

ARMAGH CITY, BANBRIDGE AND CRAIGAVON BOROUGH COUNCIL		
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AMENDMENT RECORD SHEET

Remove and destroy old pages. Insert new pages as indicated.

Revision Number	Page Number	Date Revised	Description of Revision

Advertising Policy for leisure outdoor facilities

1. Introduction

This policy has been developed to address the issue of advertising within our outdoor leisure facilities.

2. Aim/Purpose - Concise statement of the rationale for the policy, e.g. the aim of this policy is to ensure a consistent approach to all Council etc.

The aim of this policy is to ensure that a consistent approach to advertising is adopted across the Council area with in leisure facilities.

The policy provides guidelines for the type of advertising that will be permitted in these facilities and the advertising content that must be adhered to.

3. Scope - Who the policy applies to, how it applies and consequences for non-compliance

This policy will apply to leisure facilities these include:

- All Park/Recreation areas.
- All outdoor pitches – Cricket, Bowling, rugby, synthetic pitches.

The policy is to provide guidance to Facility Managers regarding acceptable and non-acceptable forms of advertising for the Council.

Controls for advertising:

It is understood that most advertising from local and other businesses/ Sports Clubs will generally be acceptable; however, Council will not permit advertising if it falls in to one of the prohibited categories; which are

- Political in nature or appear to be designed in whole, or in part, to affect public support for a political party.
- Be likely to subject the Council to prosecution.
- Promote gambling, weaponry, alcohol, tobacco or similar products.
- Have an overtly sexual 'tone' or appear to promote illegal or 'inappropriate' behaviour or lifestyles including race, religion.
- Include organisations in financial or legal conflict with the council

Council reserves the right to refuse advertising for any reason without explanation.

Council reserves the right to erect advertising in any location including those covered by the Collaborative Working Partnership (free of charge).

There is a basic requirement that all advertising should adhere to the rules and guidelines laid out by the Advertising Standards Authority and uphold the rules laid out in the British Codes of Advertising.

The core principles of these codes are that advertisements should 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.
- Apply the codes in the spirit as well as the letter.

Displaying an advertisement does not mean that the Council endorses or recommends the advertiser's goods or services. The Council is not responsible for the quality or reliability of the product or services offered but we will never knowingly run an advertisement that is untrue or fraudulent.

Style and Content of advertising

The style and content of the advertising will fall with in line with the communication policy and branding guidelines of Council.

Advertisement approval

All advertisements to be displayed on the Council's facilities will be subject to review of the product or service being promoted and the style and content of the advertising.

The council will retain the right of final approval of advertisements prior to display.

4. Policy detail

An advertising agreement form (appendix 1) which must be signed by the company/Club and Council

5. Roles and Responsibilities

The Managers of the facilities will work with Club/Organisations who are interested in advertising with in their facilities. The company will be asked to provide details of the proposed advert, Officers will discuss this issue and a decision made if the advert will proceed.

6. Related policies - A list of related policies

There is a requirement to ensure that advertising does not conflict with Council policies or operational objectives, which are:

- Branding or communication policies.
- Enforcement policies e.g. clean neighbourhood policy.
- Planning legislation.

- Council will ensure that all advertising should adhere to the rules and guidelines laid out by the Advertising Standards Authority and uphold the rules laid out in the British Codes of Advertising.
- The Council also takes note of the Consumer Protection from Unfair Trading Regulations 2008, which seek to protect consumers from unfair, misleading or aggressive marketing practices and requires all advertisers.
- Byelaws

ADVERTISING AGREEMENT

Advertiser Name: -----

Address: -----

Post Code: -----

Contact Number: -----

Email: -----

GENERAL TERMS AND CONDITIONS:

1. In these Conditions:

"the Council" means Armagh, Banbridge and Craigavon Borough Council.

"the Advertiser" means any person or company placing with the Council an order for the publication of an outdoor advertisement in any of the Council's premises.

2. Acceptance of the advertising agreement shall constitute an agreement to provide advertising space in a specified facility.
3. All advertising agreements are subject to the Council's approval and acceptance.
4. The advertiser agrees to indemnify the Council for any and all loss, expense or other liability arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or that may arise out of the publication of printed display board.
5. The Council reserves the right at its absolute discretion and at any time, to reject or remove any advertisement, whether or not the same has already been acknowledged and/or previously produced, including but not limited to for reasons relating to the contents of the advertisement.
6. The Council accepts no liability in respect of any loss or damage occasioned directly or indirectly as a result of the erection of an advertisement.
7. The advertiser is responsible for the submission of advertising copy and materials such as images, wording, logo's etc... The copyright for all purposes in all artwork, copy, video, audio and other material which the Council have originated, contributed to or reworked shall vest in the Council. The Advertiser authorises the Council to record, reproduce, publish, distribute and broadcast (or to permit the same) all advertisements (including, but not limited to text, artwork, video and photographs) and to include and make them available in any information service, electronic or otherwise.

8. If the Council finds any breach of agreement, it has full rights to cancel agreement.
9. The undersigned, by signing this agreement, acknowledges that he/she has read and understood all of the terms contained within the agreement.

Client's Signature: ----- **Date:** -----

Signer's Name (please print): -----

Title: -----

Accepted by: ----- **Date:** -----

Policy Screening Form

Policy Scoping

Policy Title: Advertising Policy for leisure outdoor facilities

Brief Description of Policy (please attach copy if available). Please state if it is a new, existing or amended policy.

This is a new policy. It provides guidelines for the type of advertising that will be permitted in Council leisure outdoor facilities and the advertising content that must be adhered to.

Intended aims/outcomes. What is the policy trying to achieve?

The aim of this policy is to ensure that a consistent approach to advertising is adopted across the Council area within outdoor leisure facilities.

Policy Framework

Has the policy been developed in response to statutory requirements, legal advice or on the basis of any other professional advice? Does this affect the discretion available to Council to amend the policy?

N/A

Are any Section 75 categories which might be expected to benefit from the policy? If so, please outline.

All section 75 categories will be affected equally.

Who initiated or wrote the policy (if Council decision, please state). Who is responsible for implementing the policy?

Who initiated or wrote policy? Joanne Grattan	Who is responsible for implementation? The Council is responsible for implementation
---	--

Are there any factors which might contribute to or detract from the implementation of the policy (e.g. financial, legislative, other)?

None identified

Main stakeholders in relation to the policy

Please list main stakeholders affected by the policy (e.g. staff, service users, other statutory bodies, community or voluntary sector, private sector)

Local companies and businesses wishing to advertise within the Council's leisure facilities

Are there any other policies with a bearing on this policy? If so, please identify them and how they impact on this policy.

There is a requirement to ensure that advertising does not conflict with Council policies or operational objectives, which are:

- Branding or communication policies.
- Enforcement policies e.g. clean neighbourhood policy.
- Planning legislation.
- Council will ensure that all advertising should adhere to the rules and guidelines laid out by the Advertising Standards Authority and uphold the rules laid out in the British Codes of Advertising.
- The Council also takes note of the Consumer Protection from Unfair Trading Regulations 2008, which seek to protect consumers from unfair, misleading or aggressive marketing practices and requires all advertisers.
- Byelaws

Available Evidence

Council should ensure that its screening decisions are informed by relevant data. What evidence/information (both qualitative and quantitative) have you gathered to inform this policy? Specify details for each of the Section 75 categories.

Section 75 category	Evidence
Religious belief	<p>Although specific impacts on equality categories have not been identified, the following data were used to inform the policy</p> <ul style="list-style-type: none"> • Customer use of Council facilities • Managers experience • Demographic Data • Requests received from local Companies/Organisations wanting to advertise their requests/goods within the facilities.
Political opinion	
Racial group	
Age	
Marital status	
Sexual orientation	
Men and women generally	
Disability	
Dependants	

Needs, experiences and priorities

Taking into account the information gathered above, what are the different needs, experiences and priorities of each of the following categories in relation to this particular policy/decision?

Section 75 category	Needs, experiences and priorities
Religious belief	N/A
Political opinion	N/A
Racial group	N/A
Age	N/A

Marital status	N/A
Sexual orientation	N/A
Men and women generally	N/A
Disability	N/A
Dependants	N/A

Screening Questions

1. What is the likely impact on equality of opportunity for those affected by this policy for each of the Section 75 categories?

Category	Policy Impact	Level of impact (Major/minor/none)
Religious belief	None	None
Political opinion	None	None
Racial group	None	None
Age	None	None
Marital status	None	None
Sexual orientation	None	None
Men and women generally	None	None
Disability	None	None
Dependants	None	None

2. Are there opportunities to better promote equality of opportunity for people within the Section 75 categories?

Category	If yes, provide details	If no, provide reasons
Religious belief		None
Political opinion		None
Racial group		None

Age		None
Marital status		None
Sexual orientation		None
Men and women generally		None
Disability		None
Dependents		None

3. To what extent is the policy likely to impact on good relations between people of different religious belief, political opinion, or racial group?

Category	Details of Policy Impact	Level of impact (major/minor/none)
Religious belief	None	None
Political opinion	None	None
Racial group	None	None

4. Are there opportunities to better promote good relations between people of different religious belief, political opinion or racial group?

Category	If yes, provide details	If no, provide reasons
Religious belief	None	None
Political opinion	None	None
Racial group	None	None

Multiple Identity

Generally speaking, people fall into more than one Section 75 category (for example: disabled minority ethnic people; disabled women; young Protestant men; young lesbian, gay and bisexual people). Provide details of data on the impact of the policy on people with multiple identities. Specify relevant s75 categories concerned.

N/A

Disability Discrimination (NI) Order 2006

Is there an opportunity for the policy to promote positive attitudes towards disabled people?

N/A

Is there an opportunity for the policy to encourage participation by disabled people in public life?

N/A

Screening Decision

A: NO IMPACT IDENTIFIED ON ANY CATEGORY – EQIA UNNECESSARY

Please identify reasons for this below

The aim of the policy is to ensure that a consistent approach to advertising is adopted across the Council area within leisure facilities. It has a neutral impact on the equality categories.

B: MINOR IMPACT IDENTIFIED – EQIA NOT CONSIDERED NECESSARY AS IMPACT CAN BE ELIMINATED OR MITIGATED

Where the impact is likely to be minor, you should consider if the policy can be mitigated or an alternative policy introduced. If so, EQIA may not be considered necessary. You must indicate the reasons for this decision below, together with details of measures to mitigate the adverse impact or the alternative policy proposed.

C: MAJOR IMPACT IDENTIFIED – EQIA REQUIRED

If the decision is to conduct an equality impact assessment, please provide details of the reasons.

Timetabling and Prioritising

If the policy has been screened in for equality impact assessment, please answer the following questions to determine its priority for timetabling the equality impact assessment.

On a scale of 1-3 with 1 being the lowest priority and 3 being the highest, assess the policy in terms of its priority for equality impact assessment.

Priority criterion	Rating (1-3)
Effect on equality of opportunity and good relations	
Social need	
Effect on people’s daily lives	

The total rating score should be used to prioritise the policy in rank order with other policies screened in for equality impact assessment. This list of priorities will assist the council in timetabling its EQIAs.

Is the policy affected by timetables established by other relevant public authorities? If yes, please give details.

Monitoring

Effective monitoring will help the authority identify any future adverse impact arising from the policy. It is recommended that where a policy has been amended or an alternative policy introduced to mitigate adverse impact, monitoring be undertaken on a broader basis to identify any impact (positive or adverse).

Further information on monitoring is available in the Equality Commission's guidance on monitoring

Identify how the impact of the policy is to be monitored

The policy will be reviewed ?

Approval and Authorisation

A copy of the screening form for each policy screened should be signed off by the senior manager responsible for that policy. The screening recommendation should be reported to the relevant Committee/Council when the policy is submitted for approval.

Screened by	Position/Job title	Date
Joanne Grattan	Customer Services Manager	September 2018
Approved by	Position/Job Title	Date
Catriona Regan		

Please forward a copy of the completed form with policy attached to mary.hanna@armaghbanbridgecraigavon.gov.uk who will ensure that screening forms and policies are available on the Council website.

This officer is also responsible for issuing reports on a quarterly basis on those policies "screened out for EQIA". This allows stakeholders who disagree with this recommendation to submit their views. In the event of any stakeholder disagreeing with the decision to screen out any policy, the screening exercise will be

Appendix I - Rural Needs Impact Assessment (RNIA) Template

SECTION 1 - Defining the activity subject to Section 1(1) of the Rural Needs Act (NI) 2016

1A. Name of Public Authority.

Armagh City, Banbridge & Craigavon Borough Council

1B. Please provide a short title which describes the activity being undertaken by the Public Authority that is subject to Section 1(1) of the Rural Needs Act (NI) 2016.

Advertising Policy for leisure outdoor facilities

1C. Please indicate which category the activity specified in Section 1B above relates to.

Developing a	Policy <input type="checkbox"/>	Strategy <input type="checkbox"/>	Plan <input type="checkbox"/>
Adopting a	Policy <input type="checkbox"/>	Strategy <input type="checkbox"/>	Plan <input type="checkbox"/>
Implementing a	Policy <input checked="" type="checkbox"/>	Strategy <input type="checkbox"/>	Plan <input type="checkbox"/>
Revising a	Policy <input type="checkbox"/>	Strategy <input type="checkbox"/>	Plan <input type="checkbox"/>
Designing a Public Service	<input type="checkbox"/>		
Delivering a Public Service	<input type="checkbox"/>		

1D. Please provide the official title (if any) of the Policy, Strategy, Plan or Public Service document or initiative relating to the category indicated in Section 1C above.

Advertising Policy for leisure outdoor facilities

1E. Please provide details of the aims and/or objectives of the Policy, Strategy, Plan or Public Service.

The policy provides guidelines for the type of advertising that will be permitted in Council leisure outdoor facilities and the advertising content that must be adhered to. The aim of the policy is to ensure that a consistent approach to advertising is adopted across the Council area within leisure outdoor facilities.

1F. What definition of 'rural' is the Public Authority using in respect of the Policy, Strategy, Plan or Public Service?

Population Settlements of less than 5,000 (Default definition).

Other Definition (Provide details and the rationale below).

A definition of 'rural' is not applicable.

Details of alternative definition of 'rural' used.

Rationale for using alternative definition of 'rural'.

Reasons why a definition of 'rural' is not applicable.

The policy provides guidelines for the type of advertising that will be permitted in Council leisure outdoor facilities and the advertising content that must be adhered to. It does not have any impact on rural areas.

SECTION 2 - Understanding the impact of the Policy, Strategy, Plan or Public Service

2A. Is the Policy, Strategy, Plan or Public Service likely to impact on people in rural areas?

Yes No If the response is **NO** GO TO Section **2E**.

2B. Please explain how the Policy, Strategy, Plan or Public Service is likely to impact on people in rural areas.

2C. If the Policy, Strategy, Plan or Public Service is likely to impact on people in rural areas differently from people in urban areas, please explain how it is likely to impact on people in rural areas differently.

2D. Please indicate which of the following rural policy areas the Policy, Strategy, Plan or Public Service is likely to primarily impact on.

Rural Businesses	<input type="checkbox"/>
Rural Tourism	<input type="checkbox"/>
Rural Housing	<input type="checkbox"/>
Jobs or Employment in Rural Areas	<input type="checkbox"/>
Education or Training in Rural Areas	<input type="checkbox"/>
Broadband or Mobile Communications in Rural Areas	<input type="checkbox"/>
Transport Services or Infrastructure in Rural Areas	<input type="checkbox"/>
Health or Social Care Services in Rural Areas	<input type="checkbox"/>
Poverty in Rural Areas	<input type="checkbox"/>
Deprivation in Rural Areas	<input type="checkbox"/>
Rural Crime or Community Safety	<input type="checkbox"/>
Rural Development	<input type="checkbox"/>
Agri-Environment	<input type="checkbox"/>
Other (Please state)	<input type="text"/>

If the response to Section 2A was YES GO TO Section 3A.

2E. Please explain why the Policy, Strategy, Plan or Public Service is NOT likely to impact on people in rural areas.

This is an advertising policy for leisure outdoor facilities.

SECTION 3 - Identifying the Social and Economic Needs of Persons in Rural Areas

3A. Has the Public Authority taken steps to identify the social and economic needs of people in rural areas that are relevant to the Policy, Strategy, Plan or Public Service?

Yes No If the response is **NO** GO TO Section **3E**.

3B. Please indicate which of the following methods or information sources were used by the Public Authority to identify the social and economic needs of people in rural areas.

Consultation with Rural Stakeholders	<input type="checkbox"/>	Published Statistics	<input type="checkbox"/>
Consultation with Other Organisations	<input type="checkbox"/>	Research Papers	<input type="checkbox"/>
Surveys or Questionnaires	<input type="checkbox"/>	Other Publications	<input type="checkbox"/>
Other Methods or Information Sources (include details in Question 3C below).			<input type="checkbox"/>

3C. Please provide details of the methods and information sources used to identify the social and economic needs of people in rural areas including relevant dates, names of organisations, titles of publications, website references, details of surveys or consultations undertaken etc.

3D. Please provide details of the social and economic needs of people in rural areas which have been identified by the Public Authority?

If the response to Section 3A was YES GO TO Section 4A.

3E. Please explain why no steps were taken by the Public Authority to identify the social and economic needs of people in rural areas?

This is an advertising policy for leisure outdoor facilities.

SECTION 4 - Considering the Social and Economic Needs of Persons in Rural Areas

4A. Please provide details of the issues considered in relation to the social and economic needs of people in rural areas.

N/A

SECTION 5 - Influencing the Policy, Strategy, Plan or Public Service

5A. Has the development, adoption, implementation or revising of the Policy, Strategy or Plan, or the design or delivery of the Public Service, been influenced by the rural needs identified?

Yes

No

If the response is **NO** GO TO Section **5C**.

5B. Please explain how the development, adoption, implementation or revising of the Policy, Strategy or Plan, or the design or delivery of the Public Service, has been influenced by the rural needs identified.

If the response to Section **5A** was **YES** GO TO Section **6A**.

5C. Please explain why the development, adoption, implementation or revising of the Policy, Strategy or Plan, or the design or the delivery of the Public Service, has NOT been influenced by the rural needs identified.

This is an advertising policy for leisure outdoor facilities.

SECTION 6 - Documenting and Recording

6A. Please tick below to confirm that the RNIA Template will be retained by the Public Authority and relevant information on the Section 1 activity compiled in accordance with paragraph 6.7 of the guidance.

I confirm that the RNIA Template will be retained and relevant information compiled.

Rural Needs Impact Assessment undertaken by:	Joanne Grattan
Position/Grade:	Customer Services Manager
Division/Branch	Health and Recreation
Signature:	
Date:	September 2018
Rural Needs Impact Assessment approved by:	Catriona Regan
Position/Grade:	Head of Health and Recreation
Division/Branch:	
Signature:	
Date:	September 2018