

Education, Children and Families Committee

10.00am, Thursday, 13 December 2016

Policy and Procedures on Sponsorship of Events Targeted at School Pupils

Item number 8.6

Report number

Executive/routine

Wards

Executive Summary

The Education, Children and Families Committee on 24 May 2016 noted a motion by Councillor Main on commercial sponsorship aimed at school children and requested that officers review policy and procedures on sponsorship targeted at primary and secondary schools pupils through events, visits and partnership working, in consultation with parent councils and schools and provide a report for consideration of Committee within two cycles.

Links

Coalition Pledges	P1
Council Priorities	CP1 CP28
Single Outcome Agreement	SO3

Policy and Procedures on Sponsorship of Events Targeted at School Pupils

1. Recommendations

That the Education, Children and Families Committee:

- 1.1 Notes the progress made by officers in reviewing policy and procedures on sponsorship targeted at School Pupils;
- 1.2 Requests a further update report upon completion of the policy and procedures in March 2017.

2. Background

- 2.1 The Education, Children and Families Committee on 24 May 2016 noted a motion by Councillor Main on commercial sponsorship aimed at school children and requested that officers review policy and procedures on sponsorship targeted at primary and secondary schools pupils through events, visits and partnership working, in consultation with parent councils and schools and provide a report for consideration of Committee within two cycles (Appendix 1). This report provides an update of progress made by officers.

3. Main report

- 3.1 The City of Edinburgh Council fully supports well managed sponsorships that accord with our principles and contribute to achieving our objectives as outlined in our Service Plan.
- 3.2 The Council welcomes the involvement of all well regulated businesses in the delivery of our continuously improving services, however the service should not make agreements with any organisation, parent or subsidiary companies whose activities products or business may be in conflict with the Council's policies and procedures and/or detrimental to our aims, principles or interests of those the Council services.
- 3.3 It is recognised that schools need clear policies and procedures in place to support them in implementing the overarching principles of the Council with regards to sponsorship.

- 3.4 A lead officer has been assigned from within Communities and Families to take this forward and good progress has been made in revising and updating our Sponsorship Policy and Guidance for Schools as well as developing clear guidelines as to how to take any sponsorship forward.
- 3.5 Fundamental to the guidelines will be the advice that schools must inform parents of any such sponsorship or partnerships so that parents/carers are able to make informed choices. Parents/carers will have the right to withdraw their child from the event/activity.

4. Measures of success

- 4.1 The Department has made good progress in taking forward this motion; draft policy and guidelines are currently being assed by the Council's Legal and Risk Service. It is anticipated that this work will be completed by the end of December.

5. Financial impact

- 5.1 There are no financial impacts associated with this report.

6. Risk, policy, compliance and governance impact

- 6.1 There are no known risk, policy, compliance and governance impacts associated with this report.

7. Equalities impact

- 7.1 There are no known equalities impacts associated with this report.

8. Sustainability impact

- 8.1 There are no known sustainability impacts associated with this report.

9. Consultation and engagement

- 9.1 Once the draft guidelines have been approved by our Legal Services there will be full consultation with stakeholders through Head Teacher meetings and Parent Council Chairs.

10. Background reading/external references

10.1 [Education, Children and Families Committee 24 May 2016](#)

Alistair Gaw

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11. Links

Coalition Pledges	P1 Ensuring every child in Edinburgh has the best start in life
Council Priorities	CP1 Children and young people fulfil their potential CP 28 Further strengthen our links with the business community by developing and implementing strategies to promote and protect the economic well being of the city
Single Outcome Agreement	SO3 Edinburgh's children and young people enjoy their childhood and fulfil their potential
Appendices	Motion by Councillor Main – Commercial Sponsorship Aimed at School Children Education, Children and Families Committee 24 May 2016

Education, Children and Families Committee 24 May 2016

Motion by Councillor Main – Commercial Sponsorship Aimed at School Children

The following revised motion, moved by Councillor Main, seconded by Councillor Corbett, was tabled at the meeting.

“Committee notes:

1) That Edinburgh school children were recruited for INEOS sponsored GO RUN FOR FUN event held in Edinburgh on the Meadows.

2) That parents were not made aware of the INEOS sponsorship when permission forms to attend were issued, that permission for photography and filming did not stipulate third party use of photographs and that once aware of INEOS’ involvement some parents complained about the process and others withdrew their children.

3) That partnership working within the local and wider community has an important and valuable contribution to make to the life and development of our schools.

Therefore Committee agrees:

4) That parents will always be made aware in writing of any sponsors when permission is requested to attend Council run or supported events.

5) To request officers draft policy and procedures on sponsorship targeted at primary and secondary school pupils through events, visits and partnership working, in consultation with parent councils and schools, and provide a report for consideration of Committee within 2 cycles.”

Decision

1) To note the revised wording of the motion.

2) To request that officers review policy and procedures on sponsorship targeted at primary and secondary schools pupils through events, visits and partnership working, in consultation with parent councils and schools and provide a report for consideration of Committee within 2 cycles.