

**RAPC 449/21**

## **NEW FOREST NATIONAL PARK AUTHORITY**

### **RESOURCES, AUDIT AND PERFORMANCE COMMITTEE – 1 MARCH 2021**

#### **Updated Ethical Sponsorship Policy**

**Report by:** Hilary Makin, Communications Manager

#### **Summary:**

The New Forest National Park Authority actively seeks to collaborate with external organisations to achieve shared objectives, as well as seeking opportunities for income generation through sponsorship and corporate partnerships. This subject has been considered by members on several occasions since March 2015 when the current Ethical Sponsorship Policy was approved. Now six years old, the Policy has been reviewed and updated by Officers.

#### **1. Ethical Sponsorship**

- 1.1. The current Ethical Sponsorship Policy was prepared and approved in March 2015 following a workshop with Members. The policy provided general guidance as to how sponsorship arrangements operate in line with National Park purposes and duty, and replaced previously adopted policies on the subject.
- 1.2. The policy has recently been reviewed and updated by Officers. The broad context remains the same, but changes have been made to include the potential to receive support from individuals as well as corporate supporters. Reference has also been made to encourage supporters to think about social considerations as well as environmental. It has also been revised with reference to the National Parks Partnership Ltd policy. The policy has been updated to reflect that management of the policy now lies with the Communications Manager, as part of the new Communications and Fundraising Team.
- 1.3. To regularise procedures, the Communications Manager will maintain and share a report detailing the status of current and potential supporters as and when there is information to share.
- 1.4. A members' group comprising the Chairman of the Authority and the Chairman of the Resources, Audit and Performance Committee will consider potential individual and corporate support valued over £10,000 or below that amount if Officers consider there to be significant risk/complexity and make recommendations to the Authority as to the suitability of any sponsors or partners and arrangements pertaining to their support.
- 1.5. Where a decision cannot wait until the next Authority meeting members will be contacted for their views and asked to support the Chief Executive's use of delegated powers to enter into the arrangement on behalf of the Authority.

1.6. The revised policy will be displayed on the NFNPA website.

**Recommendation:**

**That the Committee, subject to any agreed changes, recommend the updated Ethical Sponsorship Policy for approval at the Authority meeting on 25 March 2021**

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**Papers:**

<b>RAPC 449/21:</b>	<b>Cover Paper</b>
<b>RAPC 449/21 Annex 1:</b>	<b>Revised Ethical Sponsorship Policy</b>
<b>Previous papers:</b>	<b>NFNPA 475/15</b>