



**CODE OF PRACTICE
FOR SPONSORSHIP ARRANGEMENTS**

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CODE OF PRACTICE FOR SPONSORSHIP ARRANGEMENTS - CONTENTS

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DEFINITIONS

'**Authority**'- means the London Fire and Emergency Planning Authority.

'**Head of Department**'- shall be deemed to be to the following officers - Commissioner for Fire and Emergency Planning, Deputy Commissioner for Fire and Emergency Planning, Directors, each Assistant Commissioner, Head of Information and Communications Technology, Head of Human Resources and Development, Head of Procurement, Head of Strategy and Performance, Head of Communications, Head of Legal and Democratic Services, Strategic Advisor to the Commissioner and Head of Health & Safety.

[Authority: 19.07.01]

NOTES

1. This code is the responsibility of the Authority and was approved by the Authority on 20 July 2000. Any departure from the code requires the approval of the Authority.
2. This code is prepared as an internal document for the guidance of officers. Requests from outside organisations for a copy of the code should be forwarded to the Head of Legal and Democratic Services.

(I) GENERAL PRINCIPLES

1 Compliance with standing orders, financial regulations and the code of practice

All negotiations with commercial companies and organisations for sponsorship of Authority projects, schemes or undertakings, to which this code applies shall comply with

- (a) standing orders and financial regulations; and
 - (b) this code of practice as amended from time to time by the Authority;
- and any departure from this code will need the approval of the Authority.

2 Scope of the code of practice

This code shall apply to all stages of any sponsorship arrangement whereby the Authority may seek financial or material support in part or in total for any project, scheme or undertaking in any area of the Authority's functions, or for the acquisition, replacement or maintenance of any building, vehicle, equipment, uniform or material used by, or on behalf of, the Authority.

This code shall not apply to any occasion where the Authority receives financial or material support in part or in total for any project, scheme or undertaking in any area of the Authority's functions, or for the acquisition, replacement or maintenance of any building, vehicle, equipment, uniform or material used by, or on behalf of, the Authority, where the individual, company or organisation providing the support seeks nothing in return from the Authority for the services offered, save that heads of departments shall have regard to the contents of Articles 5, 6 and 10 of the Code.

(II) SPONSORSHIP PROPOSALS AND PROJECT DEVELOPMENT

3 Identification of sponsorship projects

- (a) Projects suitable for sponsorship support will be identified by heads of departments.
- (b) For each project so identified, the appropriate head of department shall formulate a detailed sponsorship proposal which shall include -
 - (i) the nature of the project;
 - (ii) the estimated cost to the sponsor;
 - (iii) the time scale of the project and the expected expenditure profile;
 - (iv) the targeted beneficiaries of the project;
 - (v) the expected benefits to the public; and
 - (vi) the expected advantage to the sponsor.
- (c) Having produced the sponsorship proposal, potential sponsors will be identified according to suitability, and a list of potential sponsors will be prepared in respect of each project.
- (d) No potential sponsor will be approached with requests for support and no voluntary sponsor will be accepted until officers are satisfied that proper screening procedures have been successfully completed.

4 Selection of sponsors

- (a) Heads of departments will exercise their discretion in recommending the type of company (by reference to size, location and area of commercial activity) which would be best suited and therefore most likely to respond favourably to sponsorship approaches. Heads of departments shall report all sponsorship proposals to the Authority for approval.
- (b) No company or organisation shall be nominated as a potential sponsor unless the head of department is satisfied that the full conditions of the sponsors screening procedures (as detailed in Article 5 below) have been met and that there would be no conflict between the Authority's statutory duties and the receipt of sponsorship funding.

5 Screening of sponsors

- (a) It is essential that all due care is taken to ensure that public affiliation between a sponsor and the Authority does not cause embarrassment to the Authority.
- (b) Heads of departments shall use any available reference sources to determine if a potential sponsor is of suitable standing for association with the Authority. No costs other than staff time and miscellaneous postage and telephone expenses will be incurred during this research. Officers will not debar a potential sponsor unless there is proven non-compliance with any of the criteria listed below. [For this purpose, press reports not denied may be treated as sufficient evidence].
- (c) In general a suitable company will -
 - (i) have no known serious and continuing failure to comply with national/international legal requirements or codes of practice applicable to its activities;
 - (ii) have sound financial background as declared in company trading reports;
 - (iii) be subject to no current litigation by or against this Authority;
 - (iv) not be involved in any current tender for the supply of goods or services to the Authority; and
 - (v) the prospective sponsor shall not be engaged intentionally in any activity which endangers human life or financially support any person who engages in such activities or in unlawful violence.

(III) AUTHORITY TO ACT

6 Sponsorship for supply of goods or services

Notwithstanding the above, and by reason of the Local Government Act 1988, it is unlawful for the Authority to apply non-commercial considerations when selecting contractors for the supply of goods or services to the Authority. Although certain sponsorship projects will not be covered by this specific prohibition, there remains a duty on the Authority to act fairly. It is important to be able to demonstrate that it has done so.

7 Authority approval

- (a) Heads of departments will report to the Authority indicating which projects are considered appropriate for sponsorship and will include a list of potential sponsors for each project.
- (b) The Authority will, at its discretion, authorise that any project may be supported by sponsorship.
- (c) Nothing in Article 7(a) above shall prevent a head of department approaching or receiving an approach from other potential sponsors who were not included on the list of possible sponsors submitted to the Authority providing that heads of departments comply with any policy on potential sponsors agreed by the Authority.

8 Delegated authority

- (a) Heads of departments are authorised to undertake screening of potential sponsors, in accordance with the provisions contained in Article 5.
- (b) Heads of departments are authorised to approach selected companies with proposals for projects for sponsorship approved by the Authority and to conclude any agreements having taken advice from the Director of Finance and Contractual Services and the Head of Legal and Democratic Services.

9 Arrangements for approaching companies

- (a) Subject to a project having the prior approval of the Authority, heads of departments shall write to suitable organisations with outline proposals for the sponsorship project.

- (b) The request for sponsorship support shall be addressed to an appropriate officer or executive of the nominated organisation responsible for sponsorship.
- (c) Where an organisation indicates a favourable response to the proposal, senior management of the potential sponsor will be invited to meet the Commissioner for Fire and Emergency Planning and/or appropriate head of department for initial discussions on the sponsorship project and the level of involvement. Once outline agreement is reached detailed negotiation will be conducted by nominated officers from within the lead department.

(IV) ARRANGEMENTS AND AGREEMENTS

10 Quality assurance of sponsors products

Goods and/or services offered by sponsors in the United Kingdom market should comply with all legal standards for quality and performance.

11 Limitations of sponsorship agreements

No sponsorship arrangement will be taken to imply Authority endorsement (either implicit or explicit) of any goods or services produced, offered or marketed by any sponsor. Heads of departments will have regard to the likely public perceptions of product endorsement in formulating the detail of any sponsorship agreement.

12 Use of and size of corporate logos and trade marks

Sponsorship arrangements involving the placing of or inclusion of a sponsor's corporate logo or trade mark on any literature product or publication of the Authority, will be limited to the item or service comprising the sponsored project. Any sponsors' corporate logo or trade mark used as described above will be so proportioned and positioned as to imply a supportive role in the financing or production of any literature, publication or product. The main role and identity of the LFEPA must be retained in all cases.

13 Equal opportunities considerations

Any sponsorship arrangements must not offend ethnic minority groups, women and persons with disabilities. Sponsors shall be made conversant with the Authority's equal opportunities objectives, and where appropriate projects will be included to meet these objectives.

14 Formal contract

Heads of departments negotiating sponsorship projects with sponsors will at an early stage of development produce a draft description of the sponsorship arrangements detailing the level of involvement of the sponsor and the time scale of the support being offered. The Head of Legal and Democratic Services will be consulted on the terms of any arrangement and on the form in which such arrangement should be expressed and the necessity or otherwise of entering into formal contractual agreement for the project.

15 Indemnity

- (a) The Head of Legal and Democratic Services will also consider the potential liability for third party damages which might be incurred by the Authority as a result of any sponsorship arrangement.
- (b) The Director of Finance and Contractual Services will also be consulted at this stage and will advise on the level of indemnity insurance required, if any, and on the suitability and integrity of the proposed financial arrangements generally.

16 Press or media releases and accreditation

Any press or media release or statement concerning the cooperation between the Authority and any sponsor shall be jointly agreed between both parties prior to release and be subject to Leading Members' approval.

17 Ownership of copy

The ownership or rights to any original designs or copy material produced in the course of any sponsorship arrangement shall be formally agreed according to the circumstances as part of the agreement with the sponsor.

(V) GENERAL

18 Conduct of staff

In dealing with matters referred to in this code, officers of the Authority shall have regard to the provisions of the Staff Code, particularly those relating to the undertaking of private work, pecuniary interest in contracts, canvassing and the acceptance of improper reward.

19 Reports to the Authority

The code specifies the circumstances where it is necessary to seek the direction of the Authority concerning the initiation of negotiations for sponsorship arrangements. The Authority will require heads of departments to keep it informed of the progress of any specific sponsorship arrangement. The Commissioner for Fire and Emergency Planning shall report to the Authority on the progress and success of all sponsorship projects authorised under Articles 7(a) and (b) of the Code at six monthly intervals and such reports do include details of any donations received in respect of such projects.