

Appendix 1

Policy on Working with Businesses, Organisations, Individuals and Groups of Individuals on Sponsorship, Philanthropy and Legacies

1. Introduction

1.1 This Policy covers sponsorship support given to the Peak District NPA by external organisations, especially businesses, but also philanthropic giving by trusts and individuals or groups of individuals.

1.2 The objects of this policy are to:

- Define sponsorship and philanthropy
- Provide a consistent process for the treatment of sponsorship within the Peak District NPA
- Co-ordinate our activity to achieve efficient use of resources and to obtain value for money
- Maximise the benefits and minimise risks of partnerships with businesses and individuals
- Strike a balance between welcoming support and compliance with the law and good practice

1.3 This document provides guidance to ensure that sponsorship activity is approached consistently and fits with our purposes and corporate plans. Sponsorship and philanthropy should act as a vehicle for supporting, enhancing or endorsing the Peak District NPA brands and values.

1.4 Corporate sponsorship and philanthropy should be incorporated into the Peak District NPA financial planning as and when it becomes a more predictable and reliable source of income. However, *ad hoc* opportunities may be the norm initially and these will be considered on merit in line with this policy.

2. Definitions

2.1 The word 'gift' is used throughout and here encompasses sponsorship (by business) and philanthropy (by individuals or communities) and includes sponsorship, commercial affinity partnerships, the results of corporate fundraising, philanthropic gifts by individuals and communities or organisations, legacies and other altruistic offers of support to our work, including in-kind help.

2.2 *Sponsorship* is a contribution in money or 'in kind' given by an organisation or company to the Peak District NPA for mutual benefit or solely for the benefit of the National Park.

2.3 *Philanthropy* is the donation of money by a trust or individual or group of individuals to the Peak District NPA solely for the benefit of the National Park for the discharging of its purposes

2.4 There are many different reasons for organisations or individuals to sponsor or donate to the Peak District NPA activity, including:

- Raising the public profile and reputation of both organisations and making potential customers aware of their products and services in order to increase sales

- Growing markets for products and services that are compatible with purposes and duty of the Peak District National Park, such as tourism, sustainable farming or outdoor recreation
- Fit with the Corporate Social Responsibility, Sustainability or Community policies of the organisation or the charitable objects of a trust or the personal preferences of a donor
- Increase brand name retention especially when the sponsor's name appears as part of the event or product title
- Ways of engaging customers or staff in charitable, good causes, team building or associating with the ethical position adopted by an organisation or individual

3. Making Decisions and Due Diligence

3.1 The Authority wishes to be welcoming of sponsorship and giving and respectful of the motives for doing so which will usually be altruistic, legitimate and in line with our values. However, we need to strike a balance to ensure that our policy upholds the law, our standing and reputation and the values of the national park. The policy covers all gifts as defined in paragraph 2.1 regardless of amount or nature.

3.2 All approvals for sponsorship will be considered against the following criteria:

- fit with National Park Statutory Purposes and our corporate plan.
- Be in line with the legal powers that we have to conduct our business
- quality
- value for money
- fit with the Peak District NPA brand strategy
- fit with National Parks UK sponsorship and philanthropy strategy

3.3 All sponsorship proposals will also be reviewed and considered for potential risk of conflict of interests arising in a sponsorship arrangement. For example where:

- a potential sponsor or donor has submitted a planning application to an NPA
- a potential sponsor or donor is involved in tendering for a contract with an NPA
- a potential sponsor or donor is actively lobbying the Peak District NPA on an issue.

In all cases, clarity is required that the motive for giving relates to the higher reasons of supporting national park purposes and not for subverting decision-making which must always be transparent, fair and objective. If the motive of a gift appears to conflict with good decision-making it will be declined.

3.4 A due diligence checklist will be prepared and adhered to by a Due Diligence Panel. Guidance will be prepared, agreed, disseminated and overseen by a small panel comprising:

- a member appointed by the Authority
- an Assistant Director
- The Chief Finance Officer or his nominee

- The Head of Communications and Marketing
- An expert independent member appointed from outside the Authority

The panel will meet as necessary to conduct its business and report annually to the Audit, Resources and Performance Committee. A Director or Assistant Director will be allocated the responsibility of convening and supporting the panel.

3.5 The Peak District NPA will:

- Generally work with the most efficient mechanism to maximise the effectiveness of sponsorship or donations: using national partnerships where suitable; using local trusts; or working in partnerships with other organisations when this is appropriate.
- Consider all sponsorship requests in an open and even-handed way and measure the request against the assessment criteria outlined in this document.
- Actively seek to work with businesses that will add value to the Peak District NPA brand and that have the potential of 'growing into' national partners with National Parks UK
- Seek to work with organisations with high and recognised environmental performance (such as the Peak District Environmental Quality Mark) or who are seeking to improve their own environmental performance, or whose products seek to support ethical or green consumer behaviour
- Only consider sponsorship agreements with organisations whose products, policies and values do not undermine the purposes and corporate plan of the Peak District NPA.
- Provide a reasonable and proportionate return to the donor, such as organising events for the media and senior representatives, reports on activities and on site and indirect interpretation of support
- Enter into a formal sponsorship contract with external organisations proportionate to the degree of support.

3.6 We start from an assumption that we will contract with properly constituted businesses acting in a reasonable way and motivated by reasonable commercial and public affairs objectives. Where the organisation or individual is the subject of any enforcement action or other pending investigations from either the NPA or other public agencies, in respect of planning or environmental matters we will avoid contracting with them. However, judgements will need to be made on a case by case basis and care should be taken to avoid any business or individual where

- There is a clear potential conflict of interest, eg organisations in a tendering process
- It trades in products demonstrably harmful to the public, such as tobacco companies
- There is sustained evidence of a poor organisational approach to environmental management and sustainability
- Sponsorship agreements appear to relate to influencing the policies, decisions or procedures of the Peak District NPA
- Sponsorship may be construed as bringing the Peak District NPA into disrepute by association with organisations operating in controversial, unethical, or sensitive areas.

3.7 Decisions on sponsorship will be taken by the appropriate level in the organisation in line with other financial delegation. All decisions relating to the acceptance of a gift from a business, an individual or group of individuals will be reported to the Due Diligence Panel. All decisions relating to gifts over £5000 should be made by the Due Diligence Panel and decisions relating to offers below this made by an Assistant Director or Head of Service. Gifts over the value of £30,000 must be the subject of a business case agreed with the relevant Director or Assistant Director and the Chief Finance Officer. Gifts over the value of £50,000 must be the subject of a business case consulted with the Resource Management Team. All other gifts over £150,000 require the authority of the relevant committee. Managers should also apply discretion and consult members in the event that a gift is being made in unusual or potentially sensitive circumstances.

3.8 All sponsorship offers, whether accepted or declined, should be recorded by Democratic Services and all decisions to accept sponsorship or philanthropic giving shall be notified in writing to the Chief Financial Officer and the Due Diligence Panel.

4. Sponsorship Benefits

4.1 The benefits of working with business can be in many ways and it is important that the Peak District NPA maximises the benefits of any partnership through, for example

- Maximising the communications opportunities of working with well-known, respected or consumer brands, eg through on-pack promotions, websites and media events
- Working with the staff, customers, volunteers, shareholders and partner businesses of a business partner to enhance the opportunities to engage people in and share knowledge of national parks and the Peak District National Park in particular
- Where a partner business is doing particularly good work to support the purposes and/or duty of the Peak District National Park and has wider benefits to the area, this should be celebrated in any media related to the sponsorship arrangement
- Ensures appropriate use and promotion of the Peak District NPA brand on any sponsors' publicity. This can include brochures, advertising, websites, exhibition materials, signage, information packs etc.
- Reports, evaluations, data and lessons learned should be gathered and stored centrally to ensure that lessons learned are shared across Peak District NPA staff where this can be done preserving appropriate data restrictions

6. Review

This policy should be reviewed annually as part of the organisation's Business Plan and Performance Reporting

Peak District National Park Authority

October 2014