

# Education, Children and Families Committee

10.00am, Tuesday, 7 March 2017

## Communities and Families Policy and Guidance on Sponsorship

Item number 7.8

Report number

Executive/routine

Wards

### Executive Summary

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The Education, Children and Families Committee on 13 December 2016 received a progress report on the review of the policy and procedures on sponsorship targeted at primary and secondary school pupils through events, visits and partnership working. Committee requested a further report on completion of the policy and procedures in March 2017.

### Links

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Coalition Pledges	<a href="#">P1</a>
Council Priorities	<a href="#">CP1</a> <a href="#">CP28</a>
Single Outcome Agreement	<a href="#">SO3</a>

## Communities and Families Policy and Guidance on Sponsorship

### 1. Recommendations

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That the Education, Children and Families Committee:

- 1.1 Approves the revised policy and guidance for Communities and Families establishments on sponsorship as detailed in Appendix 1 of this report.

### 2. Background

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- 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 school 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. Committee received an update report on 13 December 2016 on the progress made by officers.

### 3. Main report

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- 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 Communities and Families have revised and updated 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 these guidelines are the following principles:
- 3.5.1 Sponsorship should only be accepted from suitable partners;
  - 3.5.2 Sponsorship should be accepted only after engagement with the school's Parent and Pupil Councils;
  - 3.5.3 A parent has a right to withdraw their child from a sponsored event;
  - 3.5.4 Sponsorship should only be accepted if there is a benefit to the pupils of the school;
  - 3.5.5 Any sponsorship of more than £5,000 should be approved by a Schools and Lifelong Learning Service Manager.

#### **4. Measures of success**

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- 4.1 The policy is implemented successfully in Communities and Families establishments.

#### **5. Financial impact**

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

#### **6. Risk, policy, compliance and governance impact**

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- 6.1 There are no known risks associated with this report. The revised policy would replace any previous guidance if approved by Committee.

#### **7. Equalities impact**

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

#### **8. Sustainability impact**

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

#### **9. Consultation and engagement**

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- 9.1 Full consultation with stakeholders through Head Teacher meetings and Parent Council Chairs has taken place.

## 10. Background reading/external references

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

10.2 [Education, Children and Families Committee 13 December 2016](#)

### **Alistair Gaw**

Acting Executive Director, Communities and Families

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## 11. Links

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<b>Coalition Pledges</b>	P1 Ensuring every child in Edinburgh has the best start in life
<b>Council Priorities</b>	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
<b>Single Outcome Agreement</b>	SO3 Edinburgh's children and young people enjoy their childhood and fulfil their potential
<b>Appendices</b>	1 Sponsorship Policy and Guidance

# Communities and Families Department

## Sponsorship Policy and Guidance

**Implementation date: 7 March 2017**

### Control schedule

<b>Approved by</b>	Education, Children and Families Committee
<b>Approval date</b>	7 March 2017
<b>Senior Responsible Officer</b>	Andy Gray, Head of Schools and Lifelong Learning
<b>Author</b>	Sheila Paton, Schools and Lifelong Learning Service Manager
<b>Scheduled for review</b>	March 2022

### Version control

Version	Date	Author	Comment
0.1	06.02.2017	Sheila Paton	
0.2	27.02.2017	Sheila Paton	

### Committee decisions affecting this policy

Date	Committee	Link to report	Link to minute
13.12.2016	E,C and F	<a href="#">Report</a>	<a href="#">Minute</a>

# Sponsorship Policy and Guidance

## Policy statement

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- 1.1 Community and Families supports appropriate well managed sponsorships that contribute to achieving our objectives as outlined in the Education Service Plan.

## Scope

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- 2.1 For the purposes of this policy, the term 'Service' applies to either the whole or part of, the City of Edinburgh Council, Communities and Families Department and can mean an individual school, community education centre or other educational establishment.

## Definitions

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### What Is Sponsorship?

- 3.1 Sponsorship is a commercial transaction between the Education Service and a business. In a Sponsorship transaction, the Service provides the business with an opportunity to achieve its commercial objectives by promoting its corporate brand, its goods or its services.
- 3.2 In return for this opportunity, the business provides the Service with a financial contribution, or other resources, which the Service can use to achieve its educational objectives.

### Are there types of business that would make unsuitable partners?

- 3.3 Sponsorship should not be accepted from any organisation with any links to activities, products or business that may conflict with the Council's moral or ethical standards. It is not possible to provide a comprehensive guide as to what would not be acceptable but a cautious and common sense approach should be adopted and guidance should be sought from a line manager before accepting sponsorship if there are any concerns. Examples of sponsorships that are likely to be of concern are sponsorships that promote a brand of alcohol, a political party, or a company involved in animal testing.

### Who can decide to accept sponsorship?

- 3.4 A Head Teacher can decide whether to accept sponsorship, but they must engage with the school's Parent and Pupil Councils prior to making the decision. If the amount (or the equivalent value) of sponsorship from one sponsor exceeds £5,000 in any one year then prior approval is required from a Schools and Lifelong Learning Service Manager.

### **What can sponsorship money be used for?**

- 3.5 Sponsorship should not be used for essential items for core curriculum activities that would normally be paid for out of the school's budget. Sponsorship should be used for items or activities that enhance the normal learning experience of pupils.

### **Transparency**

- 3.6 Head Teachers should make it clear to parents in advance any time an event or other activity is sponsored. This includes arrangements where the school may benefit if the parents purchase a product promoted through the school.

### **Sponsored events not organised by the school**

- 3.7 If the school is participating in an event organised by an outside company the Head Teacher should make reasonable inquiries to ascertain who is sponsoring the event and where possible advise parents of this in advance. Where possible any relevant website relating to the event should be mentioned in a permission letter for the pupil's participation in the event to allow a parent to check the position regarding sponsorship.

### **Parents right to withdraw pupils from sponsored events**

- 3.8 Individual parents/pupils may have personal beliefs or reasons for objecting to particular companies that may be sponsoring events. Parents have the right to withdraw their child from a sponsored event or activity.

## **Policy content**

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### **Principles**

- 4.1 Sponsorship should only be accepted from suitable partners.
- 4.2 Sponsorship should be accepted only after engagement with the school's Parent and Pupil Councils.
- 4.3 A parent has a right to withdraw their child from a sponsored event.
- 4.4 Sponsorship should only be accepted if there is a benefit to the pupils of the school.
- 4.5 Any sponsorship of more than £5,000 should be approved by a senior education manager.

## **Implementation**

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- 5.1 Education, Children and Families Committee approval sought 7 March 2017.

## **Roles and responsibilities**

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### **What is the role of Head Teachers and Service Managers?**

- 6.1 Head teachers should seek appropriate sponsorship opportunities. They should engage with their users, staff, Parent and Pupil Councils and representative bodies in respect of sponsorship opportunities.
- 6.2 Head Teachers and Service Managers will liaise with the Department as appropriate.
- 6.3 Head Teachers and Service Managers will promote the activities they manage to the business world as appropriate and in keeping with their service development plans.
- 6.4 Head Teachers and Service Managers will develop and deliver sponsorship opportunities at a local level where they offer best value to their users and in keeping with their service development plans.

### **How is the Service accountable for sponsorship?**

- 6.5 Communities and Families are accountable for the development of policy and good practice. They will be responsible for the implementation of this policy and for all sponsorship activity at service wide level.
- 6.6 Head Teachers and Service Managers are accountable to their users for the delivery of their service by the maintenance of proper records, and for the stewardship of their resources in the usual manner, for example, in consultation with Parent Councils. They will be responsible for the implementation of this policy and for all sponsorship activity within their establishments.
- 6.7 Head Teachers and Service Managers will seek the endorsement of the Department for any sponsorship agreement which may be contentious, or which exceeds £5,000 in value.

### **Good Practice Guidelines**

- 6.8 Integral to this policy is the provision of good practice guidelines. These guidelines are provided in the format of checklists.
- 6.9 It is important to note that the checklists cover the full range of activities required in developing a variety of sponsorship agreements. Not every criterion or question will be appropriate for every project. However, all questions should be considered and used as an opportunity to test whether a project meets the identified needs – and at the same time is sponsorable. If the project matches the appropriate criteria, Head Teachers and Service Managers can be confident that the project meets good practice guidelines. If there is any doubt, advice is available from the Department.



## **Support**

- 6.10 Community and Families are aware that those with responsibility for raising and managing sponsorships, in particular Head Teachers and Service Managers, will require support. Advice and support can be sought from the Department's contacts in the Communications Team who can also seek additional advice.

## **Related documents**

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- 7.1 [Education, Children and Families Committee Report 13 December 2016](#)  
7.2 [Sponsorship Checklist \(appendix 1\)](#)

## **Equalities impact**

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- 8.1 There are no known equalities impacts associated with this policy.

## **Sustainability impact**

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- 9.1 There are no known sustainability impacts associated with this policy.

## **Risk assessment**

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- 10.1 There are no known risks associated with this policy.

## **Review**

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- 11.1 Review after five years.

## Communities and Families Sponsorship Checklist

March 2017

School Name –

Headteacher's Name –

Date -

	Yes/No	Notes
Is this sponsorship in accordance with the Children and Families Education Service Sponsorship Policy?		
Has engagement taken place with your Pupil Council?		
Has engagement taken place with your Parent Council and/or the Department about how appropriate this activity is?		
Does the activity promote equity?		
Does it add value to the service you deliver to your users?		
Is the activity relevant to the ages and abilities of your users?		
Does it avoid encouragement to buy branded products?		
Does it avoid merchandising or promotional material?		
Have you considered ways in which a business could benefit from sponsoring this activity?		
Is the activity realistically likely to generate much interest from the press or the broadcast media?		
As well as considering positive publicity, consider whether the sponsorship link could in any way lead to negative coverage		
Are you sure none of the sponsor's activities are in conflict with Council policy?		
Are you sure they don't contravene current ethical/moral standards?		
Are you being expected to promote the sponsor? If yes, in what way?		
Did you need to discuss this with a Schools and Life Long Learning Manager? If yes, provide details		