Logo, company name

Description automatically generated

**Draft Advertising Policy**

Weymouth Town Council (WTC) will not permit any advertising on WTC assets, from the following categories:

* Political or Religious advertising
* Pawn Brokers, Payday-loans, credit-cards, unsecured credit, or similar industries.
* Casinos, gambling, book makers, etc.
* Any kind of “Adult” services or content.
* Any product or service that is illegal under UK law, or illegal to advertise under UK law (eg. Tobacco, Weapons)
* Fossil Fuels
* No advertising or sponsorship that could reasonably be predicted, either by design or coincidence, cause distress, alarm or offence. The Leader of the Council, in consultation with the Town Clerk should make the final decision in the event of a potentially controversial advert.
* From any organisation that promotes any form of discrimination.
* From any organisation that is in financial, or legal dispute with Weymouth Town Council.

WTC will only accept advertisements that comply with the following conditions:

* No advert will be accepted that is subject to a complaint to the Advertising Standards Authority and upheld by such authority as a legitimate complaint.
* Advertising of alcoholic beverages and establishments selling such beverages, should comply with the Portman Group’s code of conduct on responsible promotion of alcoholic beverages.
* Any advertising for Film or TV should have the appropriate BBFC certificate for the time of day.
* No advertising or sponsorship may use the Council's name or logos, to infer Council endorsement or support for any service or product.
* No advertising will be accepted that may cause reputational damage to either Weymouth Town Council, or the town of Weymouth.

The above list is not exhaustive, and WTC retains the right to refuse advertising on the grounds that, in the council’s opinion, it is inappropriate. WTC may remove adverts at any time without prior notice to the advertiser.