

# Advertising and Sponsorship Policy

2022-2025



Barnsley – the place  
of possibilities.



**BARNSELY**  
Metropolitan Borough Council

**Barnsley council is referred to as we/our throughout this policy.**

# **1 Introduction**

## **1.1 We offer advertising and sponsorship opportunities to:**

- provide a powerful marketing tool for local businesses and the local economy
- provide a communication and engagement channel for local public and third sector organisations
- channel national advertising campaign spends into the council, which can then be re-invested.

We welcome the opportunity to publicise information that is likely to be of interest to residents and is proper and lawful through its various communication channels. This policy provides guidelines for all forms of advertising and sponsorship, including:

- Boundary signs and roundabout advertising
- Planter sign advertising
- Car park ticket advertising
- Vehicle advertising
- Parks (via Park Partners)
- Our websites
- Barnsley Museums, arts, events and exhibitions programmes

Find out more about our [advertising and sponsorship opportunities](#).

## **1.2 General principles**

We have approved categories of advertising that are acceptable for placement on our assets. All adverts are subject to approval before they are placed. We reserve the right to refuse to promote or remove any individual advertisement, which, in our opinion, is considered inappropriate. We may check the suitability of individual advertisers with Trading Standards.

The placement of advertisements on our website will be coordinated to ensure that adverts do not compromise the prime purpose and functionality of the website.

All adverts must adhere to the codes of conduct laid down by the [Advertising Standards Authority](#).

All companies wishing to advertise on our assets must comply with our terms and conditions for advertising and sponsorship.

Any advertising must comply with all relevant regulations, and must not conflict with our aims and priorities set out in [our Council plan 2021-2024](#).

The Advertising Standards Authority code includes provisions that marketing communications:

- must be legal, decent, honest and truthful
- must not bring advertising into disrepute, in addition, must not bring the council into disrepute
- must conform to the Advertising Standards Authority code
- must respect the principles of fair competition
- will be subject to the Code of Practice on Local Government Publicity and the requirements of the Financial Conduct Authority.

In addition to the categories listed immediately below, there may also be some specific controls and policies associated with individual placements which are available on request.

## **2 Prohibited products, services and advertisers**

The lists below are not definitive, and we retain the sole and non-negotiable right to determine what behaviour we consider inappropriate and to refuse advertising at any time.

On an ad-hoc basis, we reserve the right to check advertisers against third party-data, for example, Trading Standards, to ensure services advertised meet the standard required.

We may check that the organisation does not have an outstanding debt with the council and has secure financial standing before authorising any advertising. During times of heightened political sensitivity, e.g. in the pre-election period, we'll carefully consider any adverts.

### **2.1 Advertising will not promote any of the following:**

- Political organisations
- Lobby groups
- Tobacco, alcohol, e-cigarettes or drug-related companies, distributors and products
- Weaponry and related companies, distributors and products
- Faith, religion and equivalent systems of belief
- Violence or anti-social behaviour of any description
- High interest / Payday lenders / speculative financial companies and products
- Fast food / sugary drinks companies, distributors, and products (manufacturers of food that is considered unhealthy). This is covered in more detail in our [High Fat, Salt or Sugar \(HFSS\) policy guidance note](#).
- Baby/infant formula companies, distributors, and products
- Pornography and adult products, services, companies, distributors and content
- Betting, gaming, gambling, casinos and lottery companies, distributors and services
- Artificial weight control, e.g. weight loss pills companies, distributors and products
- Dating services
- Tanning salons and beds
- Cosmetic surgery companies and services.

## 2.2 We will not accept advertising that:

- conflicts with our [cores values or policies](#) in any way
- affects public support for a political party, a person identified with such a party, or a point of view or question of political controversy
- content that disadvantages current or formerly armed service personnel, their families or veterans
- associates us with organisations in a financial or legal conflict with the council
- discriminates on the grounds of race, colour, national origin, religion, sexual orientation or disability
- that infringes copyright, patent rights or trademarks
- does not comply with our [external links policy](#)
- contains offensive or profane language
- may bring us into disrepute
- is for any product or service which shares a name or trademark with a prohibited product or service, sometimes referred to as 'surrogate advertising'. For example, a product which shares its name with a tobacco brand, or a product which shares its name with an alcohol brand in a territory where alcohol cannot be advertised.

## 3 Sponsorship

Sponsorship is defined as: "An agreement between Barnsley Council and the sponsor, where the Council receives either money or a benefit in kind for an event, campaign or initiative from an organisation which gains publicity or other benefits by its association".

Sponsorship implies a deeper connection between the sponsor and the council than just standard advertising.

We'll carefully consider any potential sponsorship following these guidelines:

- Will sponsorship be detrimental to our commercial activity?
- Will sponsorship be detrimental to our messages?
- Will sponsorship conflict with our values or priorities?
- Is the potential sponsor's business activity relevant to the event or activity being sponsored?
- Is it reasonable to assume there would be no objections from the public or local business community to the sponsorship?

## 4 Style and content

We keep an open mind to different styles of advertising, though we will not accept advertising which contains the following content:

- Sexual nature, which features an overtly sexual tone, innuendo or a subtext that may offend, partial or complete nudity or which appears to promote illegal or inappropriate behaviour.
- Mocking nature, which makes fun of particular groups of people, types of behaviour or situations.
- Racial stereotype, where the stereotyping begins to cause offence, and with the potential to cause serious or widespread offence when referring to different races, cultures, nationalities or ethnic groups.
- Discrimination on the grounds of:
  - Age
  - Disability
  - Gender reassignment
  - Marriage and civil partnership
  - Pregnancy and maternity
  - Race
  - Religion or belief
  - Sex
  - Sexual orientation

Designs should not imitate official highways signage, which may confuse our residents.

We reserve the right to review all advertising and sponsorship artwork before we accept it.

We reserve the right to decline any advertising we consider to be inappropriate, in conflict with, or detrimental to our strategic priorities.

Where an advertising or sponsorship activity may have planning implications, we'll seek advice from our planning control service about the consent required.

## 5 Unforeseen circumstances

We reserve the right to withdraw advertising with no guarantee of a refund at any time to meet the demands of unforeseen circumstances.

This includes:

- Force majeure (for example major environmental events or health pandemics)
- Periods of heightened sensitivity or developments following the installation of advertising (ie an external event deems previously acceptable advertising as in bad taste).

We will let advertisers know of such circumstances at the earliest available opportunity.

## **6 Sponsored links**

We do not endorse any externally linked sites contained on the website or social media and we are not responsible for their content. We cannot guarantee that these links will work all of the time and have no control over the availability of the linked pages.

We do not accept responsibility for errors, omissions or for any consequences arising when visiting third party websites when following an advertising link.

## **7 Providing company testimonials and endorsements**

As a council, we do not provide testimonials or individual company endorsements. This includes customer feedback surveys. We can provide factual references on request for work that has been completed on our behalf.

## **8 Our advertising disclaimer**

While every effort has been made to make sure the accuracy of the content of the advertisements, we cannot accept any liability for errors or omissions contained in any of the advertisements provided by an advertiser. We do not accept any liability for any information or claims made by the advertisement or by the advertisers. Any inclusion of the Barnsley Council name on a publication should not be taken as an endorsement by Barnsley Council.

We reserve the right to refuse to place an advert or accept any sponsorship.

We also reserve the right to withdraw any advert or any sponsorship at any time, which is not in accordance with this policy or the terms and conditions of advertising and sponsorship.

### **Cookies**

Advertisers may place cookies directly from their site. We do not see or control these cookies, and we do not control how other sites use them, so we advise all users to check their privacy settings.

Read more information about [cookies, information and privacy](#).