

Education, Children and Families Committee

10.00, Tuesday, 10 December 2019

Communities and Families Policy and Guidance on Sponsorship

Executive/routine
Wards
Council Commitments

1. Recommendations

- 1.1 The Education, Children and Families Committee is asked to:
 - 1.1.1 Approve the updated policy and guidance on sponsorship in Communities and Families.

Alistair Gaw

Executive Director for Communities and Families

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Report

2. Executive Summary

- 2.1 In March 2017, the Education, Children and Families Committee approved policy and guidance in relation to sponsorship involving schools and other lifelong learning establishments. Committee asked for the policy to be reviewed the following year.

3. Background

- 3.1 The Committee asked for policy and procedures to be reviewed following a motion in May 2016 by Councillor Main on commercial sponsorship aimed at school pupils. Officers were requested to 'review policy and procedures on sponsorship targeted at primary and secondary school pupils through events, visits and partnership working.'
- 3.2 An update report came to Committee in December 2016 and the policy and guidance was agreed in March 2017.

4. Main report

- 4.1 The policy and guidance has been updated to take account of the Council-wide Policy on Advertising and Sponsorship which was agreed at the Policy and Sustainability Committee on 6 August 2019.
- 4.2 The policy and guidance has also been updated in response to feedback which has been sought from head teachers and colleagues. A new definition of sponsorship has been included along with a table setting out opportunities/benefits and risks in relation to sponsorship in educational establishments. Where appropriate, reference is made to the Council-wide policy.
- 4.3 The principles, roles and responsibilities and the checklist for head teachers are largely unchanged.

5. Next Steps

- 5.1 The updated policy and guidance will be circulated to head teachers and available on the Orb.

6. Financial impact

- 6.1 There are no immediate financial impacts associated with this report.

7. Stakeholder/Community Impact

- 7.1 Consultation with head teachers and Parent Council chairs took place in relation to the policy.

8. Background reading/external references

- 8.1 [Policy and Procedure on Events Targeted at School Pupils. Education, Children and Families Committee 13 December 2016](#)
- 8.2 [Communities and Families Policy and Guidance on Sponsorship. Education, Children and Families Committee March 2017](#)
- 8.3 [Policy on Advertising and Sponsorship, Policy and Sustainability Committee 6 August 2019](#)

9. Appendices

- 9.1 Appendix 1 Communities and Families Sponsorship Policy and Guidance

Communities and Families Department

Sponsorship Policy and Guidance

Implementation date:

Control schedule:

Approved by	Education, Children and Families Committee
Approval date	
Senior Responsible Officer	Andy Gray, Head of Schools and Lifelong Learning
Author	
Scheduled for review	

Version control

Version	Date	Author	Comment
0.1	06.02.2017	Sheila Paton	
0.2	27.02.2017	Sheila Paton	
0.5	07.11.2019	David McGuire	

Committee decisions affecting this policy

	Committee	Link to report	Link to minute
13.12.2016	E,C and F	Report	Minute

Sponsorship Policy and Guidance

Policy statement

- 1.1 Communities and Families supports appropriate well managed sponsorships which contribute to achieving our objectives.

Scope

- 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, Schools and Lifelong Learning and can mean an individual school, early learning and childcare centre or other educational establishment. This guidance should be read alongside the Council’s Policy on Advertising and Sponsorship (as agreed at the Policy and Sustainability Committee on 6 August 2019).

Definitions

What is sponsorship?

- 3.1 The International Chamber of Commerce defines sponsorship as: *‘Any communication by which a sponsor, for the mutual benefit of sponsor and sponsored party, contractually provides financing or other support in order to establish a positive association between the sponsor’s image, brands, products or services and a sponsored event, activity, organisation or individual.’*
- 3.2 The policy and guidance start from the premise that commercial sponsorship can be a positive opportunity for schools. If it is well managed, it can bring in new resources. However, sponsorship also comes with risks which should be understood and minimised as far as possible from the outset. The table below sets out some of the opportunities and risks associated with sponsorship in educational establishments:

Opportunities / Benefits		Risks
Schools and other educational establishments	Additional and / or better resources in schools Develop links with local employers / businesses	Conflicting messages (for example, on healthy eating) Negative publicity / media coverage

		Hidden Costs Restricted choice of resources Effect on existing suppliers / contracts
Pupils, Parents and Carers	Additional and / or better resources in schools Enhanced understanding of business / world of work	Potential influence over customers behaviour Receiving conflicting messages
Sponsors	Customer loyalty (and potentially increased sales) Ability to access pupils directly and parents indirectly Enhanced reputation / image	Negative publicity / media coverage

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 sponsorship that would be likely to be of concern would be sponsorships that promote a brand of alcohol, a political party, a company involved in animal testing or environmentally damaging activities.

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 senior education manager. Any sponsorship agreement which is likely to be contentious should also be discussed with a senior education manager.

The Advertising and Sponsorship Policy sets out governance arrangements for accepting sponsorship proposals which include consulting with the following relevant specialist teams: Commercial and Procurement Services;

What can sponsorship money be used for?

- 3.5 Sponsorship should not be used for essential items for what are considered to be core curriculum activities that would normally be funded from 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

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 the benefits to pupils outweigh the costs.
- 4.5 Any sponsorship of more than £5,000 or which is likely to prove contentious should be approved by a senior education manager.

Implementation

- 5.1 Education, Children and Families Committee approval sought 10 December 2019.

Roles and responsibilities

What is the role of Head Teachers and Service Managers?

- 6.1 Head Teachers can 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 and specialist Council teams as appropriate (see 3.5).
- 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 is accountable for the development of policy and good practice. It is 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 Communities and Families is 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 Council specialist teams including Commercial and Procurement Services, Communications, Legal Services, and Property and Facilities Management.

Related documents

- 7.1 [Policy and Procedures on Sponsorship of Events Targeted at School Pupils](#). Education, Children and Families Committee 13 December 2016
- 7.2 [Communities and Families Policy and Guidance on Sponsorship](#) Education, Children and Families Committee 7 March 2017
- 7.3 [Sponsorship Checklist \(appendix 1\)](#)
- 7.4 [Anti-Bribery Policy](#)
- 7.5 [Policy on Advertising and Sponsorship](#). Policy and Sustainability Committee 6 August 2019

Equalities impact

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

Sustainability impact

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

Risk assessment

10.1 This policy and guidance sets out to manage the opportunities and risks in relation to sponsorship.

Review

11.1 Review after five years.

Communities and Families Sponsorship Checklist

School/establishment name:

Head Teacher:

Date:

	Yes/No	Notes
Is this sponsorship in accordance with the service's sponsorship policy and guidance?		
Is the sponsorship in writing?		
Has engagement taken place with your Pupil Council?		
Has engagement taken place with your Parent Council and/or the Department about how appropriate this		
Does the activity promote equity?		
Does it add value to the service you deliver to your users?		
Is the activity relevant to the ages/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, could the sponsorship possibly 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 Senior Education Manager or relevant specialist teams? If yes, provide details		