

National Parks Partnerships

Partnerships Policy

This policy is based on an earlier, approved "Sponsorship Policy" for NPUK.

1. Introduction

1.1 This Policy covers Partnerships set up via NPP with third party companies and organisations to support UK National Parks.

1.2 The object of this policy is to:

- Define what we mean by Partnership.
- Provide a consistent process for the treatment of Partnerships by NPP.
- Coordinate our activity to achieve efficient use of resources and to obtain value for money.
- Apply good practice in NPP's involvement in Partnership activity to maximise the benefits and minimise the risks of sponsorship activity to NPP and National Parks.

1.3 This document provides guidance to ensure that activity to establish and implement Partnerships are approached consistently and fit with National Parks' strategic aims and NPP business plans. Any Partnership activity should also act as a vehicle for supporting, enhancing or endorsing the National Parks brands and values.

2. Scope of Partnership

2.1 The policy covers all Partnerships regardless of amount, type (e.g. financial or goods/ services), or geography.

2.2 NPP will consider all requests for Partnerships openly and transparently. They will be considered against the following criteria:

- Fit with all UK National Park's Statutory Purposes
- Quality
- Value for Money
- Avoidance of damage to UK National Parks' brand or values.

2.3 All Partnership requests will also be reviewed and considered for potential risk of conflict of interest. For example:

- A potential sponsor has submitted a planning application to an NPA or is engaged in a development in a Park.
- A potential sponsor is involved in tendering for a contract with an NPA
- A potential sponsor is actively lobbying an NPA

3. Definitions

3.1 The definition of Partnership is a contribution of money or 'in kind' given by an organisation or company to National parks via NPP for mutual benefit. This will normally involve a Partner

organisation having an expectation that it will be publicly acknowledged for their support. The stimulus for a Partnership can be either from NPP or the recipient.

3.2 There are many different reasons for organisations to Partner with National Parks including:

- Raising the public profile and reputation of that organisation and making potential customers aware of their products and services for commercial gain.
- Increasing brand awareness.

4. NPP approach to Partnership

4.1. NPP will

- Consider all Partnership requests in an open and even-handed way and measure the request against the assessment criteria outlined in this document.
- Enter into a formal Partnership contract with external organisations.
- Only consider Partnership agreements with organisations whose products, policies and values do not undermine the brand and values of National Parks.
- Seek to work with businesses and organisations with high and recognised environmental performance or who are seeking to improve their own environmental performance, or whose products seek to support ethical or green consumer behaviour.
- Provide a reasonable and proportionate return to the Partner, such as organising events for the media and senior representatives, reports on activities and on site and indirect interpretation of support.
- Ensure the confidentiality of client records through any Partnership agreement. Under no circumstances will the NPP provide access to Partner records or databases.

5. Sponsorship Benefits

5.1 NPP will always aim to maximise the benefits of any Partnership to both Parties.