



### **Marketing & Communication Standards**

When a tender bid has been submitted to Fylde Council there are set standards that apply to all information sharing, press activity and marketing products or activities as follows:

- Marketing communications should be an accurate description of the product or service; legal, decent, honest, truthful, and socially responsible.
- Marketing communications must be prepared with a sense of responsibility to consumers and society.
- No marketing communication should bring either party into disrepute.
- Marketing communications must respect the principles of fair competition that is generally accepted in business.
- When dealing with consumers they should be treated fairly.
- Marketing communications must not discredit or denigrate another product, marketer, trademark, trade name or other distinguishing mark.
- Marketing communications must not feature a testimonial without permission; exceptions can be made for accurate statements taken from a published source, quotations from a publication or references to a test, trial, professional endorsement, research facility or professional journal, which may be acceptable without express permission.
- Marketing communications are not to make any disapproving or negative comments, nor should they encourage any inciteful behaviour or remarks relating to Fylde Council or its employees, either in public, online (including social media platforms), to the press or elsewhere.
- Marketing communications must avoid making any social media communications that could damage Fylde Council's interests or reputation, even indirectly.
- Digital Marketing can be delivered by a variety of online channels and include but are not limited to a website, email, and social media.
- Marketing communications in terms of design and content should be tasteful, professional, current, and commercially relative to the product or service.
- Both Fylde Council and the successful concession shall work together to use their promotional resources to promote one another using each other's marketing materials i.e., photos and any published content.
- The successful concession accepts that Fylde Council is permitted to independently promote their business without the concessions consent but will comply with the same marketing and communication standards outlined in this document.
- Should the concession wish to include the Fylde Council logo or branding on any of their promotional material, both in print and digitally, this will need to be approved by the communications team who can be contacted at [communications@fylde.gov.uk](mailto:communications@fylde.gov.uk).

Signed by: .....

Date: .....

For further information about this document please email: [communications@fylde.gov.uk](mailto:communications@fylde.gov.uk)