

Advertising Opportunities

with Hampshire County Council

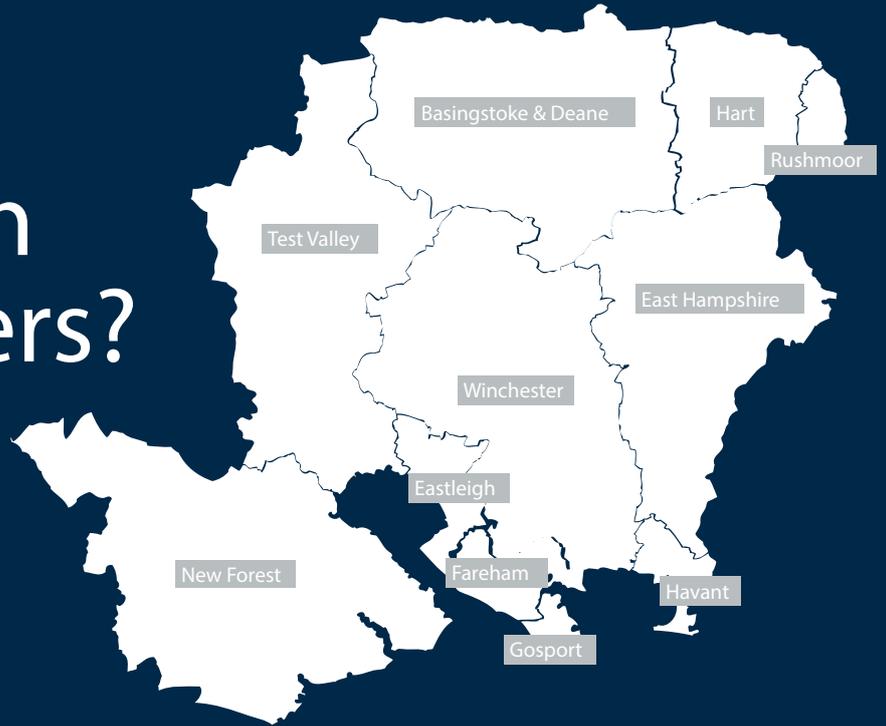
2018–2019

-
- 3 Household Waste Recycling Centres

 - 5 A Guide to Better Care and Support

 - 7 The Guide to Residential Care

Want to reach new customers?



We offer a range of advertising opportunities to businesses wanting to reach Hampshire residents.

A Guide to Better Care and Support

A Guide to Better Care and Support is an annual publication which gives invaluable information and advice on all aspects of independent living.

The Guide to Residential Care

The annual Guide to Residential Care has become the definitive reference source for those looking to move to residential care in Hampshire.

Household Waste Recycling Centres

Hampshire County Council's Household Waste Recycling Centres have advertising space for local businesses to promote their services to residents. Large advertisement boards are displayed in prime positions in full view of customers in stacking lanes and parking bays.

To book advertising space or for further information please contact the advertising team:

CALL: 01962 846499 EMAIL: advertising@hants.gov.uk

Household Waste Recycling Centres

Several of our largest and busiest Household Waste Recycling Centres (HWRCs) in Hampshire offer advertising space for local businesses to promote their services to residents.

Each site sees up to 1,000 vehicles per day and collectively they have over 1.25 million visitors per year. Large advertisement boards are displayed in prime positions in full view of customers in stacking lanes and parking bays.

Hampshire County Council provides HWRCs across the county for householders to recycle or dispose of their bulky household and garden waste. These modern, clean sites recycle an average of more than 60% of the waste brought into them.



Advertising space is sold on a monthly basis (minimum of three months) with a discount for booking a full year.

Site location	Postcode	Average visits per day *	Average visits per day at peak times **
Alton	GU34 2QE	446	552
Andover	SP10 5NU	674	856
Basingstoke	RG24 8PL	752	1,098
Eastleigh	SO53 3YU	538	731
Gosport	PO13 8AS	818	1,025
Havant	PO19 1HR	666	851
Segensworth	PO15 5TS	702	879
Waterlooville	PO7 7FZ	659	847

*Visitor counts are taken from the ANPR (Automatic Number Plate Recognition) data April 2017-April 2018.

**Peak times are summer weekends (1 April – 30 September).

RATE CARD

Household Waste Recycling Centres

HWRC	Size	Duration	Rate
Choice of eight sites	1600 x 1200 mm (landscape)	Per month (minimum of 3 months)	£50
Discount for new advertisers or booking 12 months	10%		
Discount for multiple sites	Please contact us to discuss your requirements		
Production and installation			£175

All prices are subject to VAT. If you work in partnership with Hampshire County Council please contact us to discuss partner rates.



Artwork dimensions



1600 x 1200 mm (landscape)
5 mm Foamex board laminated
with anti-graffiti film

Artwork specifications

Advertisements must be supplied in CMYK format – all spot colours must be converted to four colour process.

Artwork to be supplied, sized ready to print, as either:

- High resolution (300dpi) PDF file with embedded fonts
- EPS file with embedded fonts and images

The life of the 5 mm Foamex board is guaranteed for 12 months.

TO BOOK

CALL 01962 846499
EMAIL advertising@hants.gov.uk

A Guide to Better Care and Support

A Guide to Better Care and Support is published annually by the Adults' Health and Care department. It contains a wealth of information on all aspects of independent living as well as comprehensive listings of domiciliary care agencies across Hampshire. It is a flagship communications tool for Hampshire County Council's social care professionals to welcome all new Adults' Health and Care clients to the service.

The Guide is a definitive reference source in Hampshire for information on care at home and is relied on by members of the public, social care professionals and voluntary agencies.

Copies are distributed widely around the county to all doctors surgeries, social care professionals, libraries, main hospitals, Citizens Advice Bureaux, Age Concern offices and information centres.

The Guide holds valuable advertising space for advertisers wanting to promote their care services to older people, their families, carers, social care professionals and voluntary agencies.

21st Edition

A Guide to Better Care and Support

Spring 2018 – Spring 2019



Community Centre

pharmacy

Practical information on all aspects of independent living as well as support for you, your family and other carers. PLUS detailed listings of organisations providing home care services

www.hants.gov.uk





4 Managing at home

In this chapter you will find:

- Looking after yourself
 - Dressing and undressing
 - Washing and showering
 - Using the toilet
 - Keeping warm in winter
 - Meals on wheels
- Buying help at home
- House, garden and pet care
- Staying safe in your home

Looking After Yourself

Personal Care

Dressing and undressing

If you find dressing difficult, there are a number of things you can try to remain independent with dressing. Choosing appropriate styles and fabrics, adapted clothing as well as using special techniques or equipment can all help to make dressing easier.

- Skirts and trousers with elasticated waistbands are often easier to manage than those with fasteners
- Loose-fitting, stretchy clothing without fastenings, such as T-shirts, will often be easier to manage and eliminates the need to fasten buttons or zips
- If choosing clothing with fasteners, make sure the fastener is easily accessible, such as being at the front
- Magnetic or Velcro fasteners are usually easy to manage
- Clothes made from knitted or 'jersey' fabrics are often easier to manage than more stiff, woven fabrics
- Smooth, slippery fabrics such as silk are usually easier to get on and off, as they glide easily over your skin or other layers of clothing

A-Z of Home Care Organisations and services

For a list of organisations in your local area see pages 82-90

Organisation	Council Area Covered	Help for	Mental health	Learning difficulties	Dementia	Domestic help	With a service	Involvement
A - AI								
Alba Community Care Limited The Old Parish Rooms, Wotton Bassett, Wokingham, Reading, RG26 2JL Hobby companionship & home from hospital services.	01635 744567 Countywide	OP DE LD MH A PD SI	✓	✓	✓	✓	✓	✓
Absolute Healthcare Providers Limited Suite 2, Pymore House, 53 Winchester Road, Alton, Hampshire GU24 5HE	01420 769058	Basingstoke and Deane, East Hampshire, Winchester	✓	✓	✓	✓	✓	✓
AGASA 10 Alexandra Road, Farnborough, Hampshire GU14 5BB We have branches in several locations and may be able to provide care and support in different parts of Hampshire. #freemove	01252 840277	Basingstoke and Deane, Eastleigh, Fareham, Rushmore, Test Valley, Winchester	✓	✓	✓	✓	✓	✓
Alma Care Management Limited 20 Claver House, Centre Close, Andover, Hampshire SP10 3PS Rapid Response Service. Live-in respite, Convalescence, Holiday, Short Term, Respite & End of life care.	01264 238505	Countywide	✓	✓	✓	✓	✓	✓
Admiral Care Ltd 116/117 Millers Buildings, Cooper Road, Portsmouth, Hampshire PO3 5LB	023 9269 9661	Fareham, Havant, Portsmouth (Also cover Emsworth, Fareham & Southampton)	✓	✓	✓	✓	✓	✓
AgriCare UK								
Live-in Care Services AgriCare House, Admiralty Buildings, Castledown, Portland, Dorset DT15 1BB	08000 121247	Countywide	✓	✓	✓	✓	✓	✓
Andover 284 High Street, Andover, Hampshire SP10 3AA	01264 369491	Test Valley	✓	✓	✓	✓	✓	✓
Farnham 483 Ringwood Road, Farnham, Dorset BH22 5AG	01252 897770	New Forest	✓	✓	✓	✓	✓	✓
New Milton 29 Station Road, New Milton, Hampshire BH25 6JF	01423 634600	New Forest	✓	✓	✓	✓	✓	✓
Southampton 50 Burnbridge Street, Totton, Southampton, Hampshire SO40 9DQ	023 8033 0880	New Forest, Southampton	✓	✓	✓	✓	✓	✓
Alma Homecare Ltd 46A Riverside Centre, Farnham PO16 0TU See advertisement on page 90	01252 600406	Fareham, Gosport	✓	✓	✓	✓	✓	✓
Alma Disability Support Suite 363, Clarendon House, Orange Close, Eastleigh, Hampshire SO50 6SW	01252 724900	Countywide	✓	✓	✓	✓	✓	✓
Alma Homecare								
Basingstoke Suite 7, Hec 2, West Road, Basingstoke, Hampshire RG24 0RE	01256 247222	Basingstoke and Deane	✓	✓	✓	✓	✓	✓
KEY								
A people with past or present alcohol dependence	DE people with dementia	OP people who need care because of old age						
D people with past or present drug dependence	Fam families with children	PD people with physical disabilities						
LD people with learning disabilities	LD people with learning disabilities	SI people with sensory impairment						
MH people with mental health conditions								

Please ensure you check current inspection rating on www.cqc.org.uk or by calling 03000 616161

RATE CARD

A Guide to Better Care and Support

We have a range of advertising opportunities for A Guide to Better Care and Support. The Guide is produced annually in April.

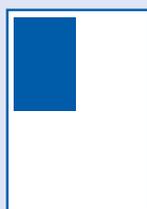
A Guide to Better Care and Support	Size	Full colour
Eighth page	91 x 61 mm (landscape)	£380
Quarter page	91 x 127 mm (portrait)	£690
Half page	190 x 127 mm (landscape)	£1,215
Full page	190 x 259 mm (portrait)	£2,150
Premium positions	From 10% extra you can book a premium position	
Discount for early booking*	10% *Please contact us for availability	

All prices are subject to VAT. If you work in partnership with Hampshire County Council please contact us to discuss partner rates.

Artwork dimensions



Eighth page
(landscape)
91 x 61 mm



Quarter page
(portrait)
91 x 127 mm



Half page
(landscape)
190 x 127 mm



Full page
(portrait)
190 x 259 mm

Premium positions (minimum half page)

FOR 20% EXTRA, you can book the outside back cover
FOR 10% EXTRA, you can book a premium position on:

- the inside cover
- pages 1-3
- the page opposite the contents page

Artwork specifications

Advertisements must be supplied in CMYK format – all spot colours must be converted to four colour process.

Artwork to be supplied, sized ready to print, as either:

- High resolution (300dpi) PDF file with embedded fonts
- EPS file with embedded fonts and images

TO BOOK

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RATE CARD

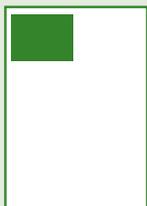
The Guide to Residential Care

We have a range of advertising opportunities to suit all budgets. The Guide is produced annually in October.

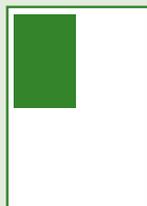
The Guide to Residential Care	Size	Full colour
Eighth page	91 x 61 mm (landscape)	£380
Quarter page	91 x 127 mm (portrait)	£690
Half page	190 x 127 mm (landscape)	£1,215
Full page	190 x 259 mm (portrait)	£2,150
Premium positions	From 10% extra you can book a premium position	
Discount for early booking*	10% *Please contact us for availability	

All prices are subject to VAT. If you work in partnership with Hampshire County Council please contact us to discuss partner rates.

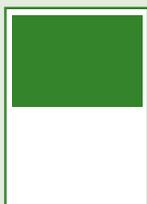
Artwork dimensions



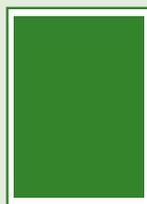
Eighth page
(landscape)
91 x 61 mm



Quarter page
(portrait)
91 x 127 mm



Half page
(landscape)
190 x 127 mm



Full page
(portrait)
190 x 259 mm

Premium positions (minimum half page)

FOR 20% EXTRA, you can book the inside cover, page 1, back cover flap or back cover

FOR 10% EXTRA, you can book a premium position on:

- pages 2-5
- the page opposite the contents page

Artwork specifications

Advertisements must be supplied in CMYK format – all spot colours must be converted to four colour process.

Artwork to be supplied, sized ready to print, as either:

- High resolution (300dpi) PDF file with embedded fonts
- EPS file with embedded fonts and images

TO BOOK

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Hampshire County Council Advertising Policy

1. General approach

a. Hampshire County Council (“the Council”) is looking to maximise revenue from advertising and, wherever possible, will therefore permit advertising in its publications such as Weddings in Hampshire, The Guide to Residential Care, A Guide to Better Care and Support and at its Household Waste Recycling Centres (HWRCs).

2. Prohibited products, services and advertisers

a. The basic approach taken by the Council is to maximise the number of advertisements and advertisers which are permitted and encouraged to advertise and minimise the number that are prevented from doing so by any policy controls or restrictions.

b. Although there are some specific categories of products and services which may not be promoted, as defined below, most products and services may be promoted.

c. Private sector organisations deemed to be in ‘competition’, or have a conflict of interest with services provided by the Council, its partners, its approved suppliers or other public sector organisations will be reviewed by the appropriate Council department. Decisions on this will be at the Council’s sole discretion.

d. Political organisations may not advertise.

e. The Council reserves the right to refuse advertisements from legal or quasi legal organisations who limit their services to a specific area of law (for example claims relating to personal injury).

f. The Council reserves the right to refuse advertisements from organisations that offer credit, including loan, payday loan, credit card organisations or consumer hire. Credit advertisements must comply with all legal and regulatory requirements in force at the time of publication, including the Consumer Credit (Advertisements) Regulations 2010 where applicable.

g. Gambling organisations are not considered appropriate. Advertising from those organisations which could be considered as local tourism attractions may be permitted.

h. Organisations simply offering entry into a competition following completion of a form containing any personal information or similar are not considered appropriate.

i. Advertisements where benefit is precluded from UK citizens are not permitted.

j. The Council will not run advertising that could be considered socially or politically contentious or which conflicts with the policies, values or statutory obligations (eg equalities legislation) of the Council. Decisions on this will be at the Council’s sole discretion.

3. The specific categories of organisations, products or services which may not advertise or be advertised are as follows:

a. Types of organisations:

- i. Political organisations or those that appear to be designed to affect public support for any political party
- ii. Manufacturers of tobacco products
- iii. Manufacturers of alcohol products
- iv. Advertising from any organisation associated with ‘adult industries’
- v. Religious
- vi. Educational establishments (includes academies, colleges, early years providers, free schools, independent schools, LA maintained schools, special schools and tutors)
- vii. Organisations in a financial or legal conflict with the Council will not be permitted.

b. Types of products and services:

- i. Tobacco
- ii. Alcohol
- iii. Gambling
- iv. Weaponry
- v. Illegal
- vi. Pornography
- vii. Adult content
- viii. Advertising which has an overtly sexual ‘tone’
- ix. Religious
- x. Advertising which relates to any political or lobbying campaign, petition or similar will not be permitted.

c. The following materials and services are considered conflicts of interest with services provided at HWRCs and therefore will not be permitted to advertise:

- i. Metal
- ii. Paper and cardboard
- iii. Textiles
- iv. Car batteries
- v. Bric a brac
- vi. Electrical and electronic equipment for re-use
- vii. Scrap metal yards
- viii. Charities
- ix. House clearance services
- x. Used or antique shops
- xi. Small electrical shops
- xii. Free ad advertising.

d. Organisations providing care and support services are required to provide proof of CQC registration (if providing residential, nursing or domiciliary care) or be a member of Hampshire Trading Standards “Buy with Confidence” scheme.

Hampshire County Council Advertising Policy

4. Style and content of advertising

- a. The Council wishes to take an equally open approach to styles of advertising.
- b. Advertisers must however recognise that public sector organisations cannot permit advertising which is sexual in nature, which features partial or complete nudity or which appears to promote or give undue publicity to illegal or even just inappropriate behaviour or lifestyles.
- c. Humour in advertising is also to be approached with caution since much humour can often mock specific groups of citizens or poke fun at particular types of behaviour or situations.
- d. The Council does not wish to take an unnecessarily strict approach and will allow 'innocent humour', providing there is no innuendo or subtext which might cause offence.
- e. Advertising which is critical of the Council, its services/policies, its Members/officers or its partners will not be permitted.
- f. The Council's logo shall not be incorporated into any advertisement without consent in writing from the Council.
- g. It is the responsibility of the advertiser to check the correctness of their advertisement (and of each insertion of the advert if more than one).
- h. The Council will endeavour to meet the advertiser's requirement for preferred positioning but retains the final decision on such positioning.
- i. The Council may give advertorial or advertisements deemed to look like advertorial, a border or an 'advertorial' header to make readers aware that the text is not part of the Council's editorial.
- j. HWRC advertisement board is 1600 x 1200 mm (landscape). It is manufactured in 5 mm Foamex board and laminated with anti-graffiti film. The board is durable and guaranteed for 12 months. The Council is responsible for the production and installation of the advertisement board at the HWRC site.

The Council reserves the right to move the board if it is deemed necessary. The advertiser will be informed.

The advertisement board is the property of the advertiser. At the end of contract, the advertiser will be asked whether they wish to keep the board. Collection of the advertisement board from the HWRC site office is the responsibility of the advertiser. Boards not collected within 14 days of end of contract will be disposed of.

5. Approval and booking process

- a. All organisations will be suitably vetted by Trading Standards prior to a decision being made in relation to the placement of an advertisement. Such vetting can be evidenced by membership of the Council's approved contractor regime, the Buy with Confidence scheme, a similar accredited scheme run by another authority, an approved venue licence holder, or membership of a relevant trade association which applies similar vetting procedures to its members.
- b. Previously vetted organisations that have not advertised with the Council for more than 24 months will be required to be re-vetted by Trading Standards in accordance with Clause 5.a.
- c. Following approval, the Council will issue an Advertising Agreement. An invoice for the price of the booking will be issued for the advertisement and the advertiser shall pay the price for the booking within 14 days of receipt of the Council's invoice, and no later than 30 days. The advertiser may cancel or amend the booking and may be entitled to full or part refund, details of which can be found in the Advertising Agreement.
- d. If the Council has incurred any design costs on the advertiser's behalf it shall invoice the advertiser for that amount.
- e. Acceptance of any advertisement does not imply endorsement of any particular products or offers or that the Council is responsible for their quality and reliability, and the Council accepts no liability for any loss or damage arising out of or in connection to any advertisement appearing in its publications, or at its HWRCs.
- f. However, the Council reserves the right to refuse any individual advertisement not deemed appropriate without explanation and can remove any advertisement immediately, if necessary.



To find out more about
advertising opportunities with
Hampshire County Council contact
the advertising team.

Advertising
Communications
Hampshire County Council
Elizabeth II Court South
Winchester
SO23 8UJ

Telephone: 01962 846499
Email: advertising@hants.gov.uk
Web: www.hants.gov.uk/advertising