



<b>Policy &amp; Procedure Title:</b>	<b>Joint Sponsorship Policy and Procedure (Including Donation and Loans)</b>
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*This Policy has been checked against APP and there is none in relation to the subject matter of this Policy. The National Police Chiefs' Councils Guidelines on Charging for Police Services (April 2018, Version 12.3) has contributed toward the subject matter of this policy and proeedure.*

1.0	<b>POLICY AIMS</b>
1.1	<b><u>The Aims of the Policy</u></b>
1.1.1	The aims of this Policy are to:
	<ul style="list-style-type: none"> <li>a) Establish and maintain a consistent corporate and ethical approach when dealing with sponsors and donors;</li> <li>b) Ensure the Organisation meets all legal and policy requirements;</li> <li>c) Enhance all available resources in support of policing activity and reducing crime; and</li> <li>d) Ensure the Organisation maintains a high degree of integrity in the acceptance of sponsorship to the Organisation.</li> </ul>
1.1.2	The Organisation will accept sponsorship in the form of money, good and services in order to enhance, or compliment the operational effectiveness of the organisation. Acceptance will be subject to rigorous scrutiny and compliance with a number of specific requirements. Details of the criteria can be found in the accompanying Sponsorship Procedure (Appendix 'B').
1.2	<b><u>Definitions</u></b>
	For the purpose of this Procedure the following definitions apply:
	<ul style="list-style-type: none"> <li>a) <b>Organisation:</b> the use of the word Organisation refers to both the Office of the Police and Crime Commissioner (OPCC) and Gwent Police Force (Force).</li> <li>b) <b>Sponsorship:</b> the use of the word sponsorship refers to the provision of funds, goods and/or services to the Organisation whereby the sponsor receives some defined benefit. Defined benefit may be for example sponsor branding, overt publicity, or some other benefit that is derived from them being associated with the Organisation.</li> <li>c) <b>Donation/Gift:</b> the words donation/gift refers to the voluntary provision of donations to the Organisation of money, services, equipment or other resources for which there is no perceivable benefit or return to the donor.</li> <li>d) <b>Loan:</b> the word loan refers to the loan of equipment or resources on a temporary basis or for a definitive period of time throughout which ownership remains with the lender and no perceivable benefit is received by the lender through advertising or media recognition.</li> </ul>

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|  | <ul style="list-style-type: none"><li>e) Short-term loans of vehicles, which are loaned for purposes other than for test or trial, are deemed to constitute sponsorship if some branding or publicity is used to promote the loan.</li><br/><li>f) All references to the Departmental Head refer to those Chief Superintendents, or Departmental Heads who are Heads of Service Areas/Departments.</li></ul> |
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<b>2.0</b>	<b>PROCEDURE</b>
<p>2.1</p> <p>2.1.1</p> <p>2.1.2</p> <p>2.1.3</p> <p>2.1.4</p> <p>2.1.5</p> <p>2.1.6</p>	<p><b><u>Background Information</u></b></p> <p>This Procedure applies to all officers and staff within the Organisation and has special relevance to those involved in fund-raising activities. The Procedure covers sponsorship, donations and loans to the Organisation.</p> <p>Any sponsorship, donation and loan arrangements should enable the Organisation to deliver additional services, either by enhancing or extending the normal level of policing service which would be expected.</p> <p>The Chief Constable's operational independence must never be compromised by income generation activities, i.e., operational requirements should always take precedence over services provided for through sponsorship.</p> <p>The Organisation must be constantly sensitive to public opinion in all areas of income generation.</p> <p>The most up to date Guidelines on Charging for Police Services can be found on the <a href="#">National Police Chief Councils (NPCC)</a> website.</p> <p>Gifts to individual members of officers and staff are covered within the 'Acceptance of Gifts and Hospitality' Policy and Procedure.</p>
<p><b>2.2</b></p> <p>2.2.1</p> <p>2.2.2</p> <p>2.2.3</p>	<p><b><u>Origins/Background Information</u></b></p> <p>A Police and Crime Commissioner may, in connection with the discharge of any of his/her functions, accept donations or money or loans of other property, on such terms as appear appropriate to the Office of the Police and Crime Commissioner.</p> <p>Acceptance of sponsorship, donations and loans will be on the basis that the opportunities contribute towards the Organisation's key organisational objectives and that they extend and enhance the Organisation's service to the community.</p> <p>The attraction of significant sums of money into the Organisation in the form of sponsorship, donations and loans, requires proper levels of authority and sound financial controls. The controls exist to prevent any suggestion of malpractice and to offer safeguards to the Organisation, the Police and Crime Commissioner, the Chief Constable and those officers and staff directly involved.</p>
<p><b>2.3</b></p>	<p><b><u>Financial/Best Value Considerations</u></b></p> <p>Sponsorship, donations and loans should:</p> <ul style="list-style-type: none"> <li>a) Comply with the Manual of Corporate Governance;</li> <li>b) Comply with all British and, if there is significant amount of sponsorship involved or the company involved is providing sponsorship to more than one force which cumulatively would reach European levels of income, all</li> </ul>

	<p>European purchasing and procurement regulations;</p> <ul style="list-style-type: none"><li>c) Achieve value for money;</li><li>d) Take into consideration VAT implications; and</li><li>e) Take into consideration the on-costs at the start of the process e.g. running/maintenance costs for vehicles/equipment. These costs should be either included in the total sponsorship amount, or accounted for from within the existing Organisational budget.</li></ul>
<b>2.4</b>	<b><u>Ethical Considerations</u></b>
2.4.1	<p>All sponsorship approaches and securement should be ethical and incorporate the following:</p> <ul style="list-style-type: none"><li>a) All sponsorship should support the Organisation's core aims, values and objectives;</li><li>b) Income derived through Sponsorship to the Organisation must not adversely affect the delivery of core policing i.e. delivery of the sponsors objectives must not be prioritised over day to day policing and unexpected priority policing issues that arise; and</li><li>c) Sponsorship arrangements should enable the Organisation to deliver something extra, either by enhancing or extending the normal level of crime detection/reduction and the overall policing service which would be expected.</li></ul>
2.4.2	<p>The operational independence and integrity of the Chief Constable and the Force must be maintained at all times.</p>
2.4.3	<p>All decisions on sponsorship projects will be made solely in terms of the public interest and the interests of the Organisation. The interests of the Organisation will supersede the aims of any sponsor/donor.</p>
2.4.4	<p>All sponsorship will be conducted with honesty, transparency, openness and accountability, ensuring that the integrity of the Organisation, the Office of the Police and Crime Commissioner, the wider police service, and any police officer or member of staff, is not compromised.</p>
2.4.5	<p>All police officers, staff members, secondees, agency staff, and volunteers within the Organisation who get involved with sponsorship and donations, will be held accountable for their decisions and actions.</p>
2.4.6	<p>Sponsorship or any other type of crime detection/reduction or policing related income generation must not be undertaken in order to obtain financial, commercial or other material gain for individuals, their relatives, friends, or companies. All those involved in sponsorship have a duty to declare any private interests relating to sponsorship proposals and to take steps to resolve any conflicts arising, in a way that protects the public interest and the interests of the Organisation.</p>

2.4.7	The operational and statutory functions of the Organisation must not become dependent on sponsorship/donations.
<b>2.5</b>	<b><u>Associated Risks</u></b>
2.5.1	Lack of co-ordination and poor administration of sponsorship/donation to the Organisation will detract from the overall aims of external funding to enhance and promote the Organisation's initiatives and activities and, may deter, rather than encourage, potential sponsors/donors.
2.5.2	To protect the integrity of the Organisation all potential sponsorship/donations need to be assessed at the outset to ensure none is accepted from inappropriate individuals or companies.
2.5.3	Cash, goods and/or services received from a sponsor/donor may be used for the purpose for which it/they have been provided.
2.5.4	Risk issues include the failure to: <ul style="list-style-type: none"><li>a) Sufficiently check the appropriateness of an association with a potential sponsor/donor;</li><li>b) Determine whether a sponsor/donor is tendering for a contract with the Organisation at the same time as the arrangement is being entered into;</li><li>c) Determine whether the potential sponsor/donor is already funding initiatives elsewhere within the Organisation and is, therefore, reaching a level of sponsorship which could cause concern;</li><li>d) Consult with the Fleet Manager regarding sponsored, gifted or donated vehicles on loan to the Organisation, may omit to address on-going/ancillary costs such as insurance, tax, fuel and maintenance costs;</li><li>e) Complete the Organisations online sponsorship form and send a copy to the Income Generation Officer in the Strategy Performance and Change Team for recording purposes and necessary action;</li><li>f) Prepare an exit strategy for the end of the sponsorship agreement or to return the goods to the sponsor;</li><li>g) Obtain line manager approval for sponsorship/donation arrangements prior to acceptance of an agreement;</li><li>h) Consult with the Income Generation Officer in the Strategy Performance and Change Team prior to getting a formal sponsorship agreement drawn up. The Income Generation Officer will consult and liaise with the necessary departments to create an appropriate agreement;</li><li>i) Have the legal agreement drawn up by the Organisation's Legal Services</li></ul>

	<p>and authorised by both the Organisation and the Sponsor, prior to any acceptance of sponsorship;</p> <ul style="list-style-type: none"><li>j) Keep the Income Generation Officer in the Strategy Performance and Change Team informed so that a register of the sponsorship and donations received is kept;</li><li>k) Correctly account for VAT by seeking guidance;</li><li>l) Ensure sponsorship/donations promised by sponsors/donors is received;</li><li>m) Fulfil the agreed outcomes of the sponsorship agreement; and</li><li>n) Ensure that any sponsorship items to be returned to the sponsor as part of a sponsorship agreement are returned and receipted.</li></ul>
<b>2.6</b>	<b><u>Partnership Links</u></b>
2.6.1	All levels and types of sponsorship to the Organisation should be viewed as a Contractual arrangement with the sponsor.
2.6.2	<p>Sponsorship received must be for a defined period of time, following which, there may be an opportunity to:</p> <ul style="list-style-type: none"><li>a) Renew the sponsorship with the existing sponsor on the same or on revised terms;</li><li>b) Establish new sponsorship provision;</li><li>c) Withdraw the opportunity for sponsorship with a sponsor on either a temporary or permanent basis; or</li><li>d) Withdraw from the related sponsorship altogether.</li></ul>
2.6.3	Efforts should be made to develop a relationship with the sponsor, who should be given opportunities to receive the results of their involvement with the Organisation, through feedback.
<b>2.7</b>	<b><u>Administration</u></b>
2.7.1	The Project Lead (See appendix 'A') in accordance with the Income Generation Officer in the Strategy Performance and Change Team will administer and record sponsorship initiatives related to their specific area of the Organisation's business.
2.7.2	All officers/staff involved in seeking and securing sponsorship for the Organisation need to be aware of this Policy and Procedure its implications for them as individuals.
2.7.3	Advice and assistance in respect of seeking and securing sponsorship/donations for the Organisation can be sought through the Income Generation officer in the Strategy, Performance and Change Team.



<b>2.8</b>	<b><u>Routes of Sponsorship</u></b>
2.8.1	Sponsorship, donations and loans <b>may be accepted</b> from any source that has genuine and well intentioned reasons for wishing to support the Organisation's corporate, service area, local policing unit or departmental objectives as long as it meets the necessary criteria.
2.8.2	<p>There are two main sources of sponsorship (a flow chart of the Sponsorship Approval Process can be found at 'Appendix A'):</p> <p>a) <b><u>Route 1 – Application Process</u></b></p> <p>A police officer/staff member completes an application on behalf of a prospective sponsorship proposal. (Please see Appendix B). Applications for sponsorship must be sent to the Income Generation Officer in the Strategy Performance and Change Team before any approach is made to any external organisation.</p> <p>The Income Generation Officer and initiating Officer/staff member, between them will undertake the relevant risk assessment checks, whilst Income Generation Officer will undertake the relevant checks regarding prospective sponsors.</p> <p>b) <b><u>Route 2 – Acceptance of Web Invitation to Sponsor (Appendix 'C')</u></b></p> <p>A list of sponsorship opportunities is entered onto the Organisation's website. Interested sponsors access the web pages and complete a form to express an interest in sponsoring a particular proposal. The site is administered by the Corporate Communications Department who notify the Income Generation Officer for assessment of suitability.</p> <p>The Income Generation Officer will undertake the relevant risk assessment and coordinate relevant checks regarding any prospective sponsors.</p>
<b>2.9</b>	<b><u>Checks / Considerations</u></b>
	<p>a) Additional costs, which may fall upon the Organisation during or after the sponsorship period, have been identified, calculated and agreed with the Assistant Chief Officer of Resources (ACOR) / Chief Finance Officer to the Office of the Police and Crime Commissioner (CFO);</p> <p>b) Reasonable steps have been taken to ensure that the sponsor/donor/lender is of good reputation;</p> <p>c) Public perceptions have been considered prior to accepting any sponsorship, donation or loan;</p> <p>d) Priority has been given to meeting the core objectives of the Organisation rather than the needs of the sponsor/donor;</p> <p>e) Sponsorship of the project does not conflict with other funded projects;</p>

- f) The sponsor/donor/lender is not tendering for a national, regional, collaborative, or local contract at the time of the sponsorship arrangement;  
*Please note, this does not exclude them from subsequently tendering for any contracts offered on behalf of Organisation.*
- g) There are no potentially sensitive associations with external bodies already providing goods and services to the Force, which could be construed by competitors as preferential treatment;
- h) There are no potentially sensitive associations with inappropriate sponsors/donors/lenders which come under the direct scrutiny of the Organisation, e.g. alcohol or betting organisations where licensing issues may arise, or where the provider seeks endorsements of a product or service to gain preferential treatment in supplying or contracting goods and services to the Organisation;
- i) Sponsors/donors/lenders have not been offered any preferential treatment as a result of their support;
- j) A sponsor has not been approached with multiple requests for sponsorship by different service areas/departments within the Organisation;
- k) Where offers of sponsorship, donations and loans have been made from more than one company in a competing market, care has been taken to demonstrate an even - handed approach in accepting/rejecting any offer;
- l) There is no possibility of an ulterior or dishonest motive in the offer of sponsorship, donations and loans;
- m) The sponsor/donor/lender is not to be of dubious character or of unsound disposition. In cases of doubt, the final decision rests with the Service Area Commander/Departmental Head;
- n) The sponsor/donor/lender is not known to the Organisation in connection with any offence, suspected offence or incident; and
- o) The sponsorship/donation/loan must not compromise an individual officer/member of staff or the Organisation.

**2.10**

**Operational**

- a) Projects supported from sponsorship/donations/loans must not divert resources from supporting national and Organisational policing objectives including crime detection/reduction;
- b) The offer of support must not influence the direction of a policy or operation;
- c) The sponsorship arrangement enables the Organisation to deliver something extra, either by enhancing or extending the normal level of crime detection/reduction and policing service which would normally be expected;

- d) The operational and statutory functions of the Organisation must not be or become dependent on sponsorship, as sponsorship can be withdrawn at any time on the initiative of the sponsor;
- e) Sponsorship and loans must not be accepted where equipment offered is not compatible with existing Organisational standards;
- f) Goods must have been passed as fit for purpose by the receiving department and an assessment carried out to advise on the training requirements, maintenance and where appropriate, safe systems of work;
- g) The Chief Constable retains full discretion with regard to the operational use to which the item or equipment is put;
- h) The offer of support does not have unreasonable conditions attached; and
- i) There are no potential political implications from the sponsorship/donation/loan offer.

**2.11**

**Vehicle**

- a) It is important that the Fleet Manager is informed of any vehicle proposals during the planning process, prior to the implementation of any arrangements/contracts with potential sponsors/donors, so that all potential issues are discussed, planned for and where appropriate, approved e.g. the maintenance of the vehicle, insurance etc.;
- b) Consideration should be given to all relevant inclusions that need to feature within the sponsorship contract;
- c) All sponsored, donated or loaned vehicles need to be checked by the Fleet Department at the time of receipt from the sponsor/donor and then entered onto the fleet management system;
- d) Sponsored, donated or loaned vehicles are not generally equipped for a response role. They must therefore not be used to respond to incidents without prior approval from a Service Area Commander and the Fleet Manager; and
- e) The value of a car for the Sponsorship register is to be based on the equivalent hire cost of a similar vehicle to the Organisation. This information should be obtained from the Fleet Department

**2.12**

**Events**

- a) A sponsored event is any event where external monies are provided towards the running of the event and constitute, advertising at the event, provision of promotional materials at the event, provision of prizes/awards, and the provision of services e.g. photography whereby a fee is not charged to the Organisation or invoiced by the service provider; and
- b) Whilst much can be achieved through these types of events in the name of the Organisation, care needs to be taken to protect the individuals involved and the

reputation of the Organisation. A full risk assessment must be carried out in liaison with the Organisation's Health & Safety Advisor and to ensure that the Organisation has adequate insurance to cover such an event.

2.13

**Publications**

- a) A sponsored publication is any publication that is commissioned by a police officer, member of staff, or a body connected with the Organisation which is partly or exclusively funded through the sale of advertising space or through sponsorship. Sponsored publications might include, for example, diaries, wall planners, crime prevention posters, leaflets, booklets, materials for schools, sporting and social event programmes.

2.14

**Publicity and use of Logo's / Insignia**

- a) Publicity cannot be promised to potential sponsors as it is dependent on whatever the press/media wish to publicise at the time. However, it is permitted to agree that the Organisation will work with potential sponsors to maximise publicity. The Organisation's Corporate Communications should be consulted in respect of publicity;
- b) Consideration must always be given to the branding associated with each initiative and a suitable time frame should be built into the arrangements. Advice and approval in respect of branding and publicity should always be obtained from the Organisation's Head of Corporate Communications prior to any contractual agreement with a sponsor being made;
- c) The Corporate Communications Department of the Organisation has established a style manual of acceptable materials and designs which will assist in determining what is, and what is not, permissible. Guidance should be sought from the Head of Corporate Communications regarding advertising and publicity on behalf of a third party in conjunction with sponsorship to the Organisation;
- d) As a general guide, logos and strap-lines used as part of the sponsorship deal should be discreet, in good taste and bilingual. The following points amplify and explain this statement:
  - i. Logos and advertising material should not be so prominent in terms of size and design that they over-shadow normal police markings;
  - ii. Logos and advertising material should not make the vehicle or equipment appear to be simply an advertising bill-board;
  - iii. Logos and advertising material should be legal, decent and honest;
  - iv. Normally, textual trade logos should be in a significantly smaller typeface than the Organisation's lettering on the vehicle or equipment;
  - v. Graphic logos should be significantly smaller and less obvious than the Organisation's crests/logo's where these are also used;
  - vi. Colour can be used to differentiate sponsorship text from the

Organisation's text or logos;

- vii. Using space between the Organisation's branding and a sponsor's branding helps to differentiate the two and avoid confusion;
  - viii. Promotional terminology/phrasing relating to sponsorship is explained under Frequently Asked Questions (Please refer to 'Appendix D'); and
  - ix. Operational patrol vehicles must remain clearly identifiable as such to the public. Sponsorship material should not detract from this or interfere with conspicuous markings and in particular safety equipment.
- e) The actual use/size/placing of the sponsoring Company's logo in connection with any approved sponsorship or fundraising initiative (regardless of value) is subject to the prior approval of the Head of Corporate Communications;
- f) Clauses must be inserted into all agreements to prohibit a sponsor from using the name or logo of the Organisation without having received prior permission to do so:
- i. The Contractor shall not make any press announcement or publicise the Contract or any part thereof in any way, except with the Approval of the Commissioner;
  - ii. The Contractor shall take all reasonable steps to ensure that its staff and sub-contractors comply with the above cause; and
  - iii. The Recipient/Sponsor acknowledges that it shall not acquire or otherwise obtain any right, title, or interest in the name and/or insignia of the Organisation other than that for which it has written permission as outlined in this agreement.
- g) It should be noted that under the Force's 'Welsh Language Policy' ALL external publications/advertising must be bilingual.

**2.15** **VAT**

The following provides general guidance/information. However, advice must be sought from the Force's Finance Department before any VAT implications are communicated to the sponsor either verbally or in writing.

2.15.1 A taxable supply is likely being made to the supplier by the Organisation, where the Organisation receives sponsorship income which results in a significant benefit in return to the Organisation.

Typically, sponsorship might include any of the following:

- a) Naming of an event after a sponsor;
- b) Display of a sponsor's company logo or trading name on shirts worn by a team;
- c) Display of a sponsor's company logo or trading name in a programme or at the

	<p>venue;</p> <ul style="list-style-type: none"><li>d) Free or reduced admission rates/tickets to officers or staff of the Organisation;</li><li>e) Access to special events such as premiers or galas;</li><li>f) Entertainment or hospitality facilities; and</li><li>g) Exclusive or priority booking rights.</li></ul>
2.15.2	<p>If money is to be received as part of a sponsorship package, then output VAT must be accounted for on the income. This is achieved by issuing a VAT Sales Invoice to the sponsor. The Business Support Officer will arrange for a VAT Sales Invoice on behalf of the Organisation, so that VAT can be accounted for correctly.</p>
2.15.3	<p>VAT is not chargeable on true donations of money, equipment and services or where there is an insignificant benefit to the Organisation. Examples of this would be:</p> <ul style="list-style-type: none"><li>a) Giving a flag or sticker; and</li><li>b) Naming a donor in a list of donors.</li></ul>
2.15.4	<p>A number of organisations such as Crime Prevention Panels or Neighbourhood Watch groups may apply for charitable status. However, they must not be under the control of the Chief Constable or Police and Crime Commissioner and they must remain financially independent.</p>
2.15.5	<p>A charitable status is not available for activities for which the Police has a legal obligation.</p>
2.15.6	<p>Care must be taken to ensure the Organisation is not seen to be using the charitable status of an independent body purely for its own use.</p>
2.15.7	<p>If sponsorship is being received, please contact the Finance Department to ensure that VAT is accounted for correctly.</p>
<b>2.16</b>	<p><b><u>Payment of Monies</u></b> Cash received from a sponsor/provider may only be used for the purpose for which it was provided and the relevant Business Support Officer will be responsible for ensuring compliance.</p>
<b>2.17</b>	<p><b><u>Sponsorship Financial Authorisation</u></b>  The levels of financial authorisation are set within the Scheme of Delegation, Manual of Corporate Governance (October 2013). Please see the following link <a href="http://intranet/finance_admin/finance/budgetbook/">http://intranet/finance_admin/finance/budgetbook/</a></p>
<b>2.18</b>	<p><b><u>Exit Strategy</u></b></p>
2.18.1	<p>An exit strategy is a plan, which outlines how the ending of the sponsorship arrangements will be handled without incurring additional expenditure to the</p>





	Organisation, or damaging its reputation. It may include terminating the activity which was sponsored unless further sponsorship to support it can be obtained.
2.18.2	If an arrangement involves sponsorship of an activity or the loan of property for a limited period of time, The Income Generation Officer must be satisfied that an exit strategy has been prepared, before approving or endorsing the arrangements.
<b>2.19</b>	<b><u>Agreements, Contracts and Liability</u></b>
2.19.1	Verbal agreements constitute legal contracts and care must be taken that proper authority is obtained before committing the Organisation to any contract. The Income Generation Officer must be consulted prior to any agreements being reached.
2.19.2	All sponsorship initiatives must have a formal written letter of agreement or legal contract between the Organisation and the sponsor that has been agreed by the Joint Legal Services Department. This does not apply to donations.
2.19.3	No sponsorship money, goods or services will be accepted or used until the Joint Legal Services Department has confirmed all parties have accepted the letter of agreement or signed off the legal contract.
2.19.4	Where an existing sponsorship arrangement exists with an individual/organisation, the sponsorship arrangement will be terminated where it becomes known that the individual/organisation has been convicted of any offence of dishonesty or any serious criminal behaviour. This will be included in the written agreement /contract.
2.19.5	Where a sponsorship initiative is terminated for dishonesty, the ACOR/CFO will consult with Joint Legal Services to decide whether it is appropriate to reimburse the value of the sponsorship to the sponsor.
<b>2.20</b>	<b><u>Personal Liability</u></b>
	a) All police officers/police staff are reminded that any arrangements made outside this Procedure will not be binding on the Force, particularly if there are sponsorship arrangements that could result in the individual being personally liable for any implications arising from the arrangements; and
	b) Unless there is prior approval for sponsorship, donations or loans from the Income Generation Officer in accordance with the terms of this Procedure, any member of staff shall be deemed to be acting in a private capacity, and this may render them liable to disciplinary action.
<b>2.21</b>	<b><u>Recording of Sponsorship</u></b>
2.21.1	An individual sponsorship, donations and loans register will be maintained by the Income Generation Officer showing the sponsor's/donor's details, what was received and the value. The register will be made available to the ACOR/CFO whose responsibility it will be to demonstrate to the satisfaction of the external auditor that sponsorship activities are properly administered and meet the financial regulations of the Organisation. Any extension of sponsorship arrangements must be treated in the same way as a new arrangement and a new sponsorship form and a new formal agreement (where appropriate) will be required.



2.21.2	All receipts of Sponsorship to the Organisation will be recorded on the appropriate Sponsorship Register held by Income Generation Officer. The registers are to be updated monthly after declarations have been made and forwarded to the Income Generation Officer by officers and staff at the Service Area/Departmental Management Meetings or other suitable opportunity.
2.21.3	The registers will be held by the Strategy Performance and Change Team for a period of 7 years from the date of receipt of the sponsorship, donation or loan.
2.21.4	Where a donation/gift is given to the Organisation for a specific purpose or event, the receipt of the donation/gift on behalf of the Organisation must be registered in line with the Manual of Corporate Governance and the market value of such donations/gifts recorded in the sponsorship register.
2.21.5	Individually donated items which have a value less than £10, such as a box of crisps, a few sandwiches, a couple of cartons of orange juice etc., do not need their value to be calculated and to be included in the register. However, if a company donates a buffet for an event and collectively it amounts to over £10 then the buffet needs to be registered and a total value put against it.
2.21.6	Gifts to individual members of staff and offers of gifts must be referred to and recorded in the appropriate register of either the Chief Constable or the Police and Crime Commissioner. Please see the 'Acceptance of Gifts & Hospitality Policy/Procedure'.
2.21.7	Loaned items to the Organisation should be valued at a monthly rate for duration of the loan and recorded monthly into the Local Policing Unit/Service Area Register by the relevant Business Support Officer. This is in case the period of the loan ceases before the anticipated end of the loan or extends beyond the agreed period of the loan.
2.21.8	Police Forces throughout the UK are entitled to raise some of their budget through sponsorship including donations and loans. The Head of Finance is responsible for monitoring the Force Sponsorship Registers.
<b>2.22</b>	<b><u>Partnership Arrangements</u></b>
2.22.1	Any sponsorship, donation or loan obtained by an officer or staff member of the Organisation on behalf of the Organisation's involvement in a partnership is covered by this policy, and needs to be reported on the sponsorship, donations and loans form with the name of the partnership to be noted under "purpose" on that form.



<b>3.0</b>	<b>LEGISLATIVE FRAMEWORK</b>
<b>3.1</b>	<b><u>Legislation and Guidance</u></b>
3.1.1	Under Section 93 of the Police Act 1996 and the Home Office Code of Practice on Financial Management, the Police and Crime Commissioner may, in connection with the discharge of any of its functions, accept gifts of money, and gifts of loans or other property, on such terms as appear appropriate to the Office of the Office of Police and Crime Commissioner.
3.1.2	Police Forces throughout the UK are entitled to raise some of their annual budget through sponsorship including donations and loans.
3.1.3	<p>Before accepting any sponsorship, donations or loans, officers and staff are advised that the following pieces of legislation and guidance documentation have some bearing on the undertaking and acceptance of external funding.</p> <ul style="list-style-type: none"> <li>a) Local Authority Section 1 (Goods and Services) Act 1970</li> <li>b) Police Act 1996: <ul style="list-style-type: none"> <li>i. Section 18: Supply of Goods and Services</li> <li>ii. Section 24: Aid of one Police Force by Another</li> <li>iii. Section 25: Provision of Special Services</li> <li>iv. Section 26: Advice and Assistance to International Organisations</li> <li>v. Section 92: Grants by Local Authorities</li> <li>vi. Section 93: Acceptance of Gifts, Loans and Sponsorship</li> </ul> </li> <li>c) Police Reform &amp; Social Responsibility Act 2011 – Section 15</li> <li>d) Police Property Act 1997</li> <li>e) Public Bodies Corrupt Practices Act 1889 and BIM 43130 Specific deductions</li> <li>f) Prevention of Corruption Act 1906 and BIM43135 Specific Deductions; Prevention of Corruption Act 1916; Prevention of Corruption (Amendment) Act 2010</li> <li>g) Bribery Act 2010</li> <li>h) Data Protection Act 1998</li> <li>i) General Data Protection Regulation (GDPR)</li> <li>j) Freedom of Information Act 2000</li> <li>k) Privacy and Electronic Communication Regulations (EC Directive) Regulation 2003 and subsequent amendment May 2011</li> <li>l) Proceeds of Crime Act 2002</li> <li>m) Local Government Act 2003</li> <li>n) Equality Act 2010</li> <li>o) Re-use of Public Sector Information Regulations 2015 Act</li> <li>p) VAT notice 701/41 (March 2002) – Sponsorship</li> <li>q) NPCC and APCC National Policing Guidelines on Charging for Police Services (Version 12.3) 2018</li> <li>r) Acceptance of Gifts and Hospitality Policy</li> <li>s) Event Planning Policy</li> <li>t) Professional Standards Code of Conduct</li> <li>u) Business Interests /Secondary Employment Procedure</li> <li>v) Press and Public Relations Media Policy</li> <li>w) Vehicle Acquisition Policy</li> <li>x) Media Policy and Manual</li> <li>y) Corporate Brand Identity Manual</li> </ul>

<b>4.0</b>	<b>HUMAN RIGHTS</b>
4.1	This Procedure has been checked for compliance with the Human Rights Act; with particular reference to the legal basis of its precepts, the legitimacy of its aims, the justification and proportionality of the actions intended by it, that it is the least intrusive and damaging option necessary to achieve the aims and that it defines the need to document the relevant decision making processes and outcomes of actions.
<b>5.0</b>	<b>WELSH LANGUAGE STANDARDS</b>
5.1	This Policy aims to comply with the Welsh Language Standards in terms of dealing with the Welsh speaking public, impact upon the public image of the organization and the implementation of the Welsh Language Standards.
<b>6.0</b>	<b>HEALTH AND SAFETY</b>
6.1	The Gwent Police Service Dynamic Risk Assessment should be applied as necessary. A training package in the use of risk assessment will be provided to all police personnel if requested or required.
<b>7.0</b>	<b>REVIEW/RESPONSIBILITIES</b>
7.1	The policy business owner maintains outright ownership of the policy and any other associated documents and in-turn delegate responsibility to the department/unit responsible for its continued monitoring.
7.2	The policy should be considered a 'living document' and subject to regular review to reflect upon any Force, Home Office, NPCC, legislative changes, good practice (learning the lessons) both locally and nationally.
<b>8.0</b>	<b>LINKS TO OTHER POLICIES/PROCEDURES/OTHER DOCUMENTS</b>
8.1	<ul style="list-style-type: none"> <li>• Acceptance of Gifts and Hospitality</li> <li>• Business Interests/Secondary Employment</li> <li>• Data Protection / GDPR</li> <li>• Disposal of Property by Auction</li> <li>• Press and Public Relations Media Policy</li> <li>• Contracts and Tendering</li> <li>• Event Planning</li> </ul>
<b>9.0</b>	<b>APPENDICES</b>
9.1	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Appendix A - The Force Sponsorship F</p> </div> <div style="text-align: center;">  <p>Appendix B - The Force Sponsorship /</p> </div> <div style="text-align: center;">  <p>Appendix C - The Force Electronic App</p> </div> <div style="text-align: center;">  <p>Appendix D - Questions and Ansv</p> </div> </div>