

**SUBJECT: ADVERTISING POLICY**

**DIRECTORATE: CHIEF EXECUTIVE & TOWN CLERK**

**REPORT AUTHOR: STEVE WELSBY, COMMUNICATIONS MANAGER**

**1. Purpose of Report**

- 1.1 To seek approval from the Committee on the attached advertising protocol.

**2. Executive Summary**

- 2.1 City of Lincoln Council welcomes the opportunity to publicise information and products that may be of interest to its residents.
- 2.2 As more opportunities arise to benefit from advertising revenue the protocol outlines to council staff what is and is not suitable in terms of advertising.
- 2.3 The document also outlines the processes that need to take place ahead of the council accepting any form of advertising.

**3. Background**

- 3.1 The council currently accepts paid-for advertising through some of its available channels (such as within its residents' magazine, Your Lincoln) and is always looking for opportunities to raise advertising income where suitable. However, it does not currently have an advertising policy in place.

**4. The Requirement for an Advertising Protocol**

- 4.1 Adopting the policy will show that the council considers advertising an important and valuable source of income that can be explored further with the support of the policy.
- 4.2 The policy will ensure that everyone who works for the council is aware of the types of advertising it will accept and those it will not (such as any which may conflict with our residents' safe, healthy and economically independent lifestyles and any advertising which may bring the council into disrepute).
- 4.3 The policy will help to highlight that there is no suggestion the council endorses the products and services being advertised.
- 4.4 The policy will assist the council in keeping its buildings clear of unauthorised advertising.
- 4.5 Having the policy in place will help outline to advertisers the processes considered in accepting or rejecting their adverts and that it is done in a formal manner.

- 4.6 The policy will encourage advertisers who offer services most clearly and closely associated to our activities to advertise with us and complement our aims and objectives, removing confused and conflicting messages.

## **5. Strategic Priorities**

- 5.1 The adoption of the policy will help manage any revenue income streams which, in turn, directly contributes to the strategic priority of making the council fit for purpose.

## **6. Organisational Impacts**

- 6.1 Finance  
There are no direct financial implications.
- 6.2 Legal Implications including Procurement Rules  
There are no direct legal implications.

## **7. Risk Implications**

- 7.1 (i) Options Explored

By not adopting the policy the council is at risk of advertising being accepted that could have an adverse impact on the council's reputation.

- 7.2 (ii) Key risks associated with the preferred approach

There are no risks identified with adopting the policy.

## **8. Recommendation**

- 8.1 That Committee adopts the attached policy.

**Is this a key decision?** No

**Do the exempt information categories apply?** No

**Does Rule 15 of the Scrutiny Procedure Rules (call-in and urgency) apply?** No

**How many appendices does the report contain?** 2

**List of Background Papers:** None

**Lead Officer:** Steve Welsby, Communications Manager