



Bournemouth Borough Council Web Advertising Governance Policy

Why do we have this policy?

Reason

- a) To support its statutory duty to promote the economic wellbeing of the area, Bournemouth Borough Council permits advertising on its website www.bournemouth.gov.uk. As the website is visited mostly by local people, this offers primarily local businesses the opportunity to reach a targeted Bournemouth market, by advertising on pages feature related, relevant content. In doing so, the customer experience is also potentially enhanced as residents visiting our website receive a richer content offer.
- b) Income received from advertising offsets the operational costs of managing the advertising as well as those associated with maintaining Council news content on the Council's website and content management of digital newsletters.
- c) This policy is needed to govern the style and type of advertising the Council permits on its website. This is to ensure that the Advertising Standards Authority guidance is not breached and to protect Bournemouth Borough Council's reputation.

Purpose

The purpose of the Policy is to ensure the Council's website and reputation is not compromised by advertising content deemed to be in conflict with the authority's branding, vision and values and that the user experience of the website remains high quality. The Policy indicates the types of advertising which would not be permitted on the website and what style and tone of advertising content would not be viewed as acceptable, and hence refused or withdrawn. By having a policy in place the Council's advertising partner contractor has clear guidance about the kind of clients, products and services the Council would be willing to receive advertising from to avoid resources being wasted on inappropriately targeted marketing.

Who must comply with the policy?

All external organisations and internal Council departments looking to purchase advertising on the Council's website.

The Council's Advertising Sales Contractor.

Who needs to be aware of this policy?

Website users

Residents

The Council's Advertising Sales Contractor

Council staff engaged in media buying activities

All Council staff

Elected Members

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What is the policy?

Advertising on the Council's website should seek to enhance the user experience whilst also respecting the ethos of the Council.

The Council follows the assumption that advertising of a good or service is permitted in principle unless it falls into one of the prohibited categories, as defined below. This position is subject to review at any time. Therefore, the approach taken by the Council is to maximise the number of advertisements, within defined limits, on the corporate website.

The Council aims to give clarity, via this policy, regarding the types of adverts that are prevented from featuring on its website.

The inclusion of any advertising is not intended to be and in fact is not an endorsement by the Council of that company's products and/or services, nor is it a select list of businesses that the Council uses.

All adverts are required to meet the criteria set out in the Advertising Standards Authority's UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (CAP Code) – available at <http://www.cap.org.uk/Advertising-Codes/Non-Broadcast.aspx> and any successor code or national guidance. Amongst other things, this includes governance around areas including:

- Targeting children
- Food and nutrition
- Environmental and sustainability claims

In addition all advertisements should be

- legal, decent, honest and truthful
- created with a sense of responsibility to consumers and society
- in line with the principles of fair competition generally accepted in business and that the codes are applied in the spirit of the letter as well as not branded to appear as imitating or reflecting too closely Council branding.

1. Advertising restrictions: Prohibited products, services and advertisers

- a) Private sector companies whose services compete with those provided by Bournemouth Borough Council may advertise on the website. However such competitors may not advertise on pages which are in direct competition, such as building control inspection companies having adverts on our Building Control pages or private fostering agencies on the Fostering pages. This policy toward competitor advertising will be reviewed as required as the Council embarks on additional commercial ventures.
- b) Organisations simply offering entry into a competition following completion of a form containing any personal information will not be allowed to advertise.
- c) In addition to the categories listed immediately below, there may also be imposed on a case by case basis some specific controls and policies associated with individual placements. By way of example these may include advertisers using an advertising campaign which is in breach of Equality and Diversity legislation or organisations with a known poor human rights record, either directly or indirectly through its suppliers.
- d) Categories of organisations, products or services which may NOT advertise or be advertised on the Bournemouth Borough Council website:
 - i. Political organisations or lobby groups unless in direct relation to an event being held locally eg political party conference and only at the discretion of the Council.

- II. Religious organisations
- III. Advertising from any organisation associated with adult only industries and pornography or age restricted products and services
- IV. Products and services comprising of tobacco and e-cigarettes,
- V. Alcohol,
- VI. Gambling,
- VII. Unregulated health products,
- VIII. Unregulated finance products, pornography, adult content.
- IX. Any content or advertising which has an overtly sexual tone.

2. **Style and content of advertising**

- a) Deciding whether or not the style or content of an advertisement makes it inappropriate for display is clearly a question of judgement and balance. Generally, advertisers and advertising sales staff are referred to the (CAP Code) – available at <http://www.cap.org.uk/Advertising-Codes/Non-Broadcast.aspx> .
- b) Specifically, advertising which is sexual in nature, which features partial or complete nudity or which appears to promote or give undue publicity to unsustainable or illegal behaviour or lifestyles is not permitted.
- c) Mockery of any type is not acceptable.
- d) Humour is permitted providing there is no innuendo, mockery or subtext which might cause offence or is covered by any other prohibition within this policy.

3. **Behavioural targeting, cookies and privacy**

- a) Bournemouth Borough Council uses cookies to gather data on a totally anonymous basis in order to monitor website traffic (as with Google Analytics and other cookie-based traffic monitoring tools).
- b) It does not make use of cookies or any other systems/devices which collect, store and analyse user behaviour on its website, even if such data cannot be linked to an individual.
- c) There are a range of technologies in use on the internet which enables user behaviour to be tracked in detail. Bournemouth Borough Council does not make use of these technologies. We cannot however restrict the use of these technologies on external sites visited through links on advertising on Council webpages. We therefore strongly advise all internet users to check their 'privacy' settings.

How is this policy implemented?

Procedures

In the first instance all advertising enquiries and placements will be managed by the Council's Advertising Sales Contractor.

The Policy will be publicly available to view on the Council's website on the content page promoting the Council's web advertising opportunities.

A copy will be provided to the Council's Advertising Sales Contractor

Roles and responsibilities

The Corporate Communications Team Leader is responsible for ensuring the Policy is followed, reviewed and updated every three years or as the need arises eg where an advertiser wishing to place advertising regarding a product or service deemed questionable by the sales contractor but is not explicitly covered under the policy.

The Council's Advertising Sales Contractor is responsible for ensuring that all advertisements comply with the policy. Where an advertisement's compliance with the policy appears questionable, the Advertising Sales Contractor will be required to refer it to the Corporate Communications Team prior to the advertisement being accepted.

Implementation and communication

The policy will be communicated to Council staff through the Council's internal communication channels.

A copy of the current policy will be provided to the Council's Advertising Sales Contractor and will also be placed on the Council's website

Enforcement

Any applications for advertisements found not to comply with the policy will be refused. Any advertisements which are accepted and later found not to comply with the policy will be removed either by the Advertising Sales Contractor or the Council at its absolute discretion and discussions will be held with the Advertising Sales Contractor to record such decision and maintain good practice.

Effective from date	1 March 2015
Review date	1 March 2016
Review frequency	Three years
Policy Owner (job title)	Corporate Communications Team Leader
Policy Author (job title)	Corporate Communications Team Leader
Policy Sponsor (job title)	Service Director for Tourism and Corporate Communications
Approval bodies	Corporate Management Team (CMT)
Approval dates	TBD
Related legislation	
Related policies	
Version	V1.0

We need to track the evolution of a policy's development. This is not only good practice but will also enable us to respond to Freedom of Information (FOI) requests. In the following table, enter brief details of the changes made following publication of the first draft (which should be Version 0.1)

Revision history				
Version	Date	Amendments made	Requested by (job title)	Made by (job title)

Consultees

The following individuals/groups were consulted during the development of this policy:

Name	Organisation	Date consulted
CMT	Bournemouth Borough Council	15 January 2015
Corporate Communications Task and Finish Group	Bournemouth Borough Council	15 January 2015
Legal Services	Bournemouth Borough Council	February 2015

Equality Impact Needs Assessment

Assessment date	TBD
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Freedom of Information Act Exemption

FOI Exempt?	NO
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