

Appendix 1

Precis of Comments on Exeter City Council Advertising Policy, jointly submitted by three Members. (See full comments below)

1. A suggested amendment to the policy that Adfree Cities recommends that the Advertising policy is explicitly widened to be an Advertising and Sponsorship policy that clearly covers sponsorship arrangements.
2. An amendment to the policy that Adfree Cities recommend basing Exeter's policy on the thorough policy developed by Bristol City Council as a template that defines "advertising" and "sponsorship" and gives clear guidance on the scope and application of the policy.
3. To update Exeter City Council's 2022-2026 priorities within the policy.
4. An additional proposal was put forward that the Ethical Advertising Policy should be applied to the contract between Clear Channel, Devon County Council and Exeter City Council for supply and maintenance of bus shelters within Exeter.

Comments in full by Members on ECC advertising policy.

Note for transparency: These comments have been based on information from Adfree cities to assist with some of the technical issues and amended by the three Members on the Committee.

1. Adfree Cities recommends that the Advertising policy is explicitly widened to be an **Advertising and Sponsorship policy** that clearly covers sponsorship arrangements.
Cllrs comment: We agree as this would enable the council to be able to offer advertising and sponsorship arrangements as part of any matched contribution to partnership working in the city.
2. Adfree Cities recommend basing Exeter's policy on the thorough policy developed by Bristol City Council as a template that defines "advertising" and "sponsorship" and gives clear guidance on the scope and application of the policy. [Bristol City Council's Advertising and Sponsorship Policy](#). Another recommended basis for a policy is [Cambridgeshire County Council's Advertising and Sponsorship policy](#). **They recommend overhauling the current policy in favour of a more comprehensive policy based on these templates and have drafted a policy below.** This is closely based on the policies in Bristol and Cambridgeshire, but has not been subject to legal review, which is recommended.
Cllrs comments: we agree and have found the policy below very helpful as a basis. Please note we have made further amendments to the proposed text. So this document is not sent on their behalf or purport to be from Adfree Cities.

3. Further notes from Cllrs

Regarding the council's Ethical Advertising policy as it stands, we note that the council priorities are now as follows:

The Council's priorities from 2022-2026 are:

- a. Prosperous local economy
- b. Healthy and active city
- c. Housing and building great neighbourhoods and communities
- d. Net zero carbon city
- e. Thriving culture and heritage

- 4.** This Policy should be applied to the contract between Clear Channel UK Ltd, Devon County Council and Exeter City Council Ltd for the supply and maintenance of bus shelters within Exeter. Sections 5 & 8 of the contract relate in particular. It is noted Clear Channel are seeking an amendment to their contract so, now is an opportune moment to amend it.