



**Policy, Finance and
Development
Committee**

**Tuesday 21 July
2015**

Matter for Decision

Title: Digital Display Screen Advertising Policy

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1. Introduction

- 1.1 The public realm in Oadby and Wigston town centres has recently been renewed as a result of joint funding from Oadby and Wigston Borough Council, Leicestershire County Council and the European Regional Development Fund (ERDF).
- 1.2 As part of the improvement works the multicultural sign in Oadby was removed. Members agreed that this should be replaced with a digital display screen and that additionally, a digital display screen should also be installed in Wigston town centre. As a result, two digital display screens have been purchased and are currently awaiting installation.
- 1.3 Advertisement consent has been sought for both screens in order to enable them to be used for advertising by businesses and community groups. Consent has been approved for both screens.

2. Recommendations

- 2.1 It is recommended that Members approve:
 - i) the Digital Display Screen Advertising Policy.
 - ii) The fees and charges scale for advertising on the digital display boards as set out in paragraph 4.4 of this report.

3. Background

- 3.1 There is evidence that businesses would use the digital display screens commercially to advertise their services. Several businesses have already expressed an interest.
- 3.2 The Council could also allow a certain number of advertising slots to be made available for community use, whereby giving organisations space to advertise events or services that are available in the area.
- 3.3 The display screens will also be available for the use of the Borough Council and its partners to advertise events and community information as

well as multi-cultural events that would have previously been displayed on the multi-cultural sign.

4. Information

- 4.1 The purpose of the policy, attached at Appendix 1 is to prescribe a number of matters, including:
- the type of information that could be advertised
 - the types of business/organisation that would be able to advertise
 - use by the Borough Council itself
- 4.2 The management of the digital display screens, including day to day editorial control, and the operation of the Policy will be undertaken by the Town Centre Manager within the Planning Policy and Regeneration Team. Ultimate editorial control for content displayed on the digital screens will rest with Senior Management Team.
- 4.3 Although the display boards are inexpensive to run, a budget is required to cover the electricity costs of running them, as well as routine maintenance and repairs. Therefore it is proposed that some of the income generated through advertising is put aside to cover these costs.
- 4.4 It is proposed that a fees and charges scale be set up for advertising on the digital display boards. Following some research into advertising costs, the following tariffs are proposed:

Community Groups/Charity	Free
Borough Business	£20 per week per slot
Business outside of Borough	£40 per week per slot

- 4.5 It is estimated that the maintenance and running costs of both signs will be a maximum of £2,000 per annum. Therefore, if both units were to have just one business advertise on each unit, this would bring in enough income to pay for the maintenance and running costs.
- 4.6 It is proposed that a maximum of 10 advertising slots be bookable, which will give an advertiser a slot for 1 minute in every 10 minutes. This would equate to 6 minutes per hour or 1 hour 18 minutes a day, giving a total advertising time of 9 hours 6 minutes a week based upon the screen operating between 8am and 9pm 7 days a week. This number of 10 slots is suggested as giving sufficient advertising time to attract advertisers, if further slots were allocated the advertising time for each advertiser would obviously be reduced and would likely result in a lack of interest. The advertising slots will be a mix of commercial chargeable advertising, the Council's own messages about its services and Community Groups/Charity. The maximum number of commercial advertising slots will be 5 which if not all taken up can be utilised by the Council or Community Groups/Charity.

Email: mark.hryniw@oadby-wigston.gov.uk

Implications	
Legal	The involvement of the Legal team has been sought during the preparation of the Policy.
Financial (PL)	Operation of the Policy would likely generate an income for the Council, as well as covering operational costs.
Equalities	An Equalities Impact Assessment has been carried out during the preparation of the Policy.
Risk (AT)	Any risks will be established during the preparation of the Policy.

APPENDIX 1

OADBY & WIGSTON BOROUGH COUNCIL

Digital Display Screen Advertising Policy

March 2015

TU approval	
Committee approval	
Author	Mark Hryniw, Town Centre Manager
EIA	
Policy Number	Version 1.0
Date of Policy Review	



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PART 1: Background

Oadby and Wigston Town Centres have both received public realm improvements, through joint funding between Oadby and Wigston Borough Council, Leicestershire County Council and the European Regional Development Fund (ERDF).

As part of the improvement works the multicultural sign in Oadby was removed. It was agreed that this should be replaced with something more modern and a digital display screen was suggested.

A decision was made to fund digital display screens in both Oadby and Wigston, giving the Council the opportunity to advertise services and use as multicultural signage.

The digital display screens were then procured and advertisement consent sought. Consent has subsequently been obtained for both screens.

This policy has been created to ensure that the digital display screens only show content which the Council and the law will allow.

This Oadby and Wigston Borough Council (“Council”) policy, unless otherwise apparent from the context, includes advertising on the Council’s Display Screens.

PART 2: Scope

The Council reserves the right to change the terms of this policy from time to time in order to comply with legislative requirements or as otherwise necessary.

This policy and procedure is available on the Council’s website.

PART 3: Purpose

This policy has been created to ensure that the digital display screens only show content which the Council and the law will allow.

PART 4: Equal Opportunities

The Council promote equal opportunities in the services it provides. Our aim is to implement and maintain services which ensure that no resident is treated less favourably on the grounds of gender, being or becoming a transsexual person, being married or in a civil partnership, religion, belief or lack of religion or belief, race, nationality, ethnic or national origin, colour, disability, age, being pregnant or having children or sexual orientation nor is disadvantaged by the application of a rule, condition, or requirement, which has a discriminatory effect which cannot be justified by law.

An Equalities Impact Assessment has been prepared as part of developing this policy – a copy is available from the Head of Community or the Council’s Compliance Officer.

Oadby and Wigston Borough Council operates in accordance with its equal opportunities policy. A copy of the policy is available from the Council Offices.

PART 5: Roles & Responsibilities

Senior Management Team	Ultimate editorial control for content displayed on the digital screens
Head of Service	Review of advertising fees and charges on an annual basis. Review of complaints.
Line Manager/Town Centre Manager or nominated officer	Day to day editorial control. Responsibility to ensure that advertising is placed in accordance with the policy and deal with any complaints. Responsibility to ensure the Policy is reviewed. Dealing with any enquiries/complaints and taking appropriate action.
Employees	Responsibility to ensure that advertising is placed in accordance with the policy. All correspondence about advertising on the Council’s Digital Display Screen, including approaches from potential advertisers, should be addressed to the Council’s Planning Policy and Regeneration team. Collection of income is dealt with in a timely and efficient way.

	Maintain and repair digital display screens when required
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All correspondence about advertising on the Council's Digital Display Screen, including approaches from potential advertisers, should be addressed to the Council's Planning Policy and Regeneration team:

Initial contact for any queries and advice should be made to:

Mark Hryniw – Town Centre Manager
mark.hryniw@oadby-wigston.gov.uk
Direct Line 0116 2572 706

Useful information and advice is available here: www.asa.org.uk/

PART 6: Review and Monitoring

This policy will be reviewed annually but will be reviewed sooner if weaknesses in the policy and/or changes in legislation require it.

PART 7: The Principles

The policy assumes that all advertising presented falls within the rules and guidelines laid down by the Advertising Standards Authority and the British Codes of Advertising, Sales Promotion and Direct Marketing. The basic principles of the codes are that advertisements should be:

- legal, decent, honest and truthful
- prepared with a sense of responsibility to consumers and society
- in line with generally accepted standards of fair competition in business and
- reflect the spirit as well as the letter of the codes

PART 8: Application Process

All outside bodies must send in an application form, along with their advert and payment. The advertiser will have to confirm the following:

- a) The advertisers are completely responsible for their advert,
- b) The advert must comply with the relevant ASA codes of practice.
- c) The advertiser must indemnify the Council of any fines that may result.

Authorisation to advertise on the display screens does not infer the approval or support of the Council.

PART 9: Prohibited products, services and advertisers

- a) All advertisers must comply with controls put in place by the ASA (Advertising Standards Authority) which is an independent body set up by the advertising industry to police the rules laid down in advertising codes. The ASA works to ensure that all advertisements are legal, decent, honest and truthful.
- b) Advertisements from the following organisations or in respect of the following products and services etc. will not be accepted:
 - i) Organisations including but not limited to the following:
 - Political organisations or those that appear to be designed to affect public support (for example, lobbying or petitions) for any political party.

- Manufacturers or suppliers or wholesalers of tobacco products.
- Manufacturers or suppliers or wholesalers of alcohol products.
- Organisations associated or connected directly or indirectly with 'adult industries'.
- Lobby Groups that are campaigning against the Council
- Organisations that simply offer entry into a competition following completion of a form containing or requiring personal information, or similar.
- Personal injury lawyers.

ii) Information about, but not limited to, the following:

- Illegal substances
- Tobacco
- Alcohol
- Gambling
- Weaponry
- Pornography
- Adult content
- Religion*
- Short term lending
- Advertisements where a benefit is promoted in the advertisement but access to the benefit is denied to UK citizens.

Special or political material which is contentious or which conflicts with the Council's policies, values or statutory obligations (for example, equalities legislation)

* With the exception of the use of the Digital Display Screens by Oadby and Wigston Borough Council to mark and celebrate religious and cultural festivals. Also with the exception to religious events that welcome all faiths.

c) The Council will use its discretion as to what it allows to be advertised. The decision of the Council in relation to any exclusion is final.

d) Advertising space on the digital display screen is limited and so preference will be given to businesses based in the Borough.

e) As the Council wishes to encourage the development of businesses and promote the use of services, amenities and facilities within the Borough, advertising space will normally only be provided for businesses wishing to invest in or promote investment within the Borough and/or advertisements that are likely to promote the use of services, amenities and facilities in the Borough and contribute to the economic well-being of the Borough.

PART 10: Style and content of advertising

- a) The Council has an open approach to styles of advertising.
- b) Advertisers must recognise that public sector organisations cannot permit advertising which could reasonably be construed as being either
 - i. directly or indirectly sexual in nature and/or which features partial or complete nudity and/or which appears to promote or give undue publicity to illegal or inappropriate behaviour or lifestyles.
 - ii. Special or political material which is contentious or which conflicts with the Council's policies, values or statutory obligations (for example, equalities legislation)
- c) The Council will approach apparent humour in submitted advertising with the utmost caution since humour can sometimes directly or indirectly be seen as mocking specific groups of citizens or potentially poking fun at particular types of individuals or their behaviour or in relation to various situations. However, the Council will permit 'innocent humour', providing the Council considers there is no likely innuendo or subtext which might cause offence.
- d) Advertising which the Council deems to be critical of the Council, its amenities, facilities, services and policies and/or, its Members/officers or its agents and partners will not be permitted.
- e) The Council's logo shall not be incorporated into any advertisement without the prior written consent of the Council.
- f) It is the responsibility of the advertiser to check the correctness of their advertisement before it is uploaded on to the Council's website.
- g) The Council will endeavour to meet the advertiser's requirement for preferred positioning but the Council will make the final decision on such positioning.
- h) The Council reserves the right to edit advertorial material or adverts that it considers look like advertorial by including a border or an 'advertorial' header to ensure readers are aware that the text is not part of any Council's editorial.

PART 11: In House Advertisements

In house advertisements will follow the in house advertising procedure, as set out in Appendix A.

PART 12: Complaints

Any member of the public that is dissatisfied with the Council's management of the digital display screens, in the first place, can make a complaint to the Council using its complaints procedure.

If the complaint is upheld the advert will be removed. If necessary the advert will be referred to the Council's Senior Management Team. No refund will be given to the advertiser.

The timescale for the complaint resolution is set out in the Council's complaints procedure.

If, following the exhaustion of the Council's own complaints procedure, the member of the public is still dissatisfied, he/she may take their complaint to the Advertising Standards Authority at:

Advertising Standards Authority Ltd,
Mid City Place,
71 High Holborn,
London
WC1V 6QT

Website: <http://asa.org.uk/Consumers/How-to-complain.aspx>

PART 13: Fees and Charges

Charges for the Digital Display board will be produced in line with the Council's fees and charges.

APPENDIX A: In House Information Advertisements

Any information advertisements that are created by the Council to advertise Council services must follow the following procedure:

- a) Each service area is responsible for creating its own advertising.
- b) All Council adverts must use the same pre determined template, saved in the following location (F:\Library\Digital Display Screen Template)
- c) Space on the digital display screen needs to be booked in advance, as there are only a set number of spaces. This must be at least 1 calendar month before the service area wants the advert displayed. Please book by email using the towncentremanager internal email address stating the date the advert needs to appear from and to (please note - information will be updated once a week, on a Tuesday) and in which town(s) you wish the information to be displayed.
- d) Once a space is booked, the advert must be received by the Town Centre Manager or nominated Officer 2 weeks before the advert is due to be displayed.
- e) The Town Centre Manager or nominated Officer will have an element of editorial control of the advert, to ensure it complies with the Policy, styling and professionalism.
- f) The advert will be placed on the screen on a rolling basis and will be given 1 slot out of a possible 10 slots. The advert will be displayed for a total of 10 hours per week.
- g) All advertisements must comply with the Part 9 and Part 10 of this policy.

For displaying multicultural messages in line with the Multicultural Group, the following process must be followed:

- 1) The Multicultural Group will decide the religious/cultural events that they want messages to be displayed about.
- 2) The Multicultural group must decide what message is to be displayed on the digital display screen.
- 3) The Multicultural group must decide what date the message will be displayed from and when it will be removed.
- 4) Once these decisions are made, the events, message and timings are to be passed to the Town Centre Manager or nominated Officer, who will put the messages, using the pre-determined template, on the digital signs.

Title to be inserted here

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