

SECTION 24: HOMEWORKING SCHEMES

Question 130:

- i) Given BCAP's policy consideration, do you agree that rules 24.1 (how homeworking schemes work) and 24.2.1 (no homeworking scheme may be advertised if a charge or deposit is required to obtain information) should be applied to radio advertisements, as they presently are to TV advertisements? If your answer is no, please explain why.
- ii) Given BCAP's policy consideration, do you agree that it is not necessary to extend to radio the TV ban on advertisements that involve a charge for raw materials or advertisements that include an offer from the advertiser to buy goods made by the homeworker? If your answer is no, please explain why.

<p><i>Responses received in favour of BCAP's proposal (in both Question 130i and 130ii) from:</i></p> <p>Advertising Association; Charity Law Association</p>	<p><i>Summaries of significant points:</i></p> <p>No significant points raised.</p>	<p><i>BCAP's evaluation of those points and action points:</i></p>
<p><i>Responses received against BCAP's proposal (in Question 130ii):</i></p> <p>Office of Fair Trading; STV</p>	<p><i>Summaries of significant points:</i></p> <p><i>The Office of Fair Trading and STV said:</i></p> <p>1. We suggest that a consistent approach might be preferable and that proposed rules 24.2.2 and 24.2.3 should apply to homework scheme ads broadcast on radio as well as TV.</p>	<p><i>BCAP's evaluation of those points and action points:</i></p> <p>1. In proposing to introduce rules on radio ads for homeworking schemes, BCAP weighed up the benefit of having consistent requirements for both TV and radio ads against the increased burden on radio advertisers and broadcasters. To strike</p>

		<p>that balance, it proposed to introduce some rules for radio (based on existing TV rules) but not to extend others, which would have imposed much stricter requirements on radio advertisers and broadcasters than is presently the case.</p> <p>In making that proposal, BCAP was unaware of evidence that suggested the lack of rules banning radio ads for homework schemes that involved a charge for raw materials or that offered to buy back goods made by homeworkers was detrimental to consumers. It therefore considered that extending those two rules to cover radio ads would be disproportionate.</p> <p>BCAP notes that the CAP Code does not prohibit ads for homeworking schemes that involve a charge for raw materials (so long as that charge is made clear) or that offer to buy back goods made (again, provided that that is made clear). BCAP considered that TV's reach, its audio-visual impact and its place in the family home justified tougher regulation of ads for homeworking schemes broadcast on TV than on radio.</p> <p>On that basis, BCAP has decided to retain the proposed rules on which it consulted.</p>
<p>Question 131:</p> <p>i) Taking into account its general policy objectives, do you agree that BCAP's rules, included in the proposed Homeworking Schemes Section, are necessary and easily understandable? If your answer is</p>		

no, please explain why.

ii) On consideration of the mapping document in Annex 2, can you identify any changes from the present to the proposed Homeworking Schemes rules that are likely to amount to a significant change in advertising policy and practice, which are not reflected here and that you believe should be retained or otherwise given dedicated consideration?

iii) Do you have other comments on this section?

<i>Responses received from:</i>	<i>Summaries of significant points:</i>	<i>BCAP's evaluation of those points and action points:</i>
Advertising Association	No significant points raised	