



Ethical Sponsorship and Corporate Partnership Policy

Annex 2

1.0 Introduction

The New Forest National Park Authority actively seeks opportunities to collaborate with companies, other organisations, or individuals ~~external organisations~~ to achieve shared objectives and to grow investment in the New Forest. This includes sponsorship or any form of donation of money, skills, or other resources such as gifts in wills, gifts in kind, pro-bono work, and corporate donations. ~~We also seek opportunities for income generation through sponsorship and corporate partnership.~~

However, as a public body and planning authority it is vital that we maintain our independence and that we do not allow ~~external partnerships such collaborations to damage the Authority's reputation bring the name of the Authority into disrepute.~~

This policy has been devised to ensure clarity and openness to all our stakeholders. It is designed to address investment from sponsorship and corporate partnership to or through the Authority and ~~is intended to~~ replaces all previously adopted policies on this subject. ~~It has also been devised to tie in with the National Park Partnerships Ltd sponsorship policy.~~

The Authority encourages all its partnership organisations and projects to adopt similar policies. Clearly, however, we cannot be deemed responsible for any sponsorships or corporate partnerships that our partners might accept that would not have been accepted by the Authority directly. We welcome comments, feedback, and suggestions as to how these goals can be met.

1.1 National Park Purposes and Duty

The New Forest National Park Authority (the Authority) has the statutory purposes and socio-economic responsibilities as specified in the Environment Act ~~of~~ 1995 (together, the 'Purposes and Duty'):

- To conserve and enhance the natural beauty, wildlife, and cultural heritage of the area
- To promote opportunities for the understanding and enjoyment of the special qualities of the Park by the public.

Working in partnership with other organisations it is also the Authority's duty to seek to foster the economic and social wellbeing of the local communities within the National Park.

2.0 Definitions

For the purposes of this policy, the following definitions apply:



~~'sponsor' or 'corporate partner' is defined as any organisation making a financial contribution to the Authority, and includes businesses, social enterprises and Trusts.~~

~~For the purposes of this policy, corporate support will be considered as "sponsorship", "corporate partnership" and "corporate volunteering".~~

~~'Sponsorship' is defined as means~~ an agreement between the Authority and an individual or organisation (the 'sponsor') where the Authority receives either money or a benefit in-kind for a specific event, campaign, or project from an organisation which in turn gains publicity or other benefits.

~~'Corporate partnership' is defined as means~~ a commercial activity by which the Authority forms a partnership with a business (the 'corporate partner') for mutual benefit. This might involve the use of the Authority's name and/or logo in conjunction with the sale of the business' goods or services.

~~'Corporate volunteering' is defined as means~~ a team building activity for a group of corporate employees ~~engaged in wildlife conservation tasks in the Forest~~ under the supervision of suitably qualified Authority employees, for which they are charged a fee.

~~For the purposes of this policy, 'sponsorship', 'corporate partnership' and 'corporate volunteering' will be referred to collectively as 'individual and corporate support', and 'individual and corporate supporter' should be construed accordingly.~~

3.0 Objectives

- 3.1 To ensure the Authority adopts a consistent ethical and professional approach towards ~~corporate support~~ individual sponsorship and corporate partnerships support.
- 3.2 To ensure the Authority's position and reputation are ~~adequately~~ protected in ~~corporate~~ sponsorship and corporate partnership agreements.
- 3.3 To protect members and officers of the Authority from allegations of inappropriate dealings or relationships with ~~corporate supporters~~ sponsors or corporate partners.
- 3.4 To ensure best value for the Authority is obtained and provided in arrangements with individual and corporate supporters.

4.0 General Principles

- 4.1. The Authority will endeavour, where possible and appropriate, to work in partnership with individuals and with local, national, and international



organisations to identify opportunities for sponsorship that will be of mutual benefit.

4.2 The Authority welcomes all opportunities to work in such partnerships but will focus on working with individuals and organisations whose policies and values align with the strategic objectives and values of the Authority. Environmental and social policies will be requested.

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4.3 The Authority sees such relationships as opportunities to share expertise and values, and also and to encourage corporate supporters to integrate environmental and social considerations into their business strategy and to become environmental and social leaders within their business sector areas of influence.

4.4 Relationships with individual and corporate supporters will be based on the principles of mutual respect, integrity, and independence. The Authority will not enter into funding agreements that contain any clauses that might restrict the Authority's ability to set, implement or communicate about policy issues relating to its Purposes and Duty. Individual and corporate supporters should be aware that the Authority may object also reserves the right to publicly object to any development / activity of the individual and corporate supporter that is not compatible with the Authority's Purposes and Duty.

4.5 The Authority will not enter into any corporate sponsorship or corporate partnership arrangements where it might reasonably be perceived that such an arrangement has or may be thought to have:

- a) influenced the Authority or its members or officers in carrying out its functions
- b) gained favourable terms from the Authority in any business or other matter
- c) aligned the Authority with any organisation which that conducts itself in a manner which that conflicts with the Authority's values.

4.6 The Authority encourages its individual and corporate supporters to demonstrate a willingness to reduce their environmental and social impact of their business. This may might, for example take the form of implementing an environmental and social impact policy, supporting local communities, evidence of environmentally friendly practices, and or a willingness to adopt a policy to improve environmental performance.

4.7 The sponsorship or corporate partnership arrangement will be wholly transparent, with provision for public scrutiny. The Authority will not endorse the products or services of corporate supporter. No partner organisation should infer that acknowledgement of its support by the Authority represents endorsement of its policies, actions, or products. All arrangements with individual or corporate partners will may be in the public domain and will may be reported within the Authority's Annual Report and Accounts.

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4.8 ~~No individual or partner organisation should infer that acknowledgement of its support by the Authority represents endorsement of its policies, actions, or products.~~

4.8-9 The Authority retains the right to review and / or terminate any sponsorship or corporate ~~relationship~~partnership at any time. ~~Fourteen days' notice of intention to terminate will be given in writing, together with full reasons for the decision to terminate.~~

5.0 Use of Authority name and logo

5.1 The Authority ~~agrees to~~will provide appropriate recognition of individual or corporate support in publications and on its website, and as appropriate to any sponsorship or corporate partnership agreement.

5.2 ~~Where approved by the Authority, the corporate partner may be permitted the use of the Authority's logo in certain defined promotional materials and as part of a mutually beneficial partnership. The terms of usage of the Authority's logo will be determined on a case-by-case basis.~~

5.3 In particular, ~~The Authority reserves the right to approve the any~~ use of the Authority's name, ~~and~~ logo as well as all ~~and~~ language/'branding' related to statements recognising the individual or corporate support will need prior written approval by the Authority.

5.4 All sponsorship and corporate partnership arrangements will be subject to a written contract to be ~~signed~~agreed by ~~both the~~ parties, ~~and~~

~~The corporate partner may be permitted the use of the Authority's logo in certain defined promotional materials and as part of a mutually beneficial partnership. The particular terms of usage of the Authority's logo will be determined on a case by case basis and formalised under contract.~~

5.0 Exclusions

6.1 The Authority will not work with or accept donations from organisations whose activities, policies, aims, or objectives are ~~or have previously been~~ contrary to our Purposes and Duty.

6.2 The Authority will not have relationships with organisations or industries whose principles, policies or conduct are in obvious conflict with the Authority's values or where, ~~in the Authority's view, in the Authority's judgement,~~ public perception of such organisations and industries might undermine the Authority's reputation or credibility and/or damage our relationship with our stakeholders and/or the general public.



67.0 Procedures

67.1 Any member or officer planning to approach, or who has been approached by, an individual or organisation with a proposal for individual or corporate support should first consult with the ~~Communications Manager~~ ~~Corporate Partnerships Officer~~ in order that any approach can be co-ordinated.

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67.2 The ~~Corporate Partnerships Officer~~ ~~Communications Manager~~ will maintain a status report detailing the status of discussions with current and potential individual and corporate ~~partners/sponsors/supporters~~. The Status Report will be circulated ~~monthly to the Executive Leadership Team, and to the Chairman and members, as and when there is information to share, and on a quarterly basis to Members.~~

7.3 ~~The Communications Manager and Chief Finance Officer will scrutinise and make a decision on consider~~ potential individual and corporate supporters where the arrangement in question would be to a value of ~~ever~~ under £10,000. ~~For proposals of over £10,000 - or those below that amount if officers consider there to be significant risk or complexity - the~~ Communications Manager and Chief Finance Officer will consult with the Chairman of the Authority and the Chairman of the Resources, Audit, and Performance Committee, and make recommendations to ~~the~~ Authority meeting as to the suitability of any sponsors or partners and any particular arrangements pertaining to their support.

6.3 ~~Members will receive notification of new arrangements with corporate supporters via the Members Bulletin.~~

7.4 ~~When a decision is required relating to any aspect of individual and corporate support that cannot wait until the next Authority meeting, all 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.~~

6.4 ~~A Members group comprising the Chairman and Deputy Chairman of the Authority and the Chairman of the Resources, Audit and Performance Committee will consider potential corporate partners supporters and make recommendations to the Authority as to the suitability of any sponsors or partners and arrangements pertaining to their support.~~

6.5 ~~When, at the request of the members' group, a decision is required relating to any aspect of individual and corporate partnerships supporters that cannot wait until the next Authority meeting members will be contacted for their views and asked to support the Chief Executive's use of her delegated powers to enter into the arrangement on behalf of the Authority.~~



~~6.6 A formal contract between the Authority and any individual or corporate supporter will be required for all sponsorship or partnership agreements, regardless of value or complexity.~~

~~6.7 In the case of corporate volunteering, the Corporate Partnerships Officer will consider requests for volunteering events on a case by case basis. Only those proposed corporate partners who are considered to comply with the General Principles set out at paragraph 4 of this policy shall be offered volunteering events.~~

78.0 Marketing and Media

~~78.1 Media relations for all sponsorship and corporate partnership agreements will be handled by the Authority's Communications Manager.~~

~~78.2 The Authority will agree with the relevant sponsor or corporate partner the nature and content of the publicity. No publicity should be issued without the Authority's prior approval. ~~and will retain the right to approve all publicity material.~~~~

~~78.3 The use of the Authority's logo on any sponsor or corporate partner's or sponsor's publicity must be expressly contractually approved by the Communications Manager Authority. In the case where if an individual or corporate supporter uses the Authority's logo without approval, without prejudice to other remedies available to it the Authority may in any way that has not been approved by the Authority, then the Authority has the right to terminate the contract with that sponsor or corporate partner.~~

89.0 Transparency

~~9.1 A full list of corporate sponsors will be maintained on the Authority's website. Sponsors may request to remain anonymous and, if the Authority considers this appropriate and practicable, this will be respected (subject to appropriate disclosure laws).~~

A copy of this policy will be displayed on our website.

~~April 2015 Policy updated~~ [March April 2021](#)