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Blackpool Council advertising policy

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How to search the page

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Other mobile browsers – tap the browser’s options menu (usually 3 dots or lines) and select ‘find on page’ from the options.

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This will open a search box on the page. Type the word you are looking for in the search box and press enter. The word will then be highlighted wherever it appears in the guidance. Use the navigation in the search box to move to the next word found.

How to print a copy of the page

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CTRL + P on your keyboard (Command + P on a Mac)

You have an option to print the entire page, or select a page range.

Introduction

1.1. This Advertising Policy sets out the policy of Blackpool Borough Council ("BBC") on the display of advertisements. It applies to advertising on, or in, BBC's property, including property that is owned, operated or managed by BBC and whether it is real (buildings etc) or moveable property ("BBC's property").

1.2. "Advertising" includes the display of advertising materials, the distribution of printed publications, or by performance ("advertisements").

1.3. This Policy also applies to companies wholly owned by BBC that occupy, or provide services from or on, BBC's property or that manage BBC's property, homes, venues or open spaces ("the companies"), including:

1.3.1. Blackpool Transport Services Limited

1.3.2. Blackpool Entertainment Company Limited t/a The Winter Gardens

1.3.3. Blackpool Airport operations Ltd

1.3.4. Blackpool Operating Company Ltd t/a Sandcastle Waterpark

1.3.5. Blackpool Waste Service Ltd t/a ENVECO

1.4. In occupying that property, or providing those services or managing that property, the companies must ensure that they comply with this Policy.

1.5. BBC is committed to treating all of its residents and visitors equally and with respect. BBC wishes to ensure that everyone is able to use its services and enjoy its spaces, including those spaces that are occupied or managed by the companies, without undue offence being caused to them.

1.6. BBC is also fully committed to meeting its obligations under the Human Rights Act 1998 and the Equality Act 2010.

1.7. For these reasons BBC has adopted this Policy. This Policy aims to ensure that undue offence is not caused to members of the public by controversial advertisements on, or in, BBC's property, including that occupied or managed by one of its companies, and to ensure that BBC meets its legal obligations.

1.8. BBC also wants to make sure that the risk of vandalism to its property that might arise if it allows controversial advertisements to be displayed is avoided.

1.9. As well as providing advertising space itself in some areas, BBC permits the companies to accept commercial advertising for display on BBC's property subject to certain requirements. Those requirements include a requirement that the companies do not allow advertising which is inconsistent with this Policy.

1.10. Further, from time to time, BBC or the companies may engage external private contractors to manage advertising on BBC's property. This may be through the grant of a licence to exploit any commercial advertising opportunities or by entering into other contractual arrangements. All such licences or contracts with any such private contractors must contain terms ensuring that any advertising complies with this Policy, including that the required standards set out below are met in respect of any such advertising.

Required standards

2.1. Advertisements will not be approved for display on BBC's property if in the reasonable opinion of BBC, the advertisement falls within any of the following categories:

2.1.1. The advertisement is inconsistent with any of the obligations imposed by the Human Rights Act 1998 or the Equality Act 2010.

2.1.2. The advertisement is likely to cause widespread or serious offence to members of the public:

2.1.2.1. by reason of the nature of any product, service, event, individual or group being advertised; or

2.1.2.2. by reason of the wording or design of the advertisement or the imagery used; or

2.1.2.3. by reason of the message conveyed or sought to be conveyed by the advertisement, including by way of inference.

2.1.3. The advertisement condones or provokes anti-social behaviour.

2.1.4. The advertisement promotes the sale or consumption of tobacco products.

2.1.5. The advertisement promotes the provision of "No Win No Fee" services.

2.1.6. The advertisement promotes political or religious views, causes or events, or individuals espousing political or religious views.

2.2. BBC will not accept any advertisement that does not meet these standards and will remove, or cause to be removed, any such advertising from its property if, notwithstanding this Policy, it is displayed.

2.3. The companies must not allow any advertisement to be displayed on BBC's property that does not meet these standards and they must remove, or cause to be removed, any such advertising from its property if, notwithstanding this Policy, it is displayed. Further, the companies must remove, or cause to be removed, any advertising that BBC decides does not meet the standards set out in this Policy.

2.4. Any contractor engaged to manage advertising for BBC or one of the companies must not allow any advertisement to be displayed on BBC's property that does not meet these standards and must remove any such advertising from BBC's property if, notwithstanding this Policy, it is displayed. Any such contractor must remove any advertising that BBC or, where applicable, one of its companies decides does not meet the standards set out in this Policy if required to do so.

2.5. BBC understands that some advertising falling within some of the categories listed above will not be offensive and could not be reasonably viewed as offensive to anyone. However, BBC aims to adopt a position of neutrality and to reduce the likelihood that BBC or one of its companies will have to arbitrate between groups or individuals over what is, or is not, acceptable. For this reason, it is BBC's policy not to allow any advertising in the categories set out above.

2.6. Further, advertisements on BBC's property, including that occupied or managed by one of the companies, must meet the standards required by any applicable statutory and legal provisions and any applicable regulations in force relating to the content of advertisements or promotional messages, including The UK Code of Non-Broadcast Advertising, Sales Promotion, and Direct marketing (12th edition).

Complaints

3.1. If a member of the public, or a body displaying or seeking to display an advertisement, has a complaint, question or concern

about this Policy or its application, including about any particular advertisement then they should first raise this with:

3.1.1. The Customer First team at the BBC;

3.1.2. In the case of property managed or occupied by one of the companies this will be contained within their own stated policy

They will do their best to resolve any issue.

3.2 .If any complaint is not satisfactorily resolved, or it is believed that any question or concern has not been adequately addressed, after having followed the procedure under paragraph 3.1, that complaint, question or concern may be raised in accordance with the Council's published complaints procedure. A decision will then be made on any complaint or respond to any question or concern, as the case requires. Any decision, following this process, as to whether an advertisement should be displayed or removed will be final.

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Blackpool Council

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Corporation Street
Blackpool
FY1 1NF

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