



Advertising and Sponsorship Policy

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1. Introduction & purpose

In line with our long-term goal of generating income and reducing costs to offer value for money, we permit appropriate advertising and sponsorship as long as it does not conflict with our values or the delivery of our strategic goals.

This policy relates to advertising and sponsorship opportunities connected to our assets, communications, services, events and other activities. It aims to provide guidance to employees, Board members and prospective advertisers and sponsors on what is, and is not, acceptable in terms of advertising and sponsorship.

2. Advertisers and sponsors

We will not carry advertising for or enter into sponsorship agreements with:

- organisations in financial or legal conflict with Colchester Borough Homes or its partners
- organisations which could be seen as being in conflict with our values and strategic aims
- organisations with a political purpose, including pressure groups, trade unions and lobby groups
- organisations involved in racial or sexual prejudice or discrimination on the basis of disability, faith or gender or against any groups protected by the Equality Act 2010
- Manufacturers and distributors of alcohol and tobacco products
- Manufacturers and distributors of drugs and pharmaceutical products
- Manufacturers and distributors of weaponry and related products.

The list above is not exhaustive and we retain the right to decline sponsorship from any organisation or individual as we deem appropriate.

3. Products and services

Most products and services may be promoted. However, some specific categories and services are prohibited as defined below.

An advertisement will not be deemed acceptable if it:

- may result in us being subject to prosecution
- promotes gambling
- promotes payday loans or high interest loans
- refers to tobacco or similar products
- promotes the misuse of alcohol or promotes the use of alcohol to children
- promotes pornography or adult services
- promotes weaponry or violence
- appears to influence support for a political party/candidate

- appears to conflict with our wider promotion of healthy and active lifestyles
- appears to promote racial or sexual discrimination, or discrimination on the basis of disability, faith, gender or age
- is the subject of a complaint to the Advertising Standards Authority and upheld by such Authority as a legitimate complaint.

The above list is not exhaustive, and we retain the right to refuse advertising on the grounds that we consider it to be:

- inappropriate or objectionable
- in competition with services already provided by us, or
- in conflict with our core values and strategic aims.

4. Quality of advertisements

All adverts and other publicity material must adhere to the codes of conduct laid down by the Advertising Standards Authority and must not conflict with our aims and priorities. The Advertising Standards Authority's Code includes provisions that marketing communications:

- must be legal, decent, honest and truthful
- must not bring advertising into disrepute, in addition must not bring us into disrepute
- must conform to the Code
- must respect the principles of fair competition.

Advertising will also be subject to the Code of Practice on Local Government Publicity and the requirements of the Financial Conduct Authority.

We will not knowingly run an advertisement that is misleading, offensive, untrue or fraudulent. Nevertheless, we cannot accept any liability for any information or claims made by the advertisement or by the advertisers.

5. Endorsement

Advertising and sponsorship should not be seen as an official endorsement or recommendation by Colchester Borough Homes of an organisation or individual's products or services. We are not responsible for the quality or reliability of the product or services offered within any advertisement or by any sponsor.

6. Website advertising

We permit the use of controlled advertising on our website www.cbhomes.org.uk as long as it does not compromise the purpose and functionality of the website.

All advertisers are subject to approval before advertisements are placed on our website. We reserve the right to refuse to promote or to remove any individual advertisement we consider inappropriate.

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

7. Sponsorship

We welcome opportunities to work with sponsors where such arrangements support our core values. However, we will not enter into a sponsorship agreement if the agreement:

- may be perceived as potentially influencing CBH, its employees or Board members in order to gain favourable terms on any business or other agreement
- aligns us with any organisation or individual which conflicts with our values and priorities.

We will agree with the sponsor the nature and content of the publicity anticipated from the sponsorship opportunity, and will retain the right to approve all publicity material.

8. Consultation

- Directors Management Team & Senior Management Team, February 2015
- Communications Business Partner, February 2015
- Media Panel, February 2015
- Reading Panel, February 2015
- Chief Executive, January 2018.

9. References

- Advertising Standards Authority Code of Conduct
- Code of Practice on Local Government Publicity
- Equality Act 2010.

10. Related Documents

- CBH Anti-Fraud and Corruption policy
- CBH Communications strategy
- CBH brand guidelines.

Document Control Sheet

Title:	Advertising and Sponsorship Policy		
Electronic File Name & location:	https://colchbh-my.sharepoint.com/personal/Gerardine_Murphy_Cbh_omes_Org_Uk/Documents/Policy/Policies, Strategies And Corporate Documents/Word Versions Of Current Corporate Documents/CBH Advertising & Sponsorship Policy - February 2018.Docx		
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Document amendment history

Version	Type	Date	Brief Description of changes
1.0	New	February 2015	New policy
1.1	Minor amends	February 2018	Reference to Financial Services Authority replaced with Financial Conduct Authority.