

Decision title

## London Fire Brigade Sponsorship Policy

Recommendation by

Assistant Director for Communications

Decision Number

LFC-0193-D

Protective marking: **NOT PROTECTIVELY MARKED**

Publication status: Published in full

### Summary

Report LFC-0193 updates the London Fire Commissioner sponsorship policy, combining it for the first time with a revised version of the organisations code of practice on sponsorship and including a new checklist for London Fire Brigade staff to use when considering sponsorship opportunities.

### Decision

The London Fire Commissioner:

1. Approves the revised sponsorship policy for the London Fire Brigade attached at Appendix 1 of report LFC-0193; and
2. Notes changes made to bring information together in one place and offer London Fire Brigade staff clearer guidance on how to approach sponsorship.

**Dany Cotton QFSM**  
London Fire Commissioner



Date 10-07-19

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Report title

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## London Fire Brigade Sponsorship Policy

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Report to

Corporate Services DB  
Commissioners Board  
London Fire Commissioner

Date

11 June 2019  
19 June 2019

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Report by

Assistant Director of Communications

Report number

LFC 0193

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Protective marking: **NOT PROTECTIVELY MARKED**

Publication status: Published in full

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### Summary

This report updates the London Fire Commissioner sponsorship policy, combining it for the first time with a revised version of the organisations code of practice on sponsorship and including a new checklist for London Fire Brigade staff to use when considering sponsorship opportunities.

### Recommended decision

That the London Fire Commissioner:

1. Approves the revised sponsorship policy for the London Fire Brigade attached at Appendix 1; and
2. Notes changes made to bring information together in one place and offer London Fire Brigade staff clearer guidance on how to approach sponsorship.

### Background

1. The sponsorship policy covers circumstances where LFB staff may be considering unsolicited offers of sponsorship or proactively seeking to arrange sponsorship.
2. Under Part 4 of the London Fire Commissioner Scheme of Governance (April 2018) the Assistant Director of Communications holds delegated responsibility for approving the terms of any sponsorship (paragraph 2.6).
3. General Counsel's department together with the Communications department have reviewed and amended the policy to:
  - a. Modernise terminology / referencing as necessary e.g. LFEPA to LFC.
  - b. Include and clearly reference the London Fire Brigade values of Fairness, Integrity, Respect, Service and Trust, which are important sponsorship considerations.

- c. Revised and included the code of practice - a 'how to' proceed if approached or seeking sponsorship.
  - d. Emphasise that it is the responsibility of the head of service requesting sponsorship to evidence that due diligence has been carried out, and that all necessary stakeholders across the organisation have been consulted, prior to forwarding the request to the Assistant Director of Communications for consideration
  - e. Include a simple checklist for heads of service to complete, before a sponsorship agreement can be considered.
4. The existing policy is published on London Fire Brigade's website and the new policy will replace it and be communicated to staff across the organisation, especially to heads of service who are responsible for the day to day management of the sponsorship proposals.

### **Sponsorship approval**

5. Sponsorship approval is explained in the policy and code of practice, but is included here for ease of reference and to ensure the board (s) understand how approval is agreed.
6. If a sponsorship proposal is approved in principle by a head of service (following due diligence as explained in the policy and code of practice) it will be submitted for decision by either the Assistant Director of Communications for final approval, or presented in advance to Commissioners Board for London Fire Commissioner for prior agreement. This will depend on the size or scale of sponsorship and with any sponsorship considered novel, contentious or repercussive in nature (irrespective of the monetary value) requiring consultation with the Deputy Mayor for Fire and Resilience before any decision is taken.

### **Finance comments**

7. This report recommends the approval of a revised sponsorship policy for the LFB. The policy includes checklists for dealing with sponsorship arrangements, which includes the requirement to share any draft proposals with the Assistant Director, Finance. This will ensure that the financial accounting and tax implications can be properly assessed by both the LFB and the potential sponsor before agreement.

### **Workforce comments**

8. Details referenced under sustainability implications below set out the due diligence required to ascertain, before an agreement can be made, that any potential sponsor must comply with ethical and labour standards, and Brigade principles.
9. A particular aim of this revised policy is to support London Fire Brigade staff, in particular heads of service, by providing clearer guidance on how to manage requests for sponsorship or seek sponsorship opportunities.
10. In line with ongoing regular discussion with trades unions, the policy will be circulated to them as an update, making clear that there are no significant changes made and emphasising points 8 and 9 above.

### **Legal comments**

11. This report seeks approval of the Sponsorship Policy set out at Appendix 1. The body of the report confirms the review of the existing policy by the Communications department, together with other stakeholders, has resulted in the existing policy being materially changed. The revised iteration will ensure there is continuous improvement in the manner in which the organisation

enters into sponsorship agreements, thereby ensuring the London Fire Brigade remains efficient and effective and to minimise reputational risk to the LFB brand and the LFC.

12. The proposed recommendations are within the London Fire Commissioner's general powers. Section 5A(1) (a) of the Fire Rescue and Services Act 2004 ('2004 Act') states a relevant fire and rescue authority may do anything it considers appropriate for the carrying out of any of its functions. Section 6 to 9 of the 2004 Act sets out the core functions of a fire and rescue authority, which includes and is not limited to, fire safety, fire fighting, road traffic accidents and other emergencies.
13. Both the report and sponsorship policy confirm the overarching responsibility for approving the terms of any individual sponsorship arrangement, and agreement with organisations external to the Brigade rests with the Assistant Director of Communications. This is consistent with paragraph 2.6 of Part 4 of the London Fire Commissioner's Scheme of Governance (April 2018).
14. Whilst matters that are can reasonably be considered to be novel, contentious or repercussive in nature, irrespective of monetary value (which can be nil) will continue to be referred to the Deputy Mayor of Fire for prior consultation, as set out the London Fire Commissioner Governance Direction 2018, the revised sponsorship policy and code of practice set out in Appendix 1 for approval does not need to be escalated for prior consultation.

### **Sustainability implications**

15. Principle three of the policy explains that sponsorship opportunities must support or further LFC values, London Safety Plan (IRMP) aims and Brigade principles, which include sustainability. Specific reference is made to every sponsorship vetting process requiring an assurance of ethical and labour standards and modern slavery compliance. Paragraph 10 of the policy clearly set out how the LFC is a signatory to the GLA Group Responsible Procurement policy PN696, including payment of the London Living Wage.

### **Equalities implications**

16. Principle three of the policy explains fully that sponsorship opportunities must support or further the current LFC values of Fairness, Integrity, Respect, Service and Trust, London Safety Plan (IRMP) aims and Brigade principles (noting that FIRST values will be subject to discussion as part of the Leadership work being led by People Services).
17. Specifically there is a requirement for any sponsorship agreement to comply with the Equality Act 2010. Paragraph 17 of the code of practice, now included in policy, also refers to the Equality Act and sets out that all sponsors but be conversant with the London Fire Commissioner equal opportunities objectives, and where appropriate projects will be included to meet these objectives.

### **List of Appendices**

<b>Appendix</b>	<b>Title</b>	<b>Protective Marking</b>
1.	Sponsorship Policy and Code of Practice for approval	None

### **Consultation**

<b>Name/role</b>	<b>Method consulted</b>
Miles Smith, Michele Rolfe and Hameera Darr, Kathryn Robinson, General Counsel	Meetings and email

Name/role	Method consulted
Nicol Thornton, Assistant Director Technical and Commercial	Email
Nicole Fletcher, Head of Sustainable Development	Email
Keeley Foster, Head of Cultural Change and Talent	Meetings and email

## Sponsorship Policy and Code of Practice

New policy number: **863**  
 Old instruction number:  
 Issue date: **May 2019**  
 Reviewed as current:  
 Owner: **Assistant Director of Communications**  
 Responsible work team: **Communications and relevant heads of service**

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# 1 Purpose

- 1.1 This policy and code of practice apply to the London Fire Commissioner (LFC) as the fire and rescue authority for London and the Commissioner of the London Fire Brigade (LFB), in relation to sponsorship of its services, facilities or activities.
- 1.2 It outlines the principles that must be followed when the LFC is contemplating entering into an arrangement for its services, facilities or activities to be sponsored.
- 1.3 This document provides practical guidance for all LFC employees and outlines considerations and / or due diligence that must be completed as part of any sponsorship proposal including, but not limited to, how sponsorship must be arranged and recorded and how publicity relating to sponsorship arrangements must be managed.

# 2 Scope

- 2.1 Guidance provided in this document applies when the LFC is receiving or actively seeking sponsorship.
- 2.2 It applies to the LFC and, subject to existing contractual obligations, shall be applied to contractors and agents of the LFC providing services or facilities or undertaking activities on behalf of the LFC.
- 2.3 All sponsorship arrangements entered into by the LFC must be in accordance with the policy and guidance provided in this document.

# 3 Definitions

- (a) **Sponsor** means the organisation or individual that is sponsoring the LFC's service, facility or activity.
- (b) **Sponsorship** means a commercial arrangement whereby a sponsor provides a cash or in-kind contribution to support a service, facility or activity of the in return for certain specified benefits.
- (c) **Heads of Service** are as defined in the Scheme of Governance, and for the purposes of the Sponsorship Policy, includes the LFC.
- (d) **Projects** referred to in this code of practice means any services, facilities (including property or equipment) or activities to be sponsored.
- (e) **Recipient** is the London Fire Commissioner (LFC).

# 4 The principles of sponsorship arrangement

- 4.1 The following principles must be adhered to for every sponsorship arrangement:
  - (a) **Principle 1:** The LFC may only enter into sponsorship arrangements when it is in its best interests to do so.
  - (b) **Principle 2:** Sponsorship arrangements may only be entered into when it is lawful to do so.
  - (c) **Principle 3:** Sponsorship opportunities must support or further LFC values, London Safety Plan (IRMP) aims and Brigade principles.
  - (d) **Principle 4:** Sponsorship must represent value for money and any benefits conferred on the sponsor must be proportionate to the value of the sponsorship.

## **5 Principle 1: The LFC may only enter into sponsorship arrangements when it is in its best interests to do so**

- 5.1 The LFC should only accept sponsorship when it is in its best interests to do so. It must provide the LFC with the ability to exercise its statutory functions impartially and not compromise its integrity.
- 5.2 This rule is particularly relevant to:
- (a) the types of services, facilities and activities that may be considered as appropriate for sponsorship.
  - (b) the types of sponsors that the LFC may align itself with in providing a service or facility or undertaking an activity.

### **Appropriate sponsors**

- 5.3 The LFC will not enter into sponsorship arrangements that may, or may be perceived to, have a detrimental impact on the LFC's ability to discharge its statutory functions, impartially or may cause reputational risk.
- 5.4 The LFC must not be placed in a position where a sponsorship has, or might have, or might be thought to have:
- (a) influenced the LFC or any LFC employees in carrying out their statutory functions in order to gain favourable terms from the LFC in any business or other agreement.
  - (b) aligned the LFC with any organisation that conducts itself in a manner that conflicts with or undermines the LFC's priorities and objectives.
  - (c) aligned the LFC with any organisation that promotes messages relating to public controversy and sensitivity, and/or is a controversial organisation that is likely to cause widespread or serious offence to members of the public on account of its services, products or values.
  - (d) limited the LFC's ability to carry out their statutory functions fully and impartially.
  - (e) personally benefited the LFC, any LFC employees, their friends or family.
- 5.5 The LFC will not enter into agreements for sponsorship from:
- (a) political parties and pressure groups.
  - (b) organisations involved in the illicit production and sale of firearms and other weaponry;.
  - (c) organisations involved in unlawful discrimination against people with one or more protected characteristics within the terms of the Equality Act 2010.
  - (d) manufacturers or sellers of tobacco.
  - (e) producers of alcohol.
  - (f) organisations that conduct gambling operations as a significant part of their business.
  - (g) organisations deriving income from pornography.
  - (h) organisations in financial, planning, legal or other conflict with the LFC, more particularly those organisations:
    - (i) subject to current litigation by or against the LFC (or any such litigation concluded within the preceding five years).



- (ii) involved in any current tender for the supply of goods or services to the LFC.
  - (iii) engaged in any unlawful activity which endangers human life or financially support any person who engages in such activities or in bribery or fraud or corruption.
- 5.6 It is the responsibility of the Head of Service to ensure all of the above points are fully considered through due diligence including liaising with appropriate stake holders.
- 5.7 This list is not exhaustive and the LFC retains the right to decline sponsorship from any organisation or individual either generally or in respect of particular products or projects which it, in its sole discretion, considers controversial, insensitive or inappropriate.
- 5.8 In identifying a sponsor the LFC will generally seek to strike an appropriate balance between the commercial value of the offer and the sponsor's fit with the LFC's priorities and objectives.
- 5.9 It is essential that a potential sponsor is sufficiently vetted, which includes undertaking due diligence to obtain information about that sponsor and its associated businesses, including the following additional matters: ethical and labour standards, such as equality standards or policies, modern slavery compliance, other activities or interests, and their financial position. These checks will enable a complete picture to be established and a proper assessment of the sponsor before any sponsorship arrangement is entered into. These checks must also continue during the lifetime of the sponsorship agreement and any subsequent issues arising must be escalated to Assistant Director of Communications .

## **6 Principle 2: Sponsorship arrangements may only be entered into when it is lawful to do so**

- 6.1 As a statutory body the LFC may only act in accordance with its statutory powers and duties. Therefore the LFC will only enter into a sponsorship arrangement if it supports the LFC in the exercise of their statutory powers and duties.

## **7 Principle 3: Sponsorship opportunities must support or further LFC values, London Safety Plan (IRMP) aims and Brigade principles**

- 7.1 The Brigade's FIRST values (Fairness, Integrity, Respect, Service and Trust) must be considered in relation to any sponsorship opportunity.
- 7.2 The LFC must assess a sponsorship proposal having regard to the purpose for which the particular service or facility to be sponsored is or will be used, or the particular activity to be sponsored is or will be undertaken.
- 7.3 If sponsorship will benefit the realisation or furtherance of LFC values, London Safety Plan (IRMP) aims and Brigade principles, then the sponsorship is likely to be acceptable.
- 7.4 In determining whether a sponsorship proposal will further the LFC's objectives or priorities, it should be considered whether :
  - (a) the LFC will be better able to discharge their statutory functions, for example because the sponsorship will enable the LFC to expand the scope or influence of a project so that it is more effective;
  - (b) it will allow the LFC to communicate with difficult to reach or different audiences;

- (c) it will foster innovation and allow the LFC to exercise their functions in a way that might not otherwise have been possible if the LFC did not have the benefit of the sponsor's knowledge, expertise or funding;
  - (d) it will support the LFC in building important relationships.
- 7.5 The LFC must ensure that any sponsorship arrangement does not contain any material constraints on LFC values, London Safety Plan (IRMP) aims and Brigade principles, and will not compromise their activities. The LFC must also ensure that the sponsorship arrangement complies with the Equality Act 2010.

## **8 Principle 4: Sponsorship must represent value for money and secure that any benefits conferred on the sponsor must be proportionate to the value of the sponsorship**

- 8.1 The value of the sponsorship opportunity to the LFC must be assessed and offers of sponsorship only accepted if they are equal with this value. For all significant or high profile sponsorship opportunities (in the case of value, if the value exceeds £50k) an assessment of value must be carried out by the officer or department seeking sponsorship. In assessing value, any potential risk to the LFC's reputation of entering into the sponsorship arrangement must be taken into account as well as the costs of managing the sponsorship arrangement. Proposals for sponsorship arrangements must be presented to the Assistant Director of Communications to consider risks associated with the reputation of the LFC, once a head of service has carried out due diligence and is satisfied that a sponsor or list of prospective sponsors meets the criteria set out in this document.
- 8.2 As a general rule the sponsorship of the LFC's service, facility or activity is not subject to formal procurement regulations if the sponsor only provides a donation of money. However, where the sponsor gives a benefit in kind the procurement regulations may apply depending upon the scale or type of the sponsorship offered.
- 8.3 Whether procurement regulations apply or not, sponsorship arrangements should normally be subject to a competitive process and the LFC will generally seek interest or advertise a sponsorship opportunity (seeking advice where appropriate) if:
- (a) there are numerous potential sponsors in the market.
  - (b) the sponsorship could take numerous forms and advertising provides the appropriate means through which potential sponsors can submit their ideas.
  - (c) the sponsorship would relate to a high profile event, activity or location.
- 8.4 Where sponsorship arrangements are not advertised openly, the LFC will record the sponsorship arrangements and set out why advertising was not required on that occasion. Details of current sponsorship arrangements will be available on the LFB website under the Transparency Agenda.
- 8.5 Alternative funding options should also be considered, if appropriate.

## **9 Disclaimer notice**

- 9.1 Acceptance of sponsorship does not and must not imply endorsement of the sponsor's products and services by the LFC and therefore all sponsorship agreements shall incorporate the following disclaimer:

**"Whilst every effort has been made to ensure the accuracy of this sponsorship material the London Fire Commissioner cannot accept any liability for errors and omissions. The**

**London Fire Commissioner cannot accept any responsibility for claims made by sponsors and their sponsorship should not be taken as an endorsement by the London Fire Commissioner of their products or services."**

## **10 Formalising the sponsorship arrangement**

- 10.1 A sponsorship arrangement must be formally recorded by way of a legally binding agreement between the LFC and the sponsor.
- 10.2 The agreement shall be drafted to protect the LFC's position and reputation and protect the LFC from any liabilities arising out of the sponsorship.
- 10.3 The agreement for sponsorship shall clearly and comprehensively incorporate the LFC's expectations, constraints, as well as the scope and extent of the sponsorship including its duration.

## **11 Reporting sponsorship arrangements**

- 11.1 Any sponsorship arrangement that is entered into must be recorded by the LFC employee responsible for the sponsorship arrangement in the central sponsorship register maintained by the Assistant Director Technical and Commercial.
- 11.2 When a sponsorship proposal is received the register must be consulted on, for the purposes of:
  - (a) ascertaining whether the LFC has previously received sponsorship from the sponsor and if so, how much.
  - (b) ensuring that the proposal will not duplicate, or give rise to a conflict of interest with, other sponsorship arrangements that the LFC has already entered into.
  - (c) identifying whether greater value for money could be achieved if the sponsorship proposal was combined with other sponsorship arrangements.
- 11.3 The register will also enable the LFC to ensure that there is proper accountability for sponsorship arrangements.

## **12 Other relevant policies**

- 12.1 The LFC will have regard to their policies on fraud, corruption and bribery when considering and entering into sponsorship arrangements.
- 12.2 The LFC will also have regard to any advertising policy where advertising rights are granted as part of the sponsorship arrangement.

## **13 Approval and amendment of policy**

- 13.1 This policy was approved by the LFC on (date to be added if approved by LFC in May) and applies to all sponsorship entered into from May 2019 onwards.
- 13.2 This policy will be reviewed on an annual basis or at such intervals as are considered appropriate by the Assistant Director of Communications.

## **14 Responsible officer**

- 14.1 This policy is the responsibility of the Assistant Director of Communications.

## 15 Publication

- 15.1 This policy will be published on the LFB's website and will be made available to any individual or organisation seeking to sponsor the LFC.

## APPENDIX A

### Code of Practice for Sponsorship Arrangements

Based on full consideration of the Sponsorship Policy (policy 863) the following process must be followed in all cases of potential sponsorship of London Fire Brigade service, facility or activity.

#### Developing a proposal for sponsorship

1. Projects (including services, facilities or activities) proposed for sponsorship must be approved by the relevant head of service and be supported by a detailed sponsorship proposal which must include:
  - a clear explanation of the project;
  - the estimated cost to the sponsor;
  - any project timescales;
  - expected expenditure profile of the project;
  - beneficiaries of the project;
  - the expected benefits to the public;
  - the expected advantage to the sponsor;
  - an assessment of risk, and
  - confirmation of compliance with the Sponsorship Policy (policy 863).
2. Sponsors should be identified according to suitability and a list of potential sponsors prepared. In the event that a voluntary and unsolicited offer of sponsorship has been made, the same detailed sponsorship proposal referred to above will also be required.
3. Potential sponsors should not be approached with requests for sponsorship and no voluntary sponsor making an unsolicited offer will be accepted until the appropriate head of service is satisfied that full and proper screening procedures set out in this code have been successfully completed and approved by the Assistant Director of Communications.
4. Prior to seeking approval, the head of service must exercise their discretion in recommending the type of sponsor (by reference to size, location and area of commercial activity) which would be best suited for the organisation and therefore most likely to respond favourably to sponsorship approaches.
5. Potential sponsors must not be nominated unless the head of service is satisfied that the full conditions of the screening procedures have been met and that there would be no conflict between the LFC's statutory duties and the receipt of sponsorship funding.

#### Screening sponsors

6. It is an overriding requirement that all due care is taken to ensure that public affiliation between a sponsor and the LFC does not cause embarrassment or reputational risk to the LFC.

7. The relevant head of service must use all available reference sources to determine if a potential sponsor is of suitable standing for association with the LFC. No costs other than staff time and miscellaneous administrative expenses and reasonable search fees should be incurred during this research.
8. The proposal must satisfy all four principles of the Sponsorship Policy (policy 863).
9. Goods and/or services offered by sponsors must comply with all legal standards for quality and performance.

### **Sponsorship for supply of goods or services**

10. The Local Government Act 1988 makes it unlawful for the LFC to apply non-commercial considerations (specified in the Act) when selecting contractors for the supply of goods or services to the LFC.

The LFC is a signatory to the GLA Group Responsible Procurement policy PN696, including payment of the London Living Wage. These principles apply in the context of sponsorship. Further advice on contracts for goods, works or services can be obtained from the Head of Procurement.

### **Approval**

11. The head of service will check that sponsorship proposals adhere to the guidance set out in this document before forwarding proposals to the Assistant Director of Communications who, as owner of the sponsorship policy will provide a professional view and when satisfied with the proposals, their recommendation for approval.
12. Approval must be given by the Assistant Director of Communications. However, in the case of any sponsorship proposal which can be reasonably considered to be novel, contentious or repercussive in nature, irrespective of the monetary value, this approval will be subject to consultation with the Deputy Mayor for Fire and Resilience before any decision is taken.
13. Proposals for sponsorship above £150k will require London Fire Commissioner approval.

### **Delegated authority**

14. Heads of services are authorised to undertake screening of potential sponsors.
15. Heads of services are authorised (under paragraph 2.5 of Part 2 of the LFC Scheme of Governance) to sign any agreements with approved sponsors having first been satisfied that:
  - the sponsorship arrangement meets the requirements of the Sponsorship Policy and Code; and
  - they have approval from the Assistant Director of Communications, who holds delegated authority from the LFC under paragraph 2.6 of Part 4 of the LFC Scheme of Governance (up to the value of £150,000).

## **ARRANGEMENTS AND AGREEMENTS**

### **Limitations of sponsorship agreements**

16. No sponsorship arrangement should imply LFC endorsement (either implicit or explicit) of any goods or services produced, offered or marketed by any sponsor. The head of service must have regard to the likely public perceptions of product endorsement in formulating the detail of any sponsorship agreement.

### **Use of and size of corporate logos and trade marks**

17. Sponsorship arrangements involving the placing of or inclusion of a sponsor's corporate logo or trademark on any property or publication of the LFC must be limited to the items comprising the sponsored project. Any sponsor's corporate logo or trademark used as described above must be so proportioned and positioned as to imply a supportive role in the financing or production of items comprising the sponsored project. The main role and identity of the LFC must be retained in all cases. Approval of application of corporate logos must be approved by the Assistant Director of Communications, having taken advice where they consider necessary from the General Counsel.

### **Equal opportunities considerations**

18. Any sponsorship arrangements must take account of the requirements of the Equality Act 2010 or any re-enactment of the principal provisions of that Act in any subsequent legislation. Sponsors must be made conversant with the LFC's equal opportunities objectives, and where appropriate projects will be included to meet these objectives.

### **Formal contract**

19. The head of service negotiating sponsorship projects with sponsors must at an early stage of development produce a draft description of the sponsorship arrangements detailing the level of involvement of the sponsor and the timescale of the support being offered. General Counsel and the Assistant Director of Communications must 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.

### **Indemnity**

20. The Director of Corporate Services must be consulted to advise on the level of and on the suitability of the proposed financial arrangements generally.

[Note: this document will be art worked and include a tick box to indicate actions taken]

## Head of Service sponsorship check list

**Form A – to be used when LFB is approached by a prospective sponsor.**

**This document must be completed by Head of Service and submitted to Assistant Director of Communications along with other information to support the application.**

### Stage one

1. Fully consider if the sponsor is suitable to work with LFB (Sponsorship Policy: *Appropriate sponsors – page 3* and Code of Practice: *Screening sponsors – page 7*)  
[Action taken. Date]
2. **Declaration:** to the best of my knowledge entering into a sponsorship agreement with this party does not present a conflict of interest as described in point 5.4(e) of the policy.  
[date and signature required]
3. Draft a proposal (Sponsorship Policy: *Principle 3 -Sponsorship arrangements – page 4* and Code of Practice: *Developing a proposal for Sponsorship – page 7*). The proposal must include detail of the proposed sponsor.  
[Action taken. Date]
4. Share draft proposal with Assistant Director of Communications for information only.  
[Action taken. Date]
5. Share the draft proposal with the Assistant Director (Finance) to advise on the proposed financial agreement and for any advice on how funds should be accepted into LFB.  
[Action taken / Date]
6. Share the draft proposal with General Counsel to check there are no legal conflicts relating to the proposed agreement e.g. existing legal action.  
[Action taken / Date]

### Stage two

7. Consult other stakeholders within LFB , such as Property, Procurement and H&S, as appropriate.  
[Action taken / Date]

### Stage three

8. Arrange a meeting with the communications team to discuss outline promotional plan and agree use of LFB logo (Code of Practice: *Use of and size of logos and trademarks – page 8*). Add agreed details to proposal.  
[Action taken / Date]

#### **Stage four**

9. Send draft proposal to Assistant Director of Communications for agreement to proceed.  
(**Note:** agreement may also be required by the Commissioners if significant amounts of money (£150,000 or over) involved or sponsorship that may be considered controversial.  
Assistant Director of Communications will advise.)

[Action taken / Date]

#### **Stage five**

10. Share draft proposal with sponsor for agreement in principle.

[Action taken / Date]

#### **Stage six**

11. Contact General Counsels Department to draw up sponsorship agreement.

[Action taken / Date]

#### **Stage seven**

12. Sponsorship agreement to be agreed and signed by both parties.

[Action taken / Date]

13. LFB's copy of signed agreement is sent to procurement team to store and to add to central sponsorship database, to be made available to the Assistant Director Communications.

[Action taken / Date]

14. Notify Assistant Director of Communications to log as a new sponsorship arrangement.

[Action taken / Date]



## Form B – to be used when LFB is seeking a sponsor.

This document must be completed by Head of Service and submitted to Assistant Director of Communications along with other information to support the application.

### Stage one

1. Draft a proposal (Sponsorship Policy: *Principle 3- Sponsorship arrangements – page 4* and Code of Practice: *Developing a proposal for Sponsorship – page 7*).  
[Action taken. Date]
2. Share draft proposal with Assistant Director of Communications for information only.  
[Action taken. Date]
3. Share the draft proposal with the Assistant Director of Finance to advise on the proposed financial agreement and for any advice on how funds should be accepted into LFB.  
[Action taken / Date]
4. Consult other stakeholders within LFB, such as Property, Procurement and H&S, as appropriate.  
  
**Note:** If the sponsorship is subject to the Procurement Regulations the notifications requirements are different. In such cases advice should be sought from the Head of Procurement.  
[Action taken. Date]
5. **Declaration:** to the best of my knowledge entering into a sponsorship agreement with this party does not present a conflict of interest as described in point 5.4(e) of the policy.  
[Date and signature required]

### Stage two

6. Arrange a meeting with the communications team to discuss outline promotional plan and agree use of LFB logo (Code of Practice: *Use of and size of logos and trademarks – page 8*). Add agreed details to proposal.  
[Action taken. Date]

### Stage three

7. Draw up a list of potential sponsors – seeking advice from Procurement in line with Sponsorship Policy Principle 4 – seeking advice and guidance where needed  
[Action taken. Date]
8. Thoroughly consider and be satisfied that the list of prospective sponsors are suitable to work with LFB (Sponsorship Policy: *Appropriate sponsors – page 3* and Code of Practice: *Screening sponsors – page 7*)  
[Action taken. Date]
9. Share the list of proposed sponsors with General Counsel to check there are no legal conflicts relating to the proposed agreement, such as any existing legal action.  
[Action taken / Date]

#### **Stage four**

10. Once General Counsel has agreed that there are no legal conflicts, send list of potential sponsors and draft proposal to the Assistant Director of Communications for agreement.

(**Note:** agreement may also be required by Commissioners Board if significant amounts of money involved (£150,000 or more) or sponsorship that may be considered controversial. (Assistant Director of Communications will advise.)

[Action taken. Date]

#### **Stage five**

11. Make approach to potential sponsors – include draft proposal and a deadline for expressions of interest.

[Action taken. Date]

12. Review responses.

[Action taken. Date]

13. Send recommendations to Assistant Director of Communications to review and request agreement to proceed with proposed sponsorship.

[Action taken. Date]

#### **Stage six**

14. Notify successful sponsor that they have been selected and provide draft proposal for agreement in principle.

[Action taken. Date]

15. Notify unsuccessful applicants that they have not been selected on this occasion

[Action taken. Date]

16. Contact General Counsel's legal team to draw up sponsorship agreement.

[Action taken. Date]

#### **Stage seven**

17. Get sponsorship agreement agreed and signed by both parties.

[Action taken. Date]

18. Send LFB's copy of signed agreement to procurement team to store and to add to central sponsorship database, to be made available to the Assistant Director Communications.

[Action taken. Date]

19. Notify Assistant Director of Communications to log as a new sponsorship arrangement.

[Action taken. Date]

## Document history (To be updated)

### Assessments

An equality, sustainability or health, safety and welfare impact assessment and/or a risk assessment was last completed on:

EIA	No	SDIA	Yes	HSWIA	N/A	RA	N/A
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### Audit trail

Listed below is a brief audit trail, detailing amendments made to this policy/procedure since the last revision.

Page/para nos.	Brief description of change	Date

### Subject list

You can find this policy under the following subjects.

Sponsor	Sponsorship

### Freedom of Information Act exemptions

This policy/procedure has been securely marked due to:

Considered by: (responsible work team)	FOIA exemption	Security marking classification