

Police and Crime Commissioner for Gwent Decision	
PCCG-2013-111	Police and Crime Commissioner for Gwent Decision Session
Subject	Sponsorship Policy and Procedure
Summary	To record the decision of the Police and Crime Commissioner regarding a revised Policy and Procedure covering both the Office of the Police and Crime Commissioner and Gwent Police Force in terms of Sponsorship, Donations and Loans.

DECISION

1. The OPCC and the Force are committed to working in partnership with other public sector bodies, local communities, voluntary groups, businesses and other organisations to achieve shared goals, particularly in relation to improving public reassurance and reducing crime. To this end, we actively seek to undertake work with partner organisations and access sponsorship to enhance our ability to deliver and meet the needs of the various communities we serve within Gwent.
2. The attraction of significant sums of money in the form of sponsorship to contribute towards achieving the key objectives of the Office of the Police and Crime Commissioner (OPCC) and the Gwent Police Force (Force) requires proper levels of authority and sound financial controls.
3. The controls exist to:
 - ensure the OPCC and the Force are transparent in securing sponsorship and can financially account for any activity in relation to this; and
 - safeguard the OPCC and the Force and those officers/staff involved in securing sponsorship against any suggestion of malpractice.
4. This policy applies to all officers, staff, secondees, agency contracted staff or volunteers (whether full or part-time) in the conduct of their work relating to the OPCC and/or the Force. It has special relevance to those involved in fund-raising activities. This policy covers sponsored and donated funds, goods and services to the OPCC and the Force, NOT to individuals.
5. The Commissioner is asked to approve the Policy and Procedure for income generated through external sponsorship, donations and loans.

Ian Johnston QPM, Police and Crime Commissioner for Gwent

I confirm I have considered whether or not I have any personal or prejudicial interest in this matter and take the proposed decision in compliance with my code of conduct. Any such interests are recorded below.

The above request has my approval.

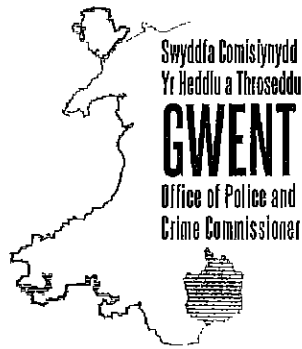
Signed

I. Johnston

Date

18.11.13

Contact Officer	
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Background papers	Force Policy and Procedure



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SPONSORSHIP POLICY

(Incorporating Donations and Loans to the Organisation)

Authorised Professional Practice (APP)

APP has been produced by the College of Policing and contains best practice information on a wide range of policing issues. APP is divided into Core and Specific Practice Areas, the aim being to consolidate national guidance, encourage the use of professional discretion and bring consistency to all authorised police practice.

- This Policy has been checked against both the Core and Specific Practice Areas of APP. There is no APP guidance in relation to the subject matter of this Policy/ Procedure.

Introduction

- a) The attraction of significant sums of money in the form of sponsorship to contribute towards achieving the key objectives of the Office of the Police and Crime Commissioner (OPCC) and the Gwent Police Force (Force) requires proper levels of authority and sound financial controls. The controls exist to:
- o ensure the OPCC and the Force are transparent in securing sponsorship and can financially account for any activity in relation to this; and
 - o safeguard the OPCC and the Force and those officers/staff involved in securing sponsorship against any suggestion of malpractice.
- b) The OPCC and the Force are committed to working in partnership with other public sector bodies, local communities, voluntary groups, businesses and other organisations to achieve shared goals, particularly in relation to improving public reassurance and reducing crime. To this end, we actively seek to undertake work with partner organisations and access sponsorship to enhance our ability to deliver and meet the needs of the various communities we serve within Gwent.
- c) This Policy is to:-
- i) ensure that staff are aware of, implement and adhere to the relevant legal and policy requirements in relation to sponsorship whilst undertaking their duties for the OPCC and the Force; and
 - ii) ensure that the reputations of the OPCC and the Force are considered at all times; and
 - iii) establish and maintain a framework within which opportunities for sponsorship are maximised.
- d) This policy applies to all officers, staff, secondees, agency contracted staff or volunteers (whether full or part-time) in the conduct of their work relating to the OPCC and/or the Force. It has special relevance to those involved in fund-raising activities. This policy covers sponsored and donated funds, goods and services to the OPCC and the Force, NOT to individuals.
- e) If sponsorship and/or donations of funds, goods and services relate to an individual or a group of individuals which does not involve them fulfilling their duties for the OPCC and/or the Force, reference should be made to the *Acceptance of Gifts and Hospitality Policy*.

Definitions

For the purpose of this document, the following definitions apply:

- a) **Organisation:** the use of the word Organisation refers to both the Office of the Police and Crime Commissioner (OPCC) and Gwent Police Force (Force).
- b) **Sponsorship:** the use of the word sponsorship refers to the provision of funds, goods and/or services to the Organisation whereby the sponsor receives some defined benefit. Defined benefit may be for example sponsor branding, overt publicity, or some other benefit that is derived from them being associated with the Organisation.
- c) **Donation/Gift:** the words donation/gift refers to the voluntary provision of donations to the Organisation of money, services, equipment or other resources for which there is no perceivable benefit or return to the donor.
- d) **Loan:** the word loan refers to the loan of equipment or resources on a temporary basis or for a definitive period of time throughout which ownership remains with the lender and no perceivable benefit is received by the lender through advertising or media recognition.
- e) Short-term loans of vehicles, which are loaned for purposes other than for test or trial, are deemed to constitute sponsorship if some branding or publicity is used to promote the loan.

1.0 Aims of Policy

1.1 General

1.1.1 The Organisation will accept sponsorship in the form of money, goods and services in order to enhance, or compliment the operational effectiveness of the Organisation. Acceptance will be subject to rigorous scrutiny and compliance with a number of specific requirements. Details of the criteria can be found in the accompanying Sponsorship Procedure.

1.1.2 The aims of this policy are to:-

- a) establish and maintain a consistent corporate and ethical approach when dealing with sponsors and donors; and
- b) ensure the Organisation meets all legal and policy requirements; and
- c) enhance all available resources in support of policing activity and reducing crime; and
- d) ensure the Organisation maintains a high degree of integrity in the acceptance of sponsorship to the Organisation.

1.2 Financial/Best Value

1.2.1 Sponsorship, donations and loans should:

- a) comply with the Manual of Corporate Governance; and
- b) comply with all British and, if there is significant amount of sponsorship involved or the company involved is providing sponsorship to more than one force which cumulatively would reach European levels of income, all European purchasing and procurement regulations;
- c) achieve value for money; and
- d) take into consideration VAT implications; and
- e) take into consideration the on-costs at the start of the process e.g. running/maintenance costs for vehicles/equipment. These costs should be either included in the total sponsorship amount, or accounted for from within the existing Organisational budget.

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1.3 Ethical Considerations

- 1.3.1 All sponsorship approaches and securement should be ethical and incorporate the following:
- a) income generation activity should support the Organisation's core aims, values and objectives; and
 - b) income derived through Sponsorship to the Organisation must not adversely affect the delivery of core policing i.e. delivery of the sponsors objectives must not be prioritised over day to day policing and unexpected priority policing issues that arise; and
 - c) income generation arrangements should enable the Organisation to deliver something extra, either by enhancing or extending the normal level of crime detection/reduction and the overall policing service which would be expected.
- 1.3.2 The operational independence and integrity of the Chief Constable and the Force must be maintained at all times.
- 1.3.3 All decisions on sponsorship projects will be made solely in terms of the public interest and the interests of the Organisation. The interests of the Organisation will supersede the aims of any sponsor/donor.
- 1.3.4 All sponsorship will be conducted with honesty, transparency, openness and accountability, ensuring that the integrity of the Organisation, the Office of the Police and Crime Commissioner, the wider police service, and any police officer or member of staff, is not compromised.
- 1.3.5 All police officers, staff members, secondees, agency staff, and volunteers within the Organisation who get involved with sponsorship and donations, will be held accountable for their decisions and actions.
- 1.3.6 Sponsorship or any other type of crime detection/reduction or policing related income generation must not be undertaken in order to obtain financial, commercial or other material gain for individuals, their relatives, friends, or companies. All those involved in sponsorship have a duty to declare any private interests relating to sponsorship proposals and to take steps to resolve any conflicts arising, in a way that protects the public interest and the interests of the Organisation.
- 1.3.7 The operational and statutory functions of the Organisation must not become dependent on sponsorship/donations.

1.4 Associated Risks

- 1.4.1 Lack of co-ordination and poor administration of sponsorship/donations to the Organisation will detract from the overall aims of external funding

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to enhance and promote the Organisation's initiatives and activities and, may deter, rather than encourage, potential sponsors/donors.

1.4.2 To protect the integrity of the Organisation all potential sponsorship/donations need to be assessed at the outset to ensure none is accepted from inappropriate individuals or companies.

1.4.3 Cash, goods and/or services received from a sponsor/donor may only be used for the purpose for which it/they have been provided.

1.4.4 Risk issues include the failure to:-

- a) sufficiently check the appropriateness of an association with a potential sponsor/donor; and
- b) determine whether a sponsor/donor is tendering for a contract with the Organisation at the same time as the arrangement is being entered into; and
- c) determine whether the potential sponsor/donor is already funding initiatives elsewhere in the Force and is, therefore, reaching a level of sponsorship which could cause concern; and
- d) consult with the Fleet Manager regarding sponsored, gifted or donated vehicles on loan to the Force, may omit to address on-going/ancillary costs such as insurance, tax, fuel and maintenance costs; and
- e) complete the Force's online sponsorship form and send a copy to the Business Development & Partnership Manager and relevant Business Support Officer for recording purposes and necessary action; and
- f) prepare an exit strategy for the end of the sponsorship agreement or to return the goods to the sponsor; and
- g) obtain line manager approval for sponsorship/donation arrangements prior to acceptance of an agreement.
- h) consult with the Business Development & Partnership Manager prior to getting a formal sponsorship agreement drawn up. The Business Development & Partnership Manager will consult and liaise with necessary departments and advise on getting the agreement drawn up; and
- i) having the legal agreement drawn up by the Organisation's Legal Services authorised by both the Organisation and the Sponsor, prior to any acceptance of sponsorship; and

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- j) keep the relevant Business Support Officer informed so that a register of the sponsorship and donations received is kept; and
- k) correctly account for VAT; and
- l) ensure sponsorship/donations promised by sponsors/donors is received; and
- m) fulfil the agreed outcomes of the sponsorship agreement; and
- n) ensure that any sponsorship items to be returned to the sponsor as part of a sponsorship agreement are returned and receipted.

1.5 Partnership Links

1.5.1 All levels and types of sponsorship to the Organisation should be viewed as a contractual arrangement with the sponsor.

1.5.2 Sponsorship received must be for a defined period of time, following which, there may be an opportunity to:

- a) renew the sponsorship with the existing sponsor on the same or on revised terms; or
- b) establish new sponsorship provision; or
- c) withdraw the opportunity for sponsorship with a sponsor on either a temporary or permanent basis; or
- d) withdraw from the related sponsorship altogether.

1.5.3 Efforts should be made to develop a relationship with the sponsor, who should be given opportunities to receive the results of their involvement with the Organisation, through feedback.

1.6 Administration

1.6.1 Business Support Officers will administer and record sponsorship initiatives related to their specific area of the Organisation's business.

1.6.2 All officers/staff involved in seeking and securing sponsorship for the Organisation need to be aware of this policy and its implications for them as individuals.

1.6.3 Advice and assistance in respect of seeking and securing sponsorship/donations for the Organisation can be sought through the Business Development & Partnership Manager and where appropriate, the relevant Business Support Officer.

1.7 Professional Input Consultation

1.7.1 The following individuals/groups were sent copies of this document in draft form and were invited to provide comment for consideration.

- Office of the Police & Crime Commissioner
- Chief Officers
- Internal Audit
- People Services Director
- Head of Finance
- Head of Procurement
- Head of Fleet
- Head of Estates
- Head of Corporate Communications
- Force Solicitor/Legal Services
- Principal Financial Accountant
- Business Support Officer, Pontypool
- Chief Superintendents
- Local Policing Unit Heads
- Health & Safety Advisor
- Policy Officer
- Diversity Representative
- Freedom of Information Officer
- Data Protection Officer
- Information Security Officer
- Staff Associations

Following further consultation and redraft, the final draft has been circulated to:

- Assistant Chief Officer – Resources – Gwent Police
- Chief Financial Officer – Office of the Police and Crime Commissioner

PRINTED VERSIONS SHOULD NOT BE RELIED UPON. THE MOST UP TO DATE VERSION CAN BE FOUND ON THE INTRANET POLICIES SITE. A LINK WILL BE PROVIDED ON THE POLICIES SITE TO THE EQUALITY IMPACT ASSESSMENT TO THIS POLICY.

2.0 The Legal Basis and Legitimate Aims

- 2.1 Under Section 93 of the Police Act 1996 and the Home Office Code of Practice on Financial Management, the Police and Crime Commissioner may, in connection with the discharge of any of its functions, accept gifts of money, and gifts of loans or other property, on such terms as appear appropriate to the Office of the Office of Police and Crime Commissioner.
- 2.2 Police Forces throughout the UK are entitled to raise upto 1% of their annual budget through sponsorship including donations and loans.
- 2.3 Before accepting any sponsorship related gifts/donations of equipment or other property, officers and staff are advised that the following pieces of legislation and guidance documentation have bearing on the acceptance of external funding.
- a) Local Authority (Goods and Services) Act 1970
 - b) Police Act 1996:
 - Section 18: Supply of Goods and Services
 - Section 24: Aid of one Police Force by Another
 - Section 25: Provision of Special Services
 - Section 26: Advice and Assistance to International Organisations
 - Section 92: Grants by Local Authorities
 - Section 93: Acceptance of Gifts, Loans and Sponsorship
 - c) Police Reform & Social Responsibility Act 2011 – Section 15
 - d) Police Property Act 1997
 - e) Public Bodies Corrupt Practices Act 1889 and BIM 43130 Specific deductions
 - f) Prevention of Corruption Act 1906 and BIM43135 Specific Deductions; Prevention of Corruption Act 1916; Prevention of Corruption (Amendment) Act 2010
 - g) Bribery Act 2010
 - h) Data Protection Act 1998
 - i) Freedom of Information Act 2000
 - j) Privacy and Electronic Communication Regulations (EC Directive) Regulation 2003 and subsequent amendment May 2011.
 - k) Proceeds of Crime Act 2002
 - l) Local Government Act 2003
 - m) Equality Act 2010

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- n) Re-use of Public Sector Information Regulations 2005 Act
- o) VAT notice 701/41 (March 2002) – Sponsorship
- p) Welsh Language Act 2012
- q) ACPO – A Guide to Income Generation for the Police Service in England, Wales and Northern Ireland (2013)
- r) ACPO Guidance on Charging for Police Services V4.4 (2013)
- s) Acceptance of Gifts and Hospitality Policy
- t) Event Planning Policy
- u) Professional Standards Code of Conduct
- v) Business Interests /Secondary Employment Procedure
- w) Press and Public Relations Media Policy
- x) Vehicle Acquisition Policy
- y) Media Policy and Manual
- z) Corporate Brand Identity Manual

3.0 Human Rights Certificate of Compliance

- 3.1 The Policy has been checked for compliance with the Human Rights Act; with particular reference to the legal basis of its precepts; the legitimacy of its aims; the justification and proportionality of the actions intended by it; that it is the least intrusive and damaging option necessary to achieve the aims; and that it defines the need to document the relevant decision making processes and outcomes of actions.

4.0 Compliance with The Welsh Language Scheme

- 4.1 This Policy aims to comply with the organisations Welsh Language Scheme in terms of dealing with the Welsh speaking public, impact upon the public image of the organisation and the implementation of the Language Scheme.

5.0 Risk Assessment and Health & Safety Considerations

- 5.1 The Gwent Police Service Dynamic Risk Assessment should be applied as necessary. A training package in the use of risk assessment will be provided to all police personnel if requested or required.
- 5.2 Prior to acceptance of sponsorship including donations and loans to the Organisation, any hazards likely to occur will be identified, and assessments made as to who is at risk and the level of risk involved.

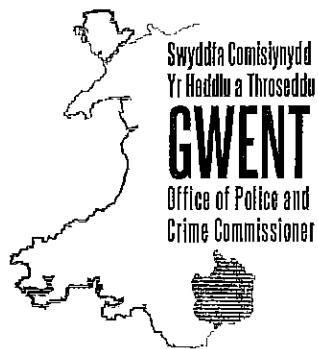
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Please refer also to Section 1.4 'Associated Risks'. All risks will be evaluated and the findings recorded so that we can review them and revise our decisions accordingly.

draft

6.0 Identification Section

Policy Title:	Sponsorship <i>(Including Donations and Loans)</i>
Reference:	148/3 a issue 3 draft v.7
ACPO Lead:	ACO - Resources
Service Area Owner:	Business Development & Partnership Manager
Department Responsible:	Business Development & Partnership
Links to other Policies/ Procedures:	Acceptance of Gifts and Hospitality Business Interests Data Protection Disposal of Property by Auction Press and Public Relations Media Policy Contracts and Tendering
Policy Implementation Date:	1 December 2013
Policy Review Due Date:	1 December 2014



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Gwent
Police

SPONSORSHIP PROCEDURE

(Incorporating Donations and Loans to the Organisation)

Authorised Professional Practice (APP)

APP has been produced by the College of Policing and contains best practice information on a wide range of policing issues. APP is divided into Core and Specific Practice Areas, the aim being to consolidate national guidance, encourage the use of professional discretion and bring consistency to all authorised police practice.

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- c) **Donation/Gift:** the words donation/gift refers to the voluntary provision of donations to the Organisation of money, services, equipment or other resources for which there is no perceivable benefit or return to the donor.
- d) **Loan:** the word loan refers to the loan of equipment or resources on a temporary basis or for a definitive period of time throughout which ownership remains with the lender and no perceivable benefit is received by the lender through advertising or media recognition.
- e) Short-term loans of vehicles, which are loaned for purposes other than for test or trial, are deemed to constitute sponsorship if some branding or publicity is used to promote the loan.
- f) All references to the Departmental Head refer to those Assistant Directors, Chief Superintendents, or Departmental Heads who are Heads of Service Areas/Departments.

Introduction

- a) This Procedure applies to all officers and staff within the Organisation and has special relevance to those involved in fund-raising activities. The procedure covers sponsorship, donations and loans to the Organisation.
- b) Any sponsorship, donation and loan arrangements should enable the Organisation to deliver additional services, either by enhancing or extending the normal level of policing service which would be expected.
- c) The Chief Constable's operational independence must never be compromised by income generation activities, i.e., operational requirements should always take precedence over services provided for through sponsorship.
- d) The Organisation must be constantly sensitive to public opinion in all areas of income generation.
- e) It is important that you also refer to the Organisation's Sponsorship Policy which can also direct you to the appropriate legislation. The Sponsorship Policy and Procedure can be found on the intranet of the Organisation.
- f) The most up to date ACPO Guide to Income Generation can be found on the ACPO website.
- g) Gifts and loans to individual members of officers and staff are covered within the 'Acceptance of Gifts and Hospitality' Policy and Procedure.

Origins/Background Information

- a) A Police and Crime Commissioner may, in connection with the discharge of any of his/her functions, accept donations or money or loans of other property, on such terms as appear appropriate to the Office of the Police and Crime Commissioner.
- b) Acceptance of sponsorship, donations and loans will be on the basis that the opportunities contribute towards the Organisation's key organisational objectives and that they extend and enhance the Organisation's service to the community.
- c) The attraction of significant sums of money into the Organisation in the form of sponsorship, donations and loans, requires proper levels of authority and sound financial controls. The controls exist to prevent any suggestion of malpractice and to offer safeguards to the Organisation, the Police and Crime Commissioner, the Chief Constable and those officers and staff directly involved.

Procedure Objectives

- a) The objectives of this Procedure are to:-
 - i) Establish and maintain a corporate, consistent and professional approach when dealing with sponsors and donors; and
 - ii) Ensure the Organisation meets all legal and policy requirements; and to
 - iii) Enhance available resources in support of policing activity.

1.0 Procedure

1.1 Routes of Sponsorship

1.1.1 Sponsorship, donations and loans **may be accepted** from any source that has genuine and well intentioned reasons for wishing to support the Organisation's corporate, service area, local policing unit or departmental objectives as long as it meets the necessary criteria.

1.1.2 There are two main sources of sponsorship (a flow chart of the Sponsorship Approval Process can be found at 'Appendix A'):

a) **Route 1 – Application Process**

A police officer/staff member completes an application on behalf of a prospective sponsorship proposal. (Please see Appendix B). Applications for sponsorship must be sent to the Business Development & Partnership Manager (BDPM) and the local Business Support Officer before any approach is made to any external organisation.

The Business Development & Partnership Manager and initiating Officer/staff member, between them will undertake the relevant risk assessment checks, whilst the Business Support Officer will undertake the relevant checks regarding prospective sponsors.

b) **Route 2 – Acceptance of Web Invitation to Sponsor (Appendix 'C')**

A list of sponsorship opportunities is entered onto the Organisation's website. Interested sponsors access the web pages and complete a form to express an interest in sponsoring a particular proposal. The site is accessed by the Corporate Communications Department who notify the Business Development & Partnership Manager and relevant Business Support Officer for assessment of suitability.

The Business Development & Partnership Manager will undertake the relevant risk assessment checks, whilst the Business Support

Officer will undertake the relevant checks regarding any prospective sponsors.

1.2 Checks/Considerations

1.2.1 Ethical

- a) Additional costs, which may fall upon the Organisation during or after the sponsorship period, have been identified, calculated and agreed with the ACO - Resources.
- b) Reasonable steps have been taken to ensure that the sponsor/donor/lender is of good reputation.
- c) Public perceptions have been considered prior to accepting any sponsorship, donation or loan.
- d) Priority has been given to meeting the core objectives of the Organisation rather than the needs of the sponsor/donor.
- e) Sponsorship of the project does not conflict with other funded projects.
- f) The sponsor/donor/lender is not tendering for a national, regional, collaborative, or local contract at the time of the sponsorship arrangement.
Please note, this does not exclude them from subsequently tendering for any contracts offered on behalf of the Force.
- g) There are no potentially sensitive associations with external bodies already providing goods and services to the Force, which could be construed by competitors as preferential treatment.
- h) There are no potentially sensitive associations with inappropriate sponsors/donors/lenders which come under the direct scrutiny of the Organisation, e.g. alcohol or betting organisations where licensing issues may arise, or where the provider seeks endorsements of a product or service to gain preferential treatment in supplying or contracting goods and services to the Organisation.
- i) Sponsors/donors/lenders have not been offered any preferential treatment as a result of their support.
- j) A sponsor has not to be approached with multiple requests for sponsorship by different service areas/departments within the Organisation.
- k) Where offers of sponsorship, donations and loans have been made from more than one company in a competing market, care

has been taken to demonstrate an even - handed approach in accepting/rejecting any offer.

- l) There is no possibility of an ulterior or dishonest motive in the offer of sponsorship, donations and loans.
- m) The sponsor/donor/lender is not to be of dubious character or of unsound disposition. In cases of doubt, the final decision rests with the Service Area Commander/Departmental Head.
- n) The sponsor/donor/lender is not known to the Organisation in connection with any offence, suspected offence or incident.
- o) The sponsorship/donation/loan must not compromise an individual officer/member of staff or the Organisation.

1.2.2 **Operational**

- a) Projects supported from sponsorship/donations/loans must not divert resources from supporting national and Organisational policing objectives including crime detection/reduction.
- b) The offer of support must not influence the direction of a policy or operation.
- c) The sponsorship arrangement enables the Organisation to deliver something extra, either by enhancing or extending the normal level of crime detection/reduction and policing service which would normally be expected.
- d) The operational and statutory functions of the Organisation must not be or become dependent on sponsorship, as sponsorship can be withdrawn at any time on the initiative of the sponsor.
- e) Sponsorship and loans must not be accepted where equipment offered is not compatible with existing Organisational standards.
- f) Goods must have been passed as fit for purpose by the receiving department and an assessment carried out to advise on the training requirements, maintenance and where appropriate, safe systems of work.
- g) The Chief Constable retains full discretion with regard to the operational use to which the item or equipment is put.
- h) The offer of support does not have unreasonable conditions attached.
- i) There are no potential political implications from the sponsorship/donation/loan offer.

1.2.3 Vehicle

- a) It is important that the Fleet Manager is informed of any vehicle proposals during the planning process, prior to the implementation of any arrangements/contracts with potential sponsors/donors, so that all potential issues are discussed, planned for and where appropriate, approved e.g. the maintenance of the vehicle, insurance etc.
- b) Consideration should be given to all relevant inclusions that need to feature within the sponsorship contract.
- c) All sponsored, donated or loaned vehicles need to be checked by the Fleet Department at the time of receipt from the sponsor/donor and then entered onto the fleet management system.
- d) Sponsored, donated or loaned vehicles are not generally equipped for a response role. They must therefore not be used to respond to incidents without prior approval from a Service Area Commander and the Fleet Manager.
- e) The value of a car for the Sponsorship register is to be based on the equivalent hire cost of a similar vehicle to the Organisation. This information should be obtained from the Fleet Department.

1.2.4 Events

- a) A sponsored event is any event where external monies are provided towards the running of the event and constitute, advertising at the event, provision of promotional materials at the event, provision of prizes/awards, and the provision of services e.g. photography whereby a fee is not charged to the Organisation or invoiced by the service provider.
- b) Whilst much can be achieved through these types of events in the name of the Organisation, care needs to be taken to protect the individuals involved and the reputation of the Organisation. A full risk assessment must be carried out in liaison with the Organisation's Health & Safety Advisor and to ensure that the Organisation has adequate insurance to cover such an event.

1.2.5 Publications

- a) A sponsored publication is any publication that is commissioned by a police officer, member of staff, or a body connected with the Organisation which is partly or exclusively funded through the sale of advertising space or through sponsorship. Sponsored publications might include, for example, diaries, wall planners, crime prevention posters, leaflets, booklets, materials for schools, sporting and social event programmes.

1.2.6 Publicity and use of Logo's / Insignia

- a) Publicity cannot be promised to potential sponsors as it is dependent on whatever the press/media wish to publicise at the time. However, it is permitted to agree that the Organisation will work with potential sponsors to maximise publicity. The Organisation's Corporate Communications and Marketing Department should be consulted in respect of publicity.
- b) Consideration must always be given to the branding associated with each initiative and a suitable time frame should be built into the arrangements. Advice and approval in respect of branding and publicity should always be obtained from the Organisation's Head of Corporate Communications prior to any contractual agreement with a sponsor being made.
- c) The Corporate Communications Department of the Organisation has established a style manual of acceptable materials and designs which will assist in determining what is, and what is not, permissible. Guidance should be sought from the Head of Corporate Communications regarding advertising and publicity on behalf of a third party in conjunction with sponsorship to the Organisation.
- d) As a general guide, logos and strap-lines used as part of the sponsorship deal should be discreet, in good taste and bilingual. The following points amplify and explain this statement.
 - i. logos and advertising material should not be so prominent in terms of size and design that they over-shadow normal police markings; and
 - ii. logos and advertising material should not make the vehicle or equipment appear to be simply an advertising bill-board; and
 - iii. logos and advertising material should not mislead the public into thinking that vehicles and equipment are not owned or used by the Organisation, or obscure their purpose; and
 - iv. logos and advertising material should be legal, decent and honest; and
 - v. normally, textual trade logos should be in a significantly smaller typeface than the Organisation's lettering on the vehicle or equipment; and
 - vi. graphic logos should be significantly smaller and less obvious than the Organisation's crests/logo's where these are also used; and

- vii. colour can be used to differentiate sponsorship text from the Organisation's text or logos; and
 - viii. using space between the Organisation's branding and a sponsor's branding helps to differentiate the two and avoid confusion; and
 - ix. promotional terminology/phrasing relating to sponsorship is explained under Frequently Asked Questions (Please refer to 'Appendix D');
 - x. operational patrol vehicles must remain clearly identifiable as such to the public. Sponsorship material should not detract from this or interfere with conspicuous markings and in particular safety equipment.
- e) The actual use/size/placing of the sponsoring Company's logo in connection with any approved sponsorship or fundraising initiative (regardless of value) is subject to the prior approval of the Head of Corporate Communications, or their deputy.
- f) Clauses must be inserted into all agreements to prohibit a sponsor from using the name or logo of the Organisation without having received prior permission to do so.

The Contractor shall not make any press announcement or publicise the Contract or any part thereof in any way, except with the Approval of the Commissioner.

The Contractor shall take all reasonable steps to ensure that its staff and sub-contractors comply with the above cause.

The Recipient/Sponsor acknowledges that it shall not acquire or otherwise obtain any right, title, or interest in the name and/or insignia of Gwent Police/Office of the Police and Crime Commissioner other than that for which it has written permission as outlined in this agreement.

- g) It should be noted that under the Force's 'Welsh Language Policy' ALL external publications/advertising must be bilingual.

1.3 VAT

- 1.3.1 The following provides general guidance/information. However, advice must be sought from the Principal Financial Accountant in the Force's Finance Department before any VAT implications are communicated to the sponsor either verbally or in writing.

1.3.2 A taxable supply is likely being made to the supplier by the Organisation, where the Organisation receives sponsorship income which results in a significant benefit in return to the Organisation.

1.3.4 Typically sponsorship might include any of the following:-

- a) naming of an event after a sponsor; or
- b) display of a sponsor's company logo or trading name on shirts worn by the team; and/or
- c) display of a sponsor's company logo or trading name in a programme or at the venue; and/or
- d) free or reduced admission rates/tickets to officers or staff of the Organisation; and/or
- e) access to special events such as premiers or gala's; and/or
- f) entertainment or hospitality facilities; and/or
- g) exclusive or priority booking rights

1.3.5 If money is to be received as part of a sponsorship package, then output VAT must be accounted for on the income. This is achieved by issuing a VAT Sales Invoice to the sponsor. The Business Support Officer at Police Headquarters will raise a VAT Sales Invoice on behalf of the Organisation, so that VAT can be accounted for correctly.

1.3.6 VAT is not chargeable on true donations of money, equipment and services or where there is an insignificant benefit to the Organisation. Examples of this would be:

- a) Giving a flag or sticker.
- b) Naming a donor in a list of donors.

1.3.7 A number of organisations such as Crime Prevention Panels or Neighbourhood Watch groups may apply for charitable status. However they must not be under the control of the Chief Constable or Police and Crime Commissioner and they must remain financially independent.

1.3.8 A charitable status is not available for activities for which the Police has a legal obligation.

1.3.9 Care must be taken to ensure the Organisation is not seen to be using the charitable status of an independent body purely for its own use.

1.3.10 If sponsorship is being received please contact the Principal Financial Accountant to ensure that VAT is accounted for correctly.

1.4 PAYMENT OF MONIES

- 1.4.1 Cash received from a sponsor/provider may only be used for the purpose for which it was provided and the relevant Business Support Officer will be responsible for ensuring compliance.

1.5 SPONSORSHIP FINANCIAL AUTHORISATION

- 1.5.1 The levels of financial authorisation are set within the Scheme of Delegation, Manual of Corporate Governance (October 2013). Please see the following link http://intranet/finance_admin/finance/budgetbook/

1.6 EXIT STRATEGY

- 1.6.1 An exit strategy is a plan, which outlines how the ending of the sponsorship arrangements will be handled without incurring additional expenditure to the Organisation, or damaging its reputation. It may include terminating the activity which was sponsored unless further sponsorship to support it can be obtained.
- 1.6.2 If an arrangement involves sponsorship of an activity or the loan of property for a limited period of time, the relevant Business Support Officer must be satisfied that an exit strategy has been prepared, before approving or endorsing the arrangements.

1.7 AGREEMENTS, CONTRACTS & LIABILITY

- 1.7.1 Verbal agreements constitute legal contracts and care must be taken that proper authority is obtained before committing the Organisation to any contract. The relevant Business Development & Partnership Manager must be consulted prior to any agreements being reached.
- 1.7.2 All sponsorship initiatives must have a formal written letter of agreement or legal contract between the Organisation and the sponsor that has been agreed by the Legal Services Department. This does not apply to donations.
- 1.7.3 No sponsorship money, goods or services will be accepted or used until the Legal Services Department has confirmed all parties have accepted the letter of agreement or signed off the legal contract.
- 1.7.4 Where an existing sponsorship arrangement exists with an individual/organisation, the sponsorship arrangement will be terminated where it becomes known that the individual/organisation has been convicted of any offence of dishonesty or any serious criminal behaviour. This will be included in the written agreement /contract.
- 1.7.5 Where a sponsorship initiative is terminated for dishonesty, the ACO - Resources will consult with Legal Services to decide whether it is appropriate to reimburse the value of the sponsorship to the sponsor.

1.7.6 Personal Liability

- a) All police officers/police staff are reminded that any arrangements made outside this Procedure will not be binding on the Force, particularly if there are sponsorship arrangements that could result in the individual being personally liable for any implications arising from the arrangements.
- b) Unless there is prior approval for sponsorship, donations or loans from the Business Development & Partnership Manager or Business Support Officer, in accordance with the terms of this Procedure, any member of staff shall be deemed to be acting in a private capacity, and this may render them liable to disciplinary action.

1.8 RECORDING OF SPONSORSHIP

- 1.8.1 An individual sponsorship, donations and loans register will be maintained by each of the Business Support Officer relating to their area of responsibility, showing the sponsor's/donor's details, what was received and the value. The register will be made available to the ACO - Resources whose responsibility it will be to demonstrate to the satisfaction of the external auditor that sponsorship activities are properly administered and meet the financial regulations of the Organisation. Any extension of sponsorship arrangements must be treated in the same way as a new arrangement and a new sponsorship form and a new formal agreement (where appropriate) will be required.
- 1.8.2 All receipts of Sponsorship to the Organisation will be recorded on the appropriate Sponsorship Register held by the relevant Business Support Officer. The registers are to be updated monthly after declarations have been made by officers and staff at the Service Area/Departmental Management Meetings or other suitable opportunity.
- 1.8.3 The registers will be held by the relevant Business Support Officer for a period of 7 years from the date of receipt of the sponsorship, donation or loan.
- 1.8.4 Where a donation/gift is given to the Organisation for a specific purpose or event, the receipt of the donation/gift on behalf of the Organisation must be registered in line with the Manual of Corporate Governance and the market value of such donations/gifts recorded in the sponsorship register.
- 1.8.5 Individually donated items which have a value less than £10, such as a box of crisps, a few sandwiches, a couple of cartons of orange etc., do not need their value to be calculated and to be included in the register. However, if a company donates a buffet for an event and collectively it amounts to over £10 then the buffet needs to be registered and a total value put against it.

1.8.6 Gifts to individual members of staff and offers of gifts must be referred to and recorded in the appropriate register of either the Chief Constable or the Police and Crime Commissioner. Please see the 'Acceptance of Gifts & Hospitality Policy/Procedure'.

1.8.7 Loaned items to the Organisation should be valued at a monthly rate for duration of the loan and recorded monthly into the Local Policing Unit/Service Area Register by the relevant Business Support Officer. This is in case the period of the loan ceases before the anticipated end of the loan or extends beyond the agreed period of the loan.

1.8.8 Police Forces throughout the UK are entitled to raise some of their budget through sponsorship including donations and loans. The Head of Finance is responsible for monitoring the Force Sponsorship Registers.

1.8.9 Partnership Arrangements

- a) Any sponsorship, donation or loan obtained by an officer or staff member of the Organisation on behalf of the Organisation's involvement in a partnership is covered by this policy, and needs to be reported on the sponsorship, donations and loans form with the name of the partnership to be noted under "purpose" on that form.

PRINTED VERSIONS OF THIS PROCEDURE SHOULD NOT BE RELIED UPON. THE MOST UP TO DATE VERSION CAN BE FOUND ON THE INTRANET SITE UNDER POLICIES.

2.0 The Legal Basis and Legitimate Aims

2.1 Under Section 93 of the Police Act 1996 and the Home Office Code of Practice on Financial Management, the Police and Crime Commissioner may, in connection with the discharge of any of its functions, accept gifts of money, and gifts of loans or other property, on such terms as appear appropriate to the Office of the Office of Police and Crime Commissioner.

2.2 Police Forces throughout the UK are entitled to raise some of their annual budget through sponsorship including donations and loans.

2.3 Before accepting any sponsorship, donations or loans, officers and staff are advised that the following pieces of legislation and guidance documentation have some bearing on the undertaking and acceptance of external funding.

- a) Local Authority (Goods and Services) Act 1970
- b) Police Act 1996:
 - Section 18: Supply of Goods and Services
 - Section 24: Aid of one Police Force by Another
 - Section 25: Provision of Special Services
 - Section 26: Advice and Assistance to International Organisations
 - Section 92: Grants by Local Authorities
 - Section 93: Acceptance of Gifts, Loans and Sponsorship
- c) Police Reform & Social Responsibility Act 2011 – Section 15
- d) Police Property Act 1997
- e) Public Bodies Corrupt Practices Act 1889 and BIM 43130 Specific deductions
- f) Prevention of Corruption Act 1906 and BIM43135 Specific Deductions; Prevention of Corruption Act 1916; Prevention of Corruption (Amendment) Act 2010
- g) Bribery Act 2010
- h) Data Protection Act 1998
- i) Freedom of Information Act 2000
- j) Privacy and Electronic Communication Regulations (EC Directive) Regulation 2003 and subsequent amendment May 2011.
- k) Proceeds of Crime Act 2002
- l) Local Government Act 2003
- m) Equality Act 2010

- n) Re-use of Public Sector Information Regulations 2005 Act
- o) VAT notice 701/41 (March 2002) – Sponsorship
- p) Welsh Language Act 2012
- q) ACPO – A Guide to Income Generation for the Police Service in England, Wales and Northern Ireland (2013)
- r) ACPO Guidance on Charging for Police Services V4.4 (2013)
- s) Acceptance of Gifts and Hospitality Policy
- t) Event Planning Policy
- u) Professional Standards Code of Conduct
- v) Business Interests /Secondary Employment Procedure
- w) Press and Public Relations Media Policy
- x) Vehicle Acquisition Policy
- y) Media Policy and Manual
- z) Corporate Brand Identity Manual

3.0 Human Rights Certification of Compliance

- 3.1 The Procedure has been checked for compliance with the Human Rights Act; with particular reference to the legal basis of its precepts; the legitimacy of its aims; the justification and proportionality of the actions intended by it; that it is the least intrusive and damaging option necessary to achieve the aims; and that it defines the need to document the relevant decision making processes and outcomes of actions.

4.0 Compliance with The Welsh Language Scheme

- 4.1 This Procedure aims to comply with the organisation's Welsh Language Scheme in terms of dealing with the Welsh speaking public, impact upon the public image of the organisation and the implementation of the Language Scheme.

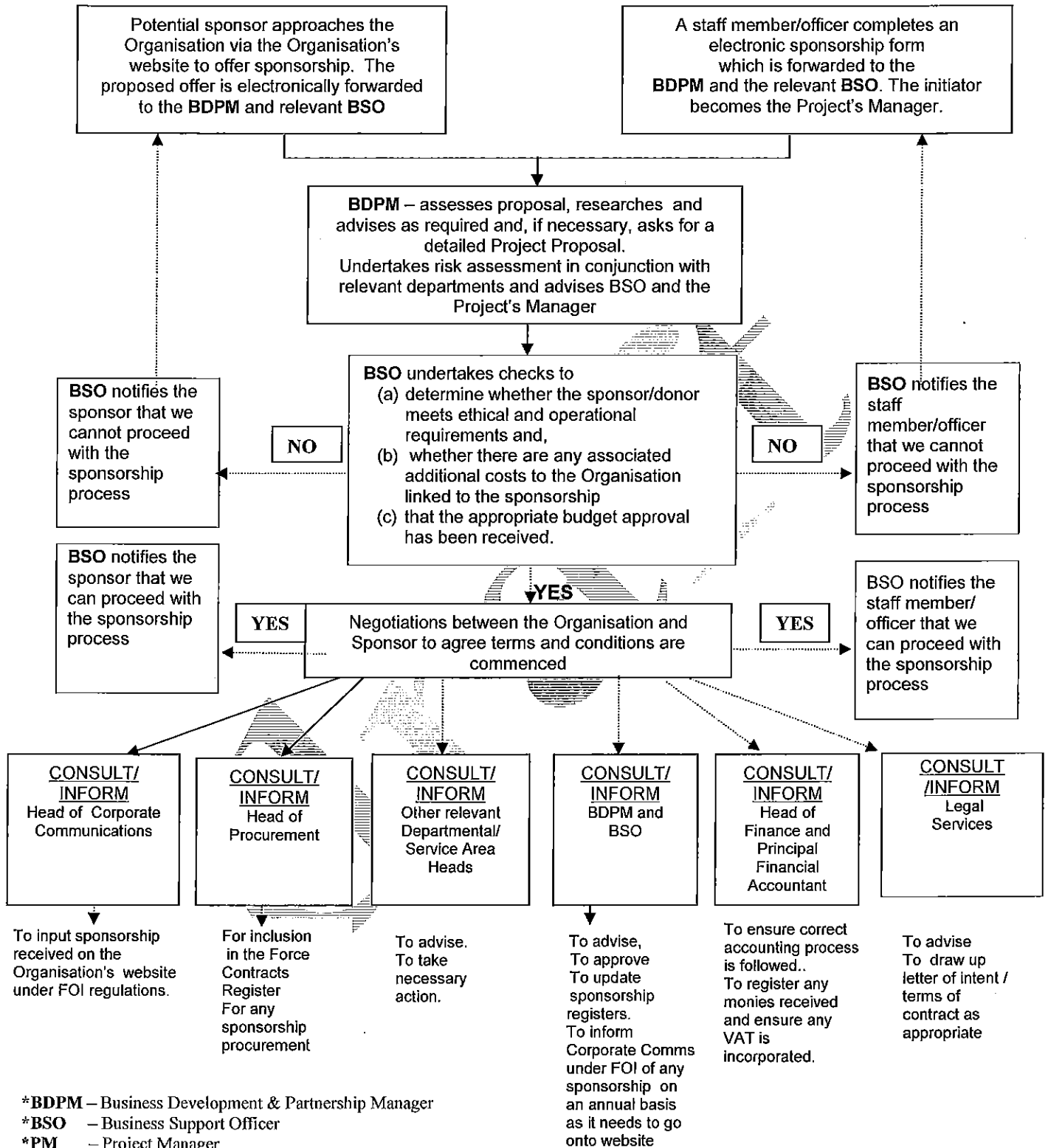
5.0 Risk Assessment and Health & Safety Considerations

- 5.1 The Gwent Police Service Dynamic Risk Assessment should be applied as necessary. A training package in the use of risk assessment will be provided to all police personnel if requested or required.

6.0 Procedure Identification Section

Procedure Title:	Sponsorship <i>(Incorporating Donations and Loans to the Organisation)</i>
Reference:	148/3 a issue 3 draft v.7
ACPO Lead:	ACO - Resources
Service Area Owner:	Business Development & Partnership Manager
Department Responsible:	Business Development & Partnership
Links to other Policies/ Procedures:	Acceptance of Gifts and Hospitality Business Interests Data Protection Disposal of Property by Auction Press and Public Relations Media Policy Contracts and Tendering
Procedure Implementation Date:	1 December 2013
Procedure Review Due Date:	1 December 2014

FORCE SPONSORSHIP PROCESS



*BDPM – Business Development & Partnership Manager
 *BSO – Business Support Officer
 *PM – Project Manager
 *FOI – Freedom of Information

FORCE

SPONSORSHIP APPLICATION FORM

Section A – To be completed by individual seeking to secure sponsorship

Application Reference Number	
Originating Division/Department	
Date	
Project Manager (Name & Collar/Staff No.)	
Project Manager Telephone No.	

Brief description of project and form of sponsorship e.g. cash, goods, services

Brief description of benefits to the Organisation

Sponsor Details			
Name		Can the sponsor recover V.A.T.?	
Address		If Yes V.A.T. Reg. No.	
Tel No			

Sponsorship Details			
Total value of sponsorship, including details of market value, printing or other services		Additional costs that will have to be borne by the Organisation	
Duration of project including start & end dates		Are there any conditions to the sponsorship? If yes please detail	

Sign-Off by ACO – Resources up to £100,000

Name		Signature		Date	
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Section B – To be completed by Business Support Officer

Risk Area	Check	Yes/No
Ethical	Has the Crime Unit/Fraud Squad confirmed that nothing is known about the potential Sponsor organisation that could bring the Force/OPCC into disrepute and that individuals associated with the sponsor are not known to us in connection with any offence, suspected offence, service of summons or execution of warrants? (Please attach written confirmation from the Crime Unit/Fraud Squad)	
	Have Procurement confirmed that the sponsor\donor is not in any tender process to provide goods and services either directly or indirectly to the Organisation, which could be construed by competitors as preferential treatment? (Please attach written confirmation from Procurement Department)	
	Can it be confirmed that the sponsor\donor does not have a potentially sensitive association where the main part of their business comes under the direct scrutiny of the Organisation e.g. licensing issues, or political parties?	
	Can it be confirmed that using best judgement, the sponsor\donor does not have an ulterior or dishonest motive for their desire to work with the Organisation?	
	Can it be confirmed that using best judgement, there are unlikely to be any adverse public perceptions as a result of the sponsorship\donation?	
	Can it be confirmed that acceptance of the sponsorship\donation will not compromise the operational independence and integrity of the Chief Constable?	
	Operational	Can it be confirmed that the sponsorship\donation of equipment is compatible with existing Organisation standards? (Please attach written confirmation from relevant department)
Where equipment is not compatible with existing Organisation standards, can it be confirmed that appropriate training, maintenance and safe systems of work will be put in place? (Please attach written confirmation)		
Have additional costs which may be incurred by the Organisation during or after the sponsorship period been identified and approval given by Finance. (Please attach written confirmation)		
Commercial Agreement	Has the Legal Services Department drawn up/checked and accepted any commercial agreements concerning the sponsorship?	

Business Support Sign-Off

Name		Signature		Date	
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Section C – Only to be completed if sponsorship includes a vehicle

Make & Model		Engine Size	
Registration No.		Vehicle Owner	
Current Mileage		Expected annual mileage	
Proposed length of vehicle loan		Are there any mileage restrictions?	
Is the vehicle taxed?		Date of tax expiry	
Is the vehicle MOT'd?		Date of MOT expiry	
Current value of the vehicle		Will the vehicle be insured by the sponsor?	
Will vehicle services be undertaken by the Sponsor?		If yes, at what service intervals?	
Are there any restrictions on the use of the vehicle?		Copy of vehicle restriction agreement to be provided.	
Has the sponsor asked for vehicle branding?		If yes, what have they asked for? If the sponsor's logo is required, request a copy.	
Will there be any fuel contribution?		If yes, on what basis will it be provided?	
Who has the responsibility for tyre replacement in the event of a puncture?		Who has the responsibility for vehicle recovery in the event of a breakdown	
At the end of the sponsorship agreement, what happens to the vehicle?			

Before any agreement to use the vehicle on the road, the vehicle must be inspected by the Fleet Workshop Supervisor.

Business Support Officer Sign-Off

Name		Signature		Date	
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Sponsorship Invitation (To go on External Webpage & Intranet)

Sponsorship

Our aim is to protect all communities within the Gwent area against crime and disorder with the very best in quality service and care. In the battle against crime everyone has a part to play, not just the police. We need to make our work more visible to help increase public confidence and to get the message across that crime does not pay.

By forging working relationships with other organisations we are able to undertake higher profile initiatives which could benefit both parties; initiatives which stimulate public interest and generate publicity through the local printed media, radio, television, and other forms of communication.

Business support

The Organisation is able to accept external income through sponsorship and other business ventures. This can mean anything from a one-off sponsorship arrangement to longer-term business support. Funding and sponsorship have the potential to deliver innovative and creative solutions to greatly enhance the quality of service policing provides by financing projects that we could not otherwise have undertaken.

Supporting the police like this can bring benefits which enhance your profile through brand awareness and highlight your Organisation's corporate social responsibility to the community. Your support would be much valued and the media always takes a keen interest in initiatives undertaken by the police. We have a professional team of media and marketing experts who could work with you to ensure that you benefit from your association with us, although we are unable to guarantee any publicity.

How can you help? Here are some examples:

Sponsoring police initiatives:

- Ongoing domestic abuse campaigns
- Promotional literature
- Youth/ Community Safety projects
- Events/ conferences
- Support for our specialist units e.g. our Police Dogs

Providing equipment:

- Vehicles
- Bicycles
- IT equipment
- Specialist exhibition stands

Providing people and expertise:

- Allow employees time to become Special Constables
- Loaning staff to lend their expertise to special projects

Further Information

If you or your organisation would like to find out more, please complete the form below:

Please note: Any information that you submit via this form will be sent through non-secure means and will potentially be viewable by third parties. By using this form you agree that any information submitted is done so at your own risk. Information you send will be used solely for the purpose of this scheme and will not be used for other purposes. Once received, it will be held securely and in accordance with the Data Protection Act 1998. Submission does not guarantee you will receive acceptance as a sponsor.

- Sponsorship of initiative
- Providing equipment
- Providing services
- Providing People
- Other (please specify)

Name:

Job Title:

Organisation:

Address:

Postcode:

Telephone:

Fax:

Email:

SPONSORSHIP, DONATIONS & LOANS

QUESTIONS & ANSWERS

Q.1	<p>What is 'Sponsorship'?</p> <p>It is the giving of money, goods or services to support activities which will enable the Organisation to either enhance or extend the service which it normally provides and for which the provider expects a defined benefit.</p>
Q.2	<p>What does 'Benefit' mean?</p> <p>Commercial Benefit to the Provider: An organisation (business) paying to have its name or one of its products/services associated with an initiative or activity of the Organisation. Sponsorship under these terms does not include gifts or loans to officers/staff and other employees of the Organisation, in their capacity as private individuals.</p>
Q.3	<p>What is meant by 'Gifts'?</p> <p>Donation or philanthropy – Gift (VAT free): Where the provider is given no defined or commercial benefit.</p> <p>Note. Where a public or private sector body donates equipment or cash, the gift is deemed a donation, because the Organisation is not directly liable for the grant conditions e.g. a local authority has obtained funding and from this donates an off-road motor cycle for the police to use to cut down anti-social behaviour.</p>
Q.4	<p>What is a 'Loan'?</p> <p>It is something we have to give back. It is VAT free depending on whether the provider requests a 'benefit' from the loan, e.g. in respect of a car dealership VAT would be chargeable where there is a visible reference to the dealership.</p>
Q.5	<p>What can we seek sponsorship for?</p> <p>Anything connected to a policing purpose and which represents an opportunity to work in partnership and to generate additional resources to contribute to reducing crime and disorder and the fear of crime.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • Business partners sponsoring an event, such as an Awards ceremony or conference; • Provision of a vehicle for Community Support Officers to use

when covering rural areas or a Special Constabulary vehicle;

- Front Offices;
- Business partnership support for community safety initiatives;
- Equipment/money for covert cameras in capture cars;
- Money to enable the Force to buy bicycles for neighbourhood teams.

Note: Sponsorship funding is not to be used to deliver core policing and should not be relied upon as a source of future funding.

Q.6 What about VAT?

VAT advice may be sought from the Principal Financial Accountant.

It is necessary to point out at the very beginning of seeking sponsorship that there may be a VAT aspect because the Organisation is VAT registered.

If, as a condition of external support, the Organisation provides a clearly identifiable return that benefits the supplier, then output VAT must be accounted for. Such recognition will generally be the displaying of a logo or the recording of more than a mere acknowledgement of the sponsorship.

If something is given unconditionally and without recognition there will be no supply for VAT purposes.

The value placed on the taxable supply would include any additional costs, such as maintenance, servicing, and MOT, in the case of vehicles. The VAT charged to the sponsor will be 20% of the value of the supply.

The supplier will be able to reclaim the VAT amount on their VAT return, so no additional costs are actually incurred by the supplier/sponsor.

A VAT sales invoice would need to be raised by the Finance Department to the supplier/sponsor.

In most circumstances sponsorship will incur VAT, even if no money changes hands but where there is a 'benefit' in kind it is classed as a taxable supply. A simple media launch whether by TV/Radio, or the press does not count as benefit in kind.

<p>Q.7</p>	<p>What allows the Police to seek Sponsorship, as I thought that we were a non-profit making organisation?</p> <p>Section 93 of the Police Act 1996 states that “a Police Authority” (which has now been superseded by the Police and Crime Commissioner) “may, in connection with the discharge of its functions, accept gifts of money, and gifts or loans of other property, on such terms as appear appropriate to the Authority” (read Police and Crime Commissioner).</p> <p>The acceptance of sponsorship for non-core activities is intended to extend and enhance the Organisation’s service to the community.</p> <p>Police Forces throughout the UK are entitled to raise some of their annual budget through sponsorship including donations and loans.</p>
<p>Q.8</p>	<p>Does there have to be an obvious reason as to why the police should be entering into sponsorship with a particular organisation?</p> <p>If the association with the potential sponsor is not obvious, then it needs to be made clear as to why the sponsor sees a synergy between their objectives and those of the Organisation.</p>
<p>Q.9</p>	<p>Do we have to wait for someone to approach us, or can we seek sponsors?</p> <p>Not at all! We can seek sponsorship from anyone, subject to their being:-</p> <ul style="list-style-type: none"> • a synergy between the proposed sponsor’s and Organisation’s objectives. • the proposed sponsor is not currently tendering for a contract with the Organisation. • There are no pending court cases associated with the proposed sponsor.
<p>Q.10</p>	<p>How can I communicate with potential sponsors?</p> <p>Under the Data Protection Act of 1998 and the Privacy and Electronic Communications (EC Directive) Regulation 2003 and subsequent amendment in May 2011 enables corporate subscribers to register their objection to receiving unsolicited direct marketing calls and faxes by registering their telephone number with the Telephone Preference Service (TPS) or Mail Preference Service (MPS). The Privacy and Electronic Communications Regulations apply to direct marketing messages by electronic means such as by telephone, email, fax, text messages and picture (including video message and use of automated calling systems).</p> <p>The MPS registers objections to receiving unsolicited postal mail. Postal marketing, more commonly known as 'junk mail', as with electronic</p>

	<p>marketing as above, if the person or organisation you're targeting asks to be taken off your mailing list, you must comply with their request. There are no exceptions to this rule, and if you fail to comply, they can apply to the courts for an order against you under section 11 of the Data Protection Act.</p> <p>Note: You should ensure that an Organisation has not registered its telephone number with the TPS before contacting them by phone or with the MPS if contacting them by post asking for sponsorship.</p>
Q.11	<p>Who should I contact for advice?</p> <p>In the first instance and before approaching any potential sponsors, contact the Business Development & Partnership Manager.</p>
Q.12	<p>Are there any forms I need to use?</p> <p>In all cases the 'Sponsorship Application' should be completed and forwarded by email to the Business Development & Partnership Manager and your local Business Support Officer.</p> <p>You can obtain an electronic copy of this form from the Intranet under Finance. There may be other forms which need to be completed, but this will depend on the type of sponsorship you are seeking and you will be advised of this once you have submitted the Sponsorship Proforma.</p>
Q.13	<p>Are there any Financial Authorisation Levels?</p> <p>The Financial Authorisations are set out in the Manual of Corporate Governance (Oct 2013), please see the following link http://intranet/finance_admin/finance/budgetbook/</p>
Q.14	<p>Can I get Sponsorship quickly?</p> <p>Obtaining sponsorship is unlikely to be a swift transaction. It is worthwhile to get it right within the guidance and although it may take some time, it is worth being careful due to the potential implications which could arise.</p>
Q.15	<p>Where should the Sponsorship money go?</p> <p>Any payments should be addressed to the Organisation and you should be speaking with your Business Support Officer so that they are aware of what is happening and can advise. It is important that all income must be accounted for. No external or separate bank/building society accounts should be used at any time.</p> <p>VAT will be accounted for centrally within the Finance Department. The information required to make a proper calculation will be taken from the completed sponsorship application form.</p>

	<p>Any sponsorship monies/goods received must be spent in accordance with the Sponsorship Agreement between the Organisation and the Sponsor Organisation(s). Should any arrangement not be directed to a specific project, all funding or goods will be used at the discretion of the Police and Crime Commissioner or ACO – Resources.</p>
Q.16	<p>Can I go and get a sponsored vehicle?</p> <p>Vehicle sponsorship is complex due to the potential cost, servicing and recovery implications for the Organisation, so do not pursue any vehicle sponsorship without first speaking to the Business Development & Partnership Manager and Fleet Manager.</p>
Q.17	<p>Are there any checks that need to be made?</p> <p>Yes, it is imperative that checks take place at an early stage in the process of obtaining sponsorship. Contact the Business Development & Partnership Manager for advice.</p>
Q.18	<p>Can we endorse a Company, its product or service?</p> <p>No.</p>
Q.19	<p>What about the word/label terminology used for Sponsorship?</p> <p>Care must be exercised in the choice of words used to describe the relationship that exists between the Organisation and any sponsor/supporter or supplier of external funds.</p> <p>“Supported by” should be used where an initiative has received financial or in kind support forming a minority of the overall project/scheme/initiative. In most cases, this will be the appropriate choice and in all cases is the safe option.</p> <p>Variations of “Supported by” include:</p> <p>“Working together” or “Working with” or Working for a Safer.....” are permissible, particularly in cases where such use better fits the display space or commercial requirements.</p>
Q.20	<p>Why can't we use “Sponsored by”?</p> <p>This is because this infers a total coverage of cost and a financial relationship between the parties. It is also indicative of total endorsement – a contradiction perhaps of the Organisation's policy. This will rarely be applicable and should never be used without first seeking advice.</p>

<p>Q.21</p>	<p>What about using “In partnership with” or “In association with”?</p> <p>No! These words denote a legal relationship where the consequences could be shared ownership of assets and liabilities. This too, is indicative of total endorsement contrary to policy.</p> <p>There may be an occasional situation where “Working in partnership (or in association) with the Organisation” is an acceptable circumstance.</p> <p>However, care must be used in determining the phrasing and advice must be sought from the Business Development & Partnership Manager before venturing into the wording and thus avoiding misunderstandings surrounding potential liability.</p>
<p>Q.22</p>	<p>What about “jointly working towards”</p> <p>This infers partnership and an equal share in the outcome. Whilst it may be a statement of fact the ‘wordy’ nature of the phrase is not conducive to the badging of vehicles or promotional print items. It is only recommended for printed proposals, working papers, presentations, press statements etc.</p>
<p>Q.23</p>	<p>Is there anything else I need to consider?</p> <p>Above all else, before entering into any sponsorship, please protect the integrity and ethics of the Organisation, the Police and Crime Commissioner and the Chief Constable.</p>