

Advertising Guidance

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- 1.1. As part of the MTFS savings programme a very substantial target of additional income has been set (£2.5m pa) and to achieve this the Council will be undertaking more advertising activity through concession contracts in the Borough through both increasing the scope of the activity that is currently undertaken and through developing new advertising channels that have not previously been tried.

2. CAMDEN COUNCIL'S ADVERTISING GUIDANCE

- 2.1. The location of advertising sites is subject to advertising consent, and is not dealt with here. This section sets out the guidance that will be incorporated into contracts for managing advertising on Council owned sites. The guidance being adapted for advertising contains a number of principles which can also help inform decisions on events, and provide a consistency of approach.

Guidance on companies we work with on advertising, events, or sponsorship

In general, in addition to the national restrictions, the Council adopts a policy in line with that operated by Transport for London. This includes the prohibition of the following; offensive material, political messages, overtly sexual content, lap dancing clubs, "gentlemen's clubs", escort agencies, massage parlours, depicts direct or immediate violence to anyone shown in the advertisement and condoning or provoking anti-social behaviour.

In addition, the Council includes one additional restriction, and prohibits Pay-Day lending companies.

These guidelines apply to advertising content and cultural income generating activities in the Borough.

Advertising will be prohibited if in the London Borough of Camden's reasonable opinion, any of the following categories apply.

- (a) In outdoor public locations (not closed events) where the material includes the depiction of men, women or children in a sexual manner or displays nude or semi-nude figures in an overtly sexual context.
- (b) In outdoor public locations (not closed events), where materials depicts or refers to indecency or obscenity or uses obscene or distasteful language.
- (c) In outdoor public locations (not closed events) depiction of direct or immediate violence to anyone shown in the advertisement and/or condoning or provoking anti-social behaviour.

- (d) Advertising which relates to films which have not been granted permission for public exhibition or which do not show the British Board of Film Classification certificate. Events and film operations may use or reference these films in appropriate closed events.
- (e) Advertising which refers to or portrays (or gives the impression of portraying) a living person unless the written consent of that person is obtained and is produced to the London Borough of Camden. Suitable references may be made through events, where the use is appropriate, not designed to bring hurt, and within an entertainment or cultural context.
- (f) The advertisement uses handwriting or illustrations that would suggest the advertisement has been damaged, defaced; fly posted or subject to graffiti, after it has been posted.
- (g) The company is directly responsible, or whose business includes the provision of payday loans or payday lenders.
- (h) Advertising or companies which are directly responsible, or whose business includes the provision of lap-dancing, 'gentlemen's clubs', escort agencies or massage parlours
- (i) Advertising or companies which are directly responsible, or whose business includes the provision of political messages.
- (j) In exceptional circumstances where the Council considers that while outside the above restrictions advertising would nonetheless be inappropriate for a Council owned site

Additional factors are considered through existing processes, where materials or company associations:

- may lead to discrimination, public safety concerns or divisions between our communities,
- the content of the advert or other materials are illegal or contravene trading standards or licensing rules / the advertisement does not comply with the British Code of Advertising

Ends