

AM 594-21

NEW FOREST NATIONAL PARK AUTHORITY

AUTHORITY MEETING – 29 APRIL 2021

Revised Ethical Sponsorship and Corporate Partnership 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 and to grow investment in the New Forest. This subject has been considered by members on several occasions since March 2015 when the current Ethical Sponsorship and Corporate Partnership Policy was approved. Now six years old, the Policy has been reviewed and updated by officers, and was endorsed by members at the April RAPC meeting subject to a few changes now reflected here.

1. Ethical Sponsorship

- 1.1. The current Ethical Sponsorship and Corporate Partnership 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 the National Park's purposes and duty and replaced previously adopted policies on the subject.
- 1.2. The policy has recently been reviewed and updated by officers and, following the April RAPC meeting, additional comments on the draft from members have also been received and incorporated. 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. 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. The Communications Manager and Chief Finance Officer will scrutinise and make a decision on potential individual and corporate supporters where the arrangement in question would be to a value of under £10,000. For proposals of over £10,000 - or those below £10,000 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 an Authority meeting as to the suitability of any sponsors or partners and any particular arrangements pertaining to their support.

1.5. 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 whether they wish 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.

1.7. A clean copy of the revised draft policy is attached as Annex 1 to the report, and a copy of the policy showing tracked changes is attached as Annex 2.

Recommendation:

That the Authority, subject to any agreed changes, adopt the revised Ethical Sponsorship and Corporate Partnership Policy attached as Annex 1 to the report with immediate effect.

Contact: Hilary Makin

Papers:

Authority AM 594-21: Cover Paper

AM 594-21 Annex 1: Revised Ethical Sponsorship and Corporate Partnership Policy

AM 594-21 Annex 2: Revised Ethical Sponsorship Policy showing changes from existing adopted version

Previous papers: RAPC 449/21
RAPC 453/21
NFNPA 475/15