

Schedule 1 – Specification for advertising on Council-owned/managed properties.

1. Introduction

- 1.1 Purbeck District Council (“the Council”) owns a number of offices and other buildings in Purbeck which are situated in high-profile areas regularly visited by residents and tourists and, therefore, well-suited to host advertising. The Council considers that the sites have a potential to generate a revenue stream and is looking for a Service Provider who will help the Council to achieve this on the basis of a fixed annual fee which the Council would expect to see increased year on year.
- 1.2 You will need to state if there will be any initial set up costs for the Council. If Service Providers are factoring in set up costs for the Council we would expect to see this identified separately in any submission.
- 1.3 A full breakdown of costs to the Council, if any and the revenue that can be expected for years 1, 2 and 3 should be included in the pricing schedule (Schedule 3).

2. Scope

- 2.1 The Council is looking for an agency to install and manage advertising at the following sites:
- Westport House,
 - Purbeck Sports Centre,
 - Public conveniences at Watery Lane, Studland and West Street Corfe Castle.
- 2.1.1 Westport House is the Council’s headquarters and open to the public. With an approximate footfall of 60 visitors per day.
- 2.1.2 Purbeck Sports Centre has a good membership database with approx. 6,000 customers. There are 800 Gold Card members and a further 152 Diamond card members who regularly use the gym. The centre is attached to the Purbeck School who use the facilities throughout the school day/ term time.
- 2.1.3 The public conveniences at Watery Lane, Studland are busy all year round. Studland is a popular destination with walkers, school parties and visitors to the Beach. These toilets have been recently refurbished creating an excellent space for advertising. During summer months these toilets are especially busy with excess of 4000 visits every week. (Beam counters were previously placed in the toilets to assess visits) The public conveniences are open 24/7 and 365 days per year.

- 2.1.4 The Public Conveniences at West Street, Corfe Castle are located in the largest car park in Corfe Castle (excess of 16,500 visitors per year) close to the popular tourist attraction and adjacent to the Doctors surgery. The public conveniences are open 24/7 and 365 days per year.
- 2.2 The sites identified above are those currently under consideration. However the Council may identify further sites and opportunities that could be added to any agreements in the future subject to negotiation.

3. The Requirements

- 3.1 The Service Provider will be required to supply, install and maintain all equipment at all locations unless specified. The Council will secure any necessary advertisement consents. The specification for any equipment supplied and installed by the service provider shall be agreed in advance with the Council.
- 3.2 The Service Provider will be responsible for the repair and maintenance of any equipment installed and will seek to resolve any reported defects within 14 days of being notified by the Council.
- 3.3 The Service Provider will be required to comply with a "Permit to Work" issued by the Council for all works carried out under this specification.
- 3.4 The Service Provider will be required to ensure that any advertising let under the contract complies with the Council's Advertising and Sponsorship Policy which found in appendix 1 of this document.
- 3.5 Where advertising space is unsold for a period of 1 month, the Council may choose to insert its own message, advertising any of the Council's services. The costs associated with this shall be limited to production and installation and an outline of these costs should be included within your pricing mechanism. Messages will remain in place until such time that the advertising space is sold.
- 3.6 If the Council finds that advertising space is not being marketed or sold, in accordance with the Council's advertising principles or the expected frequency, the Council reserves the right to terminate the contract giving 1 month's notice, and seek advertising services elsewhere

Sites and specification

- 3.7 Westport House – The Council currently have a digital screen in the reception area offering information to the public. Display screen providing an opportunity to show up to 4 adverts (static .bmp files) which will be played on a loop with other slides publicising the work of the council. Every slide will show for a period of 10 seconds approximately every 3 minutes.

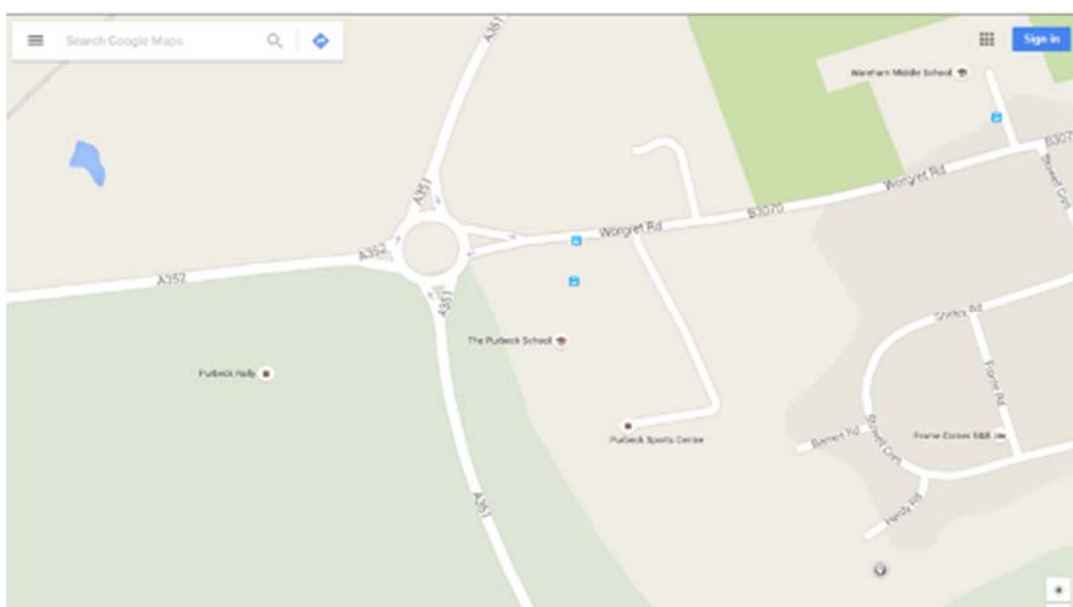
- 3.8 Westport House – A total of 8 public Conveniences are available for advertising. There are 2 gents, 2 ladies and a disabled access cubicle. There are a further 3 ladies cubicles available through the lobby area, the toilets through the lobby are available to staff and to the public (during public meetings in the Council Chamber);
- 3.9 Purbeck Sports Centre – Digital advertising in the gym; adverts to be sold on digital screens with the equipment installed and provided free of charge. Every slide will show for a period of 10 seconds approximately every 3 minutes.
- 3.10 Purbeck Sports Centre – The sports centre currently have a display screen in the reception area providing an opportunity to show up to 4 adverts (static .bmp files) which will be played on a loop with other slides publicising the work of the Sports Centre.
- 3.11 Purbeck Sports Centre – sports hall; 4 large spaces available in a highly visible location.
- 3.12 Purbeck Sports Centre – 25 available spaces for A3 posters with frames in changing areas, public conveniences and corridors
- 3.13 Purbeck Sports Centre – Advertisement space available around the sports pitches in the outside areas.
- 3.14 Watery Lane public conveniences – 5 available spaces for A3 posters with frames on toilets doors and above hand dryers.
- 3.15 Watery Lane public conveniences – A large outside wall space which is visible from the public highway would be an ideal area for advertising however this would be subject to planning permission (currently being applied for).
- 3.16 Corfe Castle public conveniences – These toilets have recently been refurbished – A total of 10 spaces for A3 posters with frames available on toilets doors and above hand dryers.
- 3.17 Corfe Castle public conveniences – A large outside wall space would be an ideal area for advertising however this would be subject to planning permission (currently being applied for).

The current properties and locations that have been identified are detailed below along with photographs of the inside of the buildings.

Purbeck District Council, Westport House, Worgret Road, Wareham BH20 4PP



Purbeck Sports Centre, Worgret Road, Wareham, BH20 4PH



Gym Wall



Sports Hall



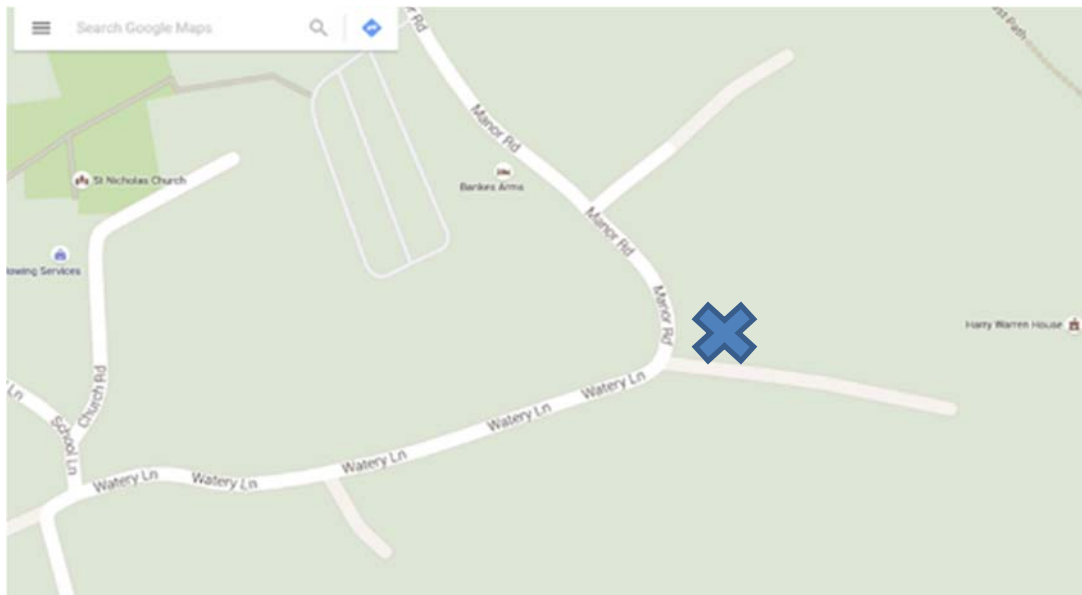
Corridors Walls



Walls in soft play area



Watery Lane Public Toilets, Studland, Swanage, Dorset BH19 3AL



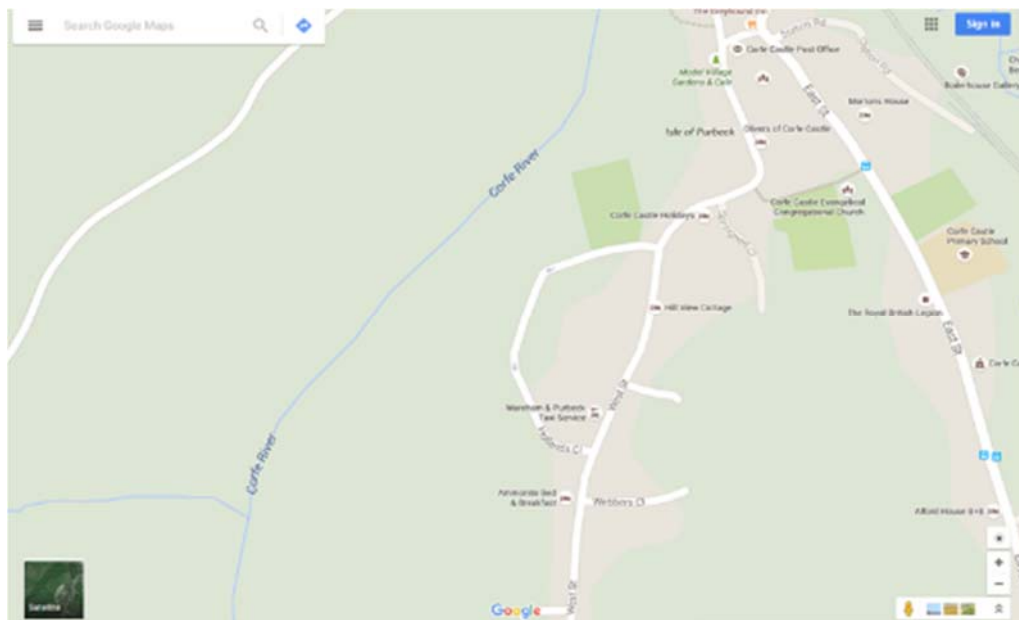
Inside Watery Lane toilets



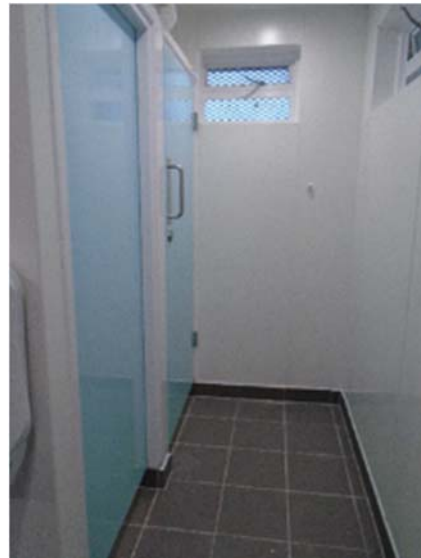
Subject to advertisement consent the outside wall of the toilets is an ideal space for Advertising.



Corfe Castle Public Conveniences West Street, Corfe Castle BH20 5HH



Inside Corfe Castle toilets



Subject to advertisement consent the outside wall of the toilet is an ideal space for advertising.



Appendix 1

Purbeck District Council Advertising and Sponsorship Policy



Introduction

1. Purbeck District Council has a policy on advertising and sponsorship in order to:
 - Uphold the Council's reputation and corporate identity
 - Further the Council's communication of its corporate priorities (by facilitating communication messages)
 - Secure best value for money and maximise income
 - Provide a framework and control measures
 - Establish a corporate approach and standards (including best practice)
 - Ensure compliance with legislation, advertising industry codes and other Council policies
 - Support development of commercial partnerships with the private sector
 - Safeguard the image and environment of Purbeck District Council

Context

2. Advertising and sponsorship of a 'product' encompasses goods, services, ideas, causes, opportunities, prizes and gifts.
3. Advertising is a form of communication used to raise awareness, encourage or persuade an audience viewers, readers or listeners or a specific group of people to do or believe something. Advertising is usually paid for by advertisers or sponsors. In the case of Visit Dorset advertisers are known as members.
4. Advertising messages can take a variety of forms and can be viewed via a variety of traditional and new media (e.g. newspapers, magazines, television commercial, radio advertisement, outdoor advertising, direct mail, blogs, websites, social media and text messages).
5. A person who consumes advertising is anyone who is likely to receive a given marketing communication, whether in the course of business or not.
6. To sponsor something is to support an event, activity, person, or organization financially or by providing products or services. It should be mutually beneficial.
7. For the purposes of this policy, sponsorship is defined as: "an agreement between the Council and the sponsor, where the Council receives either money or a benefit in kind in support of an event, activity, campaign, facility, asset or initiative from an organisation or individual which in turn gains publicity or other benefits".
8. There can be cross over between how advertising and sponsorship works in practice. For example, advertising in public toilets is usually called sponsorship because the funds support the cost of maintaining these sites.

Scope

9. This policy is two-fold, covering:
 - The Council as an advertiser or sponsor; and
 - The Council as an owner of an advertising platform or sponsorship opportunity which an external individual, group or organisation may wish to take up.
10. Any historical sponsorship or advertising arrangements will be reviewed, to ensure compliance with this policy.

Principles

11. When working with an advertiser or sponsor, it is important that any agreement supports the Council's corporate priorities, Constitution and Equality Policy.
12. The Council will refuse applications from companies who are in dispute with the Council or where there is pending/active legal action. We will also not accept advertising or sponsorship from companies who are in contract negotiation with the Council where this may be viewed as an endorsement of this bid.
13. The Council will uphold the code of recommended practice on local authority publicity. This means the Council is not able to enter into an advertising or sponsorship agreement which connects the Council with lending support to any political party.
14. Whether advertising and/or sponsorship is a suitable method or whether external requests to use Council-owned platforms should be approved, will be decided on a case by case basis and where appropriate, agreed in consultation with Solicitor to the Council and the Portfolio Holder and will be on the merits of each opportunity or request.

Advertising policy

15. The Council will comply with national guidance published by the Advertising Standards Agency (ASA) - the UK's independent regulator of advertising across all online and offline media. The central principle for all advertising (marketing communications) is that it should be legal, decent, honest and truthful. For more information visit: www.asa.org.uk
16. All advertising on Council-owned advertising platforms must adhere to the British Code of Advertising, Sales Promotion and Direct Marketing. This code provides the rules for non-broadcast advertisements, sales promotions and direct marketing communications. For further details visit: <https://www.cap.org.uk/Advertising-Codes.aspx>
17. The Council will comply with the Town and Country Planning Act 1990 and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 The Council therefore has a duty to ensure all advertising on Council owned platforms has permission or consent where this is required.
18. The Council will advertise its own services and offers as appropriate using its own platforms. This may include adverts relating to traded services or quasi-trading services, which generate an income. The Council permits paid-for advertising on some of the platforms it owns and this may include advertising from for-profit companies. In both these circumstances the Council will comply with the Supply of Goods and Services Act 1982.
19. The Council encourages advertising on its own platforms that supports Purbeck's corporate priorities. This might include advertising messages on safety, healthy living and environmental sustainability; messages which support local businesses.
20. The Council will not permit any advertising that represents a conflict of interest or is likely to cause serious or widespread offence. Particular care should be taken to avoid causing offence on the grounds of race, age, religion, sex, sexual orientation or disability. Content that is not permitted for advertising includes, but is not limited to, advertising that contains, infers or suggests any of the following:
 - Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues
 - Disparagement or promotion of any person or class of persons
 - Promotion or incitement of illegal, violent or socially undesirable acts
 - Promotion or availability of tobacco products, alcohol, weapons, gambling or illegal drugs
 - Advertising of financial organisations and loan advancers with punitive interest rates
 - Promotion or availability of adult or sexually orientated entertainment materials
 - Advertising that infringes on any trademark, copyright or patent rights of another company

- Claims or representations in violation of advertising or consumer protection laws.
21. All applicants wishing to utilise Council-owned advertising media must adhere to this policy.
 22. The Council has a duty to seek best value for money when placing advertising.

Sponsorship policy

23. Sponsorship is not a way for any company or organisation to be viewed favourably by the Council in any other business arrangements they might be a party to.
24. Organisations that will not be considered or approved for sponsorship opportunities include, but are not limited to, those which represent a conflict of interest or are connected directly or indirectly with the following:
 - Advocacy of, or opposition to, any politically, environmentally or socially controversial subjects or issues
 - Disparagement or promotion of any person or class of persons
 - Promotion or incitement of illegal, violent or socially undesirable acts
 - Promotion or availability of tobacco products, alcohol weapons, gambling or illegal drugs
 - Financial organisations and loan advancers with punitive interest rates
 - Promotion or availability of adult or sexually orientated entertainment materials
 - An infringement on any trademark, copyright or patent rights of another company
25. Any organisation wishing to sponsor a Council-owned product or service must adhere to this policy.
26. All sponsorship deals will be subject to a signed legal agreement between the Council and the sponsoring organisation.
27. Publicity and media coverage will be arranged by the Council for all appropriate sponsorship deals.
28. The use of branding and logos of any sponsoring company must not interfere with the Council's Corporate Identity Policy.
29. The size and positioning of sponsors' logos on any promotional material, goods or signage must be considered by the appropriate lead officer in conjunction with the Council's Communications Officer.

Responsibility

30. All Council services and employees must comply with this policy and the commercial advertising and sponsorship procedure.
31. Whether advertising and/or sponsorship is a suitable method or whether external requests to use Council-owned platforms should be approved, will be decided on a case by case basis on the merits of each opportunity or request.
32. Sponsorship bids and the associated undertakings shall be approved by the relevant General Manger and, where appropriate, in consultation with the Solicitor to the Council and the Portfolio holder.
33. Sponsorship agreements must be referred to the Solicitor to the Council for review prior to signing.
34. Council officers and members are required to declare in advance if they have any personal interests, involvement or conflicts of interest with any potential sponsors. In the event of a conflict of interest, that officer or member will take no part in the consideration of sponsorship with that particular organisation.

