government Act 1986 which states that “a Local authority shall not publish any material which, in whole or in part, appears to be designed to affect public support for a political party’.);
- Lobby groups or religious groups;
- Of a sexual nature or whose content is likely to offend;
- Promotion of Councillors or staff or their immediate relations commercial activities or enterprises; and
- *Gambling.

*Advertising or sponsorship may be permitted from the National Lottery. The National Lottery is regulated by an Act of Parliament and benefits a large number of individuals and organisations through Lottery grants. However, the Council does not directly promote the Lottery or the purchase of Lottery tickets or cards. If any advertising is carried for the National Lottery, North Tyneside Council must not be referred to or included in the advertisement. Advertising for the National Lottery is not permitted around advertising content aimed at children under 16.

2.6 When identifying suitable opportunities for advertising or sponsorship, consideration should also be given to:

- The reputation of the advertiser/sponsor;
- Whether the company/advert/sponsorship in kind, supports the Council’s values and strategic objectives;
- Products or services being advertised or given in kind;
- The legality/decency of the company’s operations;
- The company approach and support for environmental issues; and
- Whether the company, advert or sponsorship in kind contravenes the spirit of Council equality and diversity policies.

2.7 Advertising or sponsorship will not be acceptable from any company, business, organisation or individual that is in financial or legal dispute with the Council and caution must be exercised when considering accepting advertising, sponsorship or sponsorship in kind where there is a:

- Planning application in progress;
- Tendering application to supply goods or services;
- Dispute or conflict with local residents over planned developments; and
- Conflict with the work of the Council and its partners.

2.8 North Tyneside Council will allow advertising for and sponsorship from most other services and /or products, including those which are similar to services / products delivered by the Council that are provided by private sector companies.

In addition to those organisations listed above which the Council will not accept advertising or sponsorship from, advertising/sponsorship or sponsorship in kind will not be acceptable if it:

- Promotes or endorses illegal or inappropriate behaviour or lifestyles;
- Is likely to cause offence on the grounds of race, religion, disability, sexual orientation, good taste or decency;

- Mocks, degrades or makes fun of specific people or groups of people;
- Is sexual in nature (including innuendo and partial or complete nudity); and
- Is likely to damage the reputation of North Tyneside Council or bring it into disrepute.

3. Behavioural targeting, cookies and privacy

The use of cookies or any other devices which collect, store or analyse detailed user behaviour on the Council website is not encouraged by the Council in order to tailor commercial advertising or sponsorship on the website, even if such data could not be linked to an individual. Where the Council is able to do so, such use will be prohibited. However, the Council may, if appropriate, wish to link its own services to that of advertisers or sponsors in order to recommend pages on the website that may be of interest.

The use of cookies or other technology which maintains a simple count of the number of times the advert has been shown to a visitor or which monitors website traffic is permitted with the caveat that the data is completely anonymous, not linked/combined in any other way with other data, can not be linked to an individual and is destroyed after one month.

4. Third party offers to Council staff

Offers will not be accepted from organisations who have solicited or received orders or engaged in private transactions with an employee or contractor of the Council for services and products. As soon as the Council becomes aware of any such activity the Council shall reserve the right to suspend any advertising or sponsorship.

5. Criteria for considering (and transferring) 3rd party offers to employees:

- Offers (discounts) should be of sufficient value to make it meaningful (10%-15%);
- Priority should be given to local (North Tyneside) and regional (North East) businesses;
- It should not incur any administrative duties or costs to the Council;
- It should not require the use of any Council infrastructure (for example, deliveries not allowed at Council buildings); and
- Any such offer will be accompanied by a disclaimer.

Offers posted on behalf of a third party should be carefully screened to minimise risk to employees. They should not be viewed as an endorsement of that business/activity by the Council and anyone taking up an offer does so at their own risk.

6. Conflict of Interest

North Tyneside Council would lose credibility if it were associated with businesses that do not fulfil their responsibilities under fair trading laws, who are in poor repute or conflict with the Council's priorities, policies and commitments. Therefore the Council will not accept sponsorship if it:

- Limits the Council's ability to carry out its functions fully and impartially;
- Restricts anyone's access to events, products or services;
- Is not consistent with the Council's equality policies to ensure equality of access to all groups in the community;
- Will solely benefit Council employees, Elected Members, their friends or family;
- Gives a sponsor influence over North Tyneside Council or access to restricted information; and

- Poses a conflict between the objectives and priorities of the Council and those of the sponsor.

7. Co-ordination and approval procedure

The Council retains the right to approve all sponsorship/ sponsorship in kind arrangements, and as such these arrangements may be required to be approved by the relevant Cabinet Member, Strategic Director, and / or Head of Service.