

Outsmart Schools Policy

Outsmart members are not permitted to advertise the following products within 100m 100 metres of any part of a school boundary.

- High in Fat Salt or Sugar - HFSS (under-16s)
- Alcohol (under-18s)
- Lotteries (under-16s)
- Gambling (under-18s)
- Electronic-cigarettes (under-18s)
- Rolling papers or filters (males under-18s)

This is in addition to all other existing [statutory and legal requirements](#).

The geolocation of OOH advertising inventory in Britain is held in [SPACE](#), an industry-funded database of all OOH inventory with Lon/Lat co-ordinates. SPACE contains an [Ordnance Survey](#) map file of all Ofsted reported schools (primary, secondary, special needs and further education). The schools dataset is updated annually. SPACE calculates the distance between the Lon/Lat of an OOH frame and the closest point on the school boundary.

School boundaries, rather than school gates, ensure the travel routes that children take to reach their school are within the scope of the restriction.

Out of Home is a public advertising medium directed at the general population. Marketers must identify advertising for restricted products, ensuring any advertising for these products is placed away from children's media or other media where they make up more than 25% of the audience, and to consider if a piece of branding is synonymous with a restricted product.

The Advertising Standards Authority recognise our Schools Policy and adjudicate any complaints they receive on that basis.

Given its public and tangible nature, Out of Home prides itself on being a responsible advertising medium. Outsmart members engage with their partners and landlords in constructive discussions to deliver their advertising policy objectives.