

## **TfGM Advertising Policy**

### **1. Purpose**

1.1 This policy sets out high level principles, together with the decision making framework and criteria, governing the approval of Advertisements which appear on TfGM Services, information campaigns undertaken by TfGM and ensuring TfGM's compliance with its obligations.

1.2 TfGM will ensure that Advertisements which appear on TfGM Services, and information campaigns undertaken by TfGM, are consistent with its obligations.

1.3 All Advertisements appearing on TfGM Services and information campaigns undertaken by TfGM must be in accordance with this policy.

### **2. Definitions**

In this advertising policy, the following expressions have the following meanings (unless the context otherwise requires):

- (a) "Advertisement" means advertisements in any form proposed to appear on TfGM Services and includes information campaigns undertaken by TfGM;
- (b) "the Applicant" means the person seeking approval for an Advertisement to appear on TfGM Services;
- (c) "ASA" means the Advertising Standards Authority;
- (d) "Authority" means the Greater Manchester Combined Authority;
- (e) "CAP" means the Committee of Advertising Practice;
- (f) "CAP Code" means the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing;
- (g) "Custodian" means such person nominated by TfGM to perform the tasks allocated to that person in paragraph 4 below;
- (h) "getmethere" means the brand name given to Greater Manchester's smart-ticketing scheme, the rights to which brand are owned by TfGM;
- (i) "TfGM" means Transport for Greater Manchester; and
- (j) "TfGM Services" or a "TfGM Service" means those services and facilities owned or controlled by TfGM on which TfGM has a right to approve Advertisements, including (but not limited to):
  - (i) Metrolink vehicles and stops;
  - (ii) Metroshuttle vehicles and stops;
  - (iii) bus stations and interchanges owned by TfGM;
  - (iv) bus stops;

- (v) tfgm.com and getmethere.com;
- (vi) all facilities in connection with the getmethere smart ticketing scheme;
- (vii) cycle initiatives, cycle hubs and schemes; and
- (viii) door to door transport provision schemes.

### 3. Required standards

3.1 Advertisements will not be approved for, or permitted to remain on, TfGM Services if, in TfGM's reasonable opinion, the Advertisement falls within any of the following categories:

- (a) the Advertisement does not comply with the law or incites someone to break the law;
- (b) the Advertisement does not comply with the CAP Code or any guidelines, decisions, directions or recommendations issued by the ASA;
- (c) the Advertisement is likely to cause widespread or serious offence to members of the public, on account of the nature of the product or service being advertised, the wording or design of the Advertisement or by way of inference;
- (d) the Advertisement depicts men, women or children in a sexual manner or displays nude or semi-nude figures in an overtly sexual context (for example, while the use of underdressed people in most underwear advertising may be seen as an appropriate context, gratuitous use of an overtly sexual nature will be unacceptable);
- (e) the Advertisement depicts or refers to indecency or obscenity or uses obscene or distasteful language;
- (f) the Advertisement relates to lap-dancing, 'gentlemen's clubs', escort agencies or massage parlours;
- (g) the Advertisement depicts direct or immediate violence to anyone shown in the Advertisement;
- (h) the Advertisement condones or provokes anti-social behaviour;
- (i) the Advertisement relates to films which have not been granted permission for public exhibition or which do not show the British Board of Film Classification certificate;
- (j) the Advertisement contains images or messages which relate to matters of public controversy and sensitivity;
- (k) the Advertisement relates to services that compete, or have the potential to compete with, Metrolink;
- (l) the Advertisement relates to tobacco products and e-cigarettes;
- (m) the Advertisement relates to payday loans and 'cash for gold' or similar pawn broker type agents;

- (n) the Advertisement refers to or portrays (or gives the impression of portraying) a living person unless the prior written consent of that person is obtained and is produced to TfGM. TfGM requires an indemnity from the Applicant against any action by that person, or on that person's behalf, before such references or portrayals will be accepted;
- (o) the Advertisement contains negative references to TfGM Services or those services provided or regulated by the Authority, organisations associated with TfGM or the Authority or Greater Manchester Local Authorities;
- (p) the Advertisement is likely to be defaced due to the subject matter or due to the inclusion of a high proportion of blank space;
- (q) the Advertisement may adversely affect in any way the interests of the site owner;
- (r) the Advertisement relates to a political party or parties or a political cause;
- (s) the Advertisement uses handwriting or illustrations that would suggest the Advertisement has been damaged, defaced, fly posted or subject to graffiti, after it has been posted; or
- (t) in the case of digital media, the Advertisement must pose a health and safety risk as a result of flickering or other visual imagery.

3.2 If a displayed Advertisement, in TfGM's reasonable opinion, falls within any of the categories referred to in paragraph 3.1, TfGM can require the Applicant to remove the Advertisement or, if the Applicant fails to do so, TfGM shall have the right to remove the Advertisement (at the cost of the Applicant) and, in any such circumstances, TfGM shall not be liable for any loss, liabilities or costs suffered or incurred by the Applicant as a result.

3.3 TfGM logos, or any other intellectual property owned by TfGM, may only be used in accordance with any further guidelines and/or licenses which may be in place, and only with the prior written consent of TfGM.

3.4 Individual TfGM Services may specify further requirements in relation to advertising on those services, which must be adhered to.

#### 4. Approval or rejection of Advertisements to appear on a single TfGM Service

##### Decision to approve or reject an Advertisement

4.1 A decision as to whether an Advertisement complies with the standards required by this policy shall be the responsibility of the relevant Custodian nominated in relation to that TfGM Service.

4.2 Prior to deciding whether an Advertisement complies with the standards required by this policy, the relevant Custodian may consult CAP as to whether the Advertisement complies with the CAP Code. The relevant Custodian may, at his discretion, take any response from CAP into account when determining whether an Advertisement complies with the standards required by this policy.

4.3 The relevant Custodian shall notify the Applicant in writing as soon as is reasonably practicable following receipt of the Advertisement by the Custodian as to whether the

Advertisement is approved or is rejected, after following the procedure set out in paragraphs 4.4 to 4.6 below.

#### Proposed rejection of an Advertisement

4.4 If the Custodian considers that the Advertisement does not comply with the standards required by this policy and should be rejected, the Custodian:

(a) may propose or invite from the Applicant reasonable variations to the Advertisement to achieve compliance with the standards required by this policy; and/or

(b) may, if considered necessary, consult with TfGM's Head of Commercial & Marketing on the proposed rejection of the Advertisement.

#### Rejection of Advertisements

4.5 If the Advertisement is rejected, the notification referred to in paragraph 4.3 shall include details of the reasons why the Custodian considered that the Advertisement did not comply with the standards contained in this policy.

4.6 The Custodian will notify all other Custodians, TfGM's Head of Commercial and Marketing and the TfGM Press Office that the Advertisement has been rejected, and specify the reasons why the Advertisement did not comply with the standards contained in this policy.

#### 5. Decisions by the Head of Commercial & Marketing

5.1 The Head of Commercial & Marketing shall be responsible for the following decisions:

(a) where an Advertisement is submitted to appear on more than one TfGM Service and the relevant Custodians cannot agree whether the Advertisement complies with the standards required by this policy; and

(b) where:

(i) an Advertisement has been submitted to appear on one TfGM Service and has been rejected by the responsible Custodian for that TfGM Service; and

(ii) the same or comparable Advertisement is subsequently submitted to appear on a different TfGM Service and the Custodian of that different TfGM Service considers that the Advertisement does comply with the standards required by this policy.

5.2 If the Head of Commercial & Marketing decides that an Advertisement referred to in paragraph 5.1 does not comply with the standards required by this policy, the process contained in paragraphs 4.3 to 4.6 of this policy shall apply except that the reference in paragraph 4.4(b) to the Head of Commercial & Marketing shall be deleted.

#### 6. Approval and amendment of policy

6.1 This policy will be subject to review every 12 months, or as otherwise considered necessary by the Head of Commercial & Marketing.