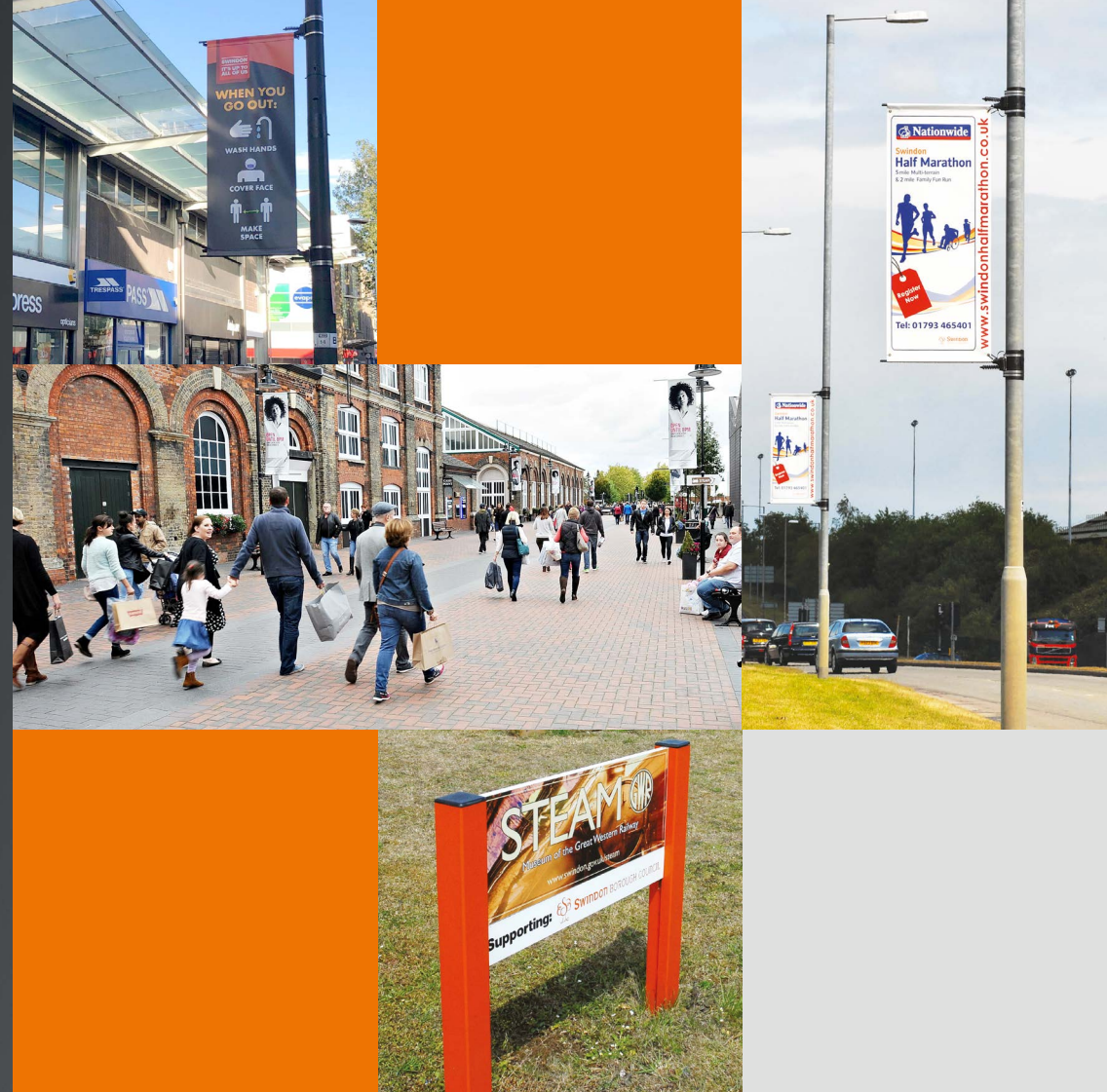


# Swindon Borough Council Media Pack

September 2024



**SWINDON**  
BOROUGH COUNCIL

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# Key facts

- Swindon borough covers an area of **22,950 hectares/ 88.6 sq miles**.
- The current population is **222,881** (2020 ONS population estimates), made up of the main population in the centre of Swindon, with Highworth (pop. 8,300), Wroughton (pop. 6,800), and a number of smaller villages and hamlets.
- Swindon has **40 industrial estates and business parks** hosting a huge variety of UK and international companies, along with manufacturers such as BMW Group. The Nationwide Building Society and National Trust have their headquarters in Swindon, while the majority of the UK's research councils are also in the town. The Borough's prime location has also made it popular as a warehousing and distribution centre for major companies such as B&Q and Amazon.
- Approximately two thirds of the borough is rural.
- Swindon borough has 88 wildlife sites, six sites of Special Scientific Interest (SSSIs) and five nature reserves.
- Swindon's population is forecast to grow to **250,000** by 2026.



# What we offer

Swindon Borough Council offers a range of advertising opportunities:

## Outdoor Advertising, including Roundabouts and Lampposts:

We have 50 roundabouts available, with traffic flow based on a 24-hour 5-day working week of between 20,000 and 55,000 vehicles per day. We have more than 150 lampposts available for banner advertising in Swindon in locations including:

- The Magic Roundabout
- Marlborough Road
- Queens Drive
- Mannington Roundabout
- Drakes Way
- Thamesdown Drive
- Great Western Way

## Car Park Advertising:

Display your A0 poster advertisement in a number of SBC Multi-storey Car Parks





# Roundabout advertising



Swindon Borough Council has more than 50 roundabouts where sponsor signs are permitted, offering your business presence and brand awareness all year round. Signs are offered on a minimum 12 month contract, enabling you to gain exposure to up to 50,000 vehicle movements per week.

Roundabouts are either landscaped and planted with shrubs, trees, bushes, etc. and don't require watering, or they are gravel based.

## What benefits will roundabout sponsorship bring to your business?

- Increased awareness of your company name, highlighting your presence in the local community and to thousands of visitors.
- An excellent directional tool, acting as your own personalised landmark when directing people to your business.

### Roundabout sponsorship

<b>Sign size</b>	800mm x 300mm or 1200mm x 450mm (landscape format)
<b>Content</b>	Full colour; flexible content including logo, web address and other factual detail (NB no directional arrows)
<b>Installation</b>	Sign production and sign installation included in sponsorship fee (NB signs remain the property of Swindon Borough Council)
<b>Maintenance</b>	Maintained by SBC and Parish Councils
<b>Exclusivity</b>	Some specific larger roundabouts give advertisers the opportunity to advertise on larger signs and share the roundabout with other advertisers i.e. "White Hart" and "Bruce Street Bridges"

### Rate card

<b>Minimum 12 month contract, longer terms and discounts available</b>	Prices start from £1,300 per annum inclusive of signs + VAT. Artwork must be provided.
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# Lamppost advertising



Lamp column banner advertising is effective for local businesses, increasing the awareness of their brands.

The Council uses this format to promote its own services and the opportunity exists for local businesses.

We have limited the number of sites so the town does not become cluttered, thus giving your advertising more impact.

## Locations include:

- Mead Roundabout
- Mannington Roundabout
- Marlborough Road from Commonhead
- Great Western Way
- Thamesdown Drive

## Lamppost advertising

<b>Banner size</b>	2000mm x 800mm (portrait format)
<b>Content</b>	Full colour; flexible content including logo, web address and other factual detail (NB no directional arrows)
<b>Installation</b>	Banner production and banner installation included in the advertising fee (NB banners remain the property of Swindon Borough Council)
<b>Maintenance</b>	Each banner is guaranteed for the duration of the agreement
<b>Exclusivity</b>	Lampposts only carry one banner for one advertiser. The current sponsor is always given first refusal on sponsorship for the following 12 months.

## Rate card

<b>12 month contract, longer terms (with discounts) and shorter terms are available</b>	From £1,617 per annum per column inclusive of banner + VAT. Artwork must be provided.
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# Car park advertising

A0 poster sites available in the following car parks:

- Kimmerfields
- Brunel North
- Brunel West
- Fleming Way

## Rate card

**Minimum 4 week contract**

£15 + VAT per week





# Advertising policy

## Advertising Policy

The objective of this policy is to produce guidance on the type of advertisements which appear in our publications, on our web site, our intranet and other physical sites (including but not limited to: billboards/ hoardings/ printed materials/vehicles etc).

The policy is aimed at providing positive advice to prospective advertisers on what are and what are not acceptable forms of advertising for the borough council, without being too prescriptive or detailed.

It is not an exhaustive list and takes as its start point that all advertising falls within the rules and guidelines laid out by the Advertising Standards Authority (ASA) ([www.asa.org.uk](http://www.asa.org.uk)) and upholds the rules laid out in the British Codes of Advertising and Sales Promotion [www.asa.org.uk/codes-and-rulings/advertising-codes.html](http://www.asa.org.uk/codes-and-rulings/advertising-codes.html) and the Code of recommended practice on Local Authority publicity ([www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity](http://www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity)).





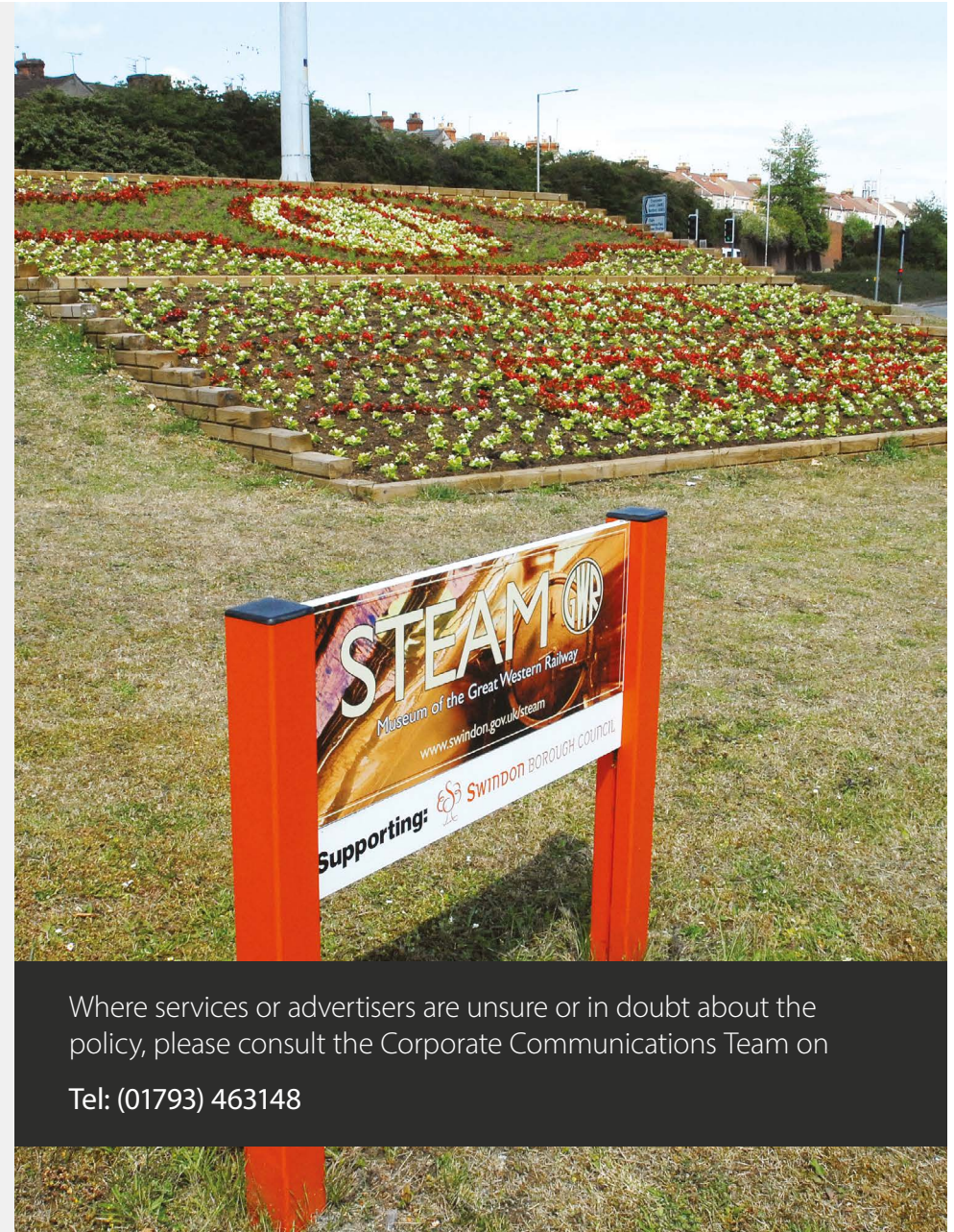
The basic principles of the codes are that advertisements should be:

- Legal, decent, honest and truthful
- Created with a sense of responsibility to consumers and to society in line with the principles of fair competition generally accepted in business and that:
  1. The codes are applied in the spirit as well as the letter
  2. A full copy of the codes is available on the ASA website

We will not accept advertising of a racial, religious or political nature or any advertising which may be construed as offering services of a sexual nature. We will not accept advertisements from gambling organisations, manufacturers of tobacco or alcohol products.

We will not permit advertising which we may reasonably consider to be objectionable. All advertisements will strictly adhere to the British Code of Advertising Standards Authority or any code of advertising practice that may supersede the same.

A Healthier Advertising Policy was adopted by the Council in June 2024 which restricts advertising of products that contain High Fat, Salt or Sugar from all council-owned estates, assets and through procured advertising contracts. Further information about this policy is available on request.



Where services or advertisers are unsure or in doubt about the policy, please consult the Corporate Communications Team on  
**Tel: (01793) 463148**

## Disclaimer Notice

Acceptance of advertising does not imply endorsement of products and services by Swindon Borough Council. In order to make this clear all Swindon Borough Council publications which include advertising will carry the following disclaimer:

“Whilst every effort has been made to ensure the accuracy of advertisements or sponsorship contained in this publication, Swindon Borough Council cannot accept liability for errors and omissions. We will not accept any responsibility for claims made by advertisers and their inclusion in (name of publication) and this should not be taken as an endorsement by Swindon Borough Council.”

## Contact

For more information contact  
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**07970 475 978**



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