

Feltham Hill Infant & Nursery School

Sponsorship Policy

November 2019

The Sponsorship Policy supports an ethos of quality education for all children. It will ensure all children have access to a wide curriculum and exciting enrichment opportunities.

The Policy clearly sets cost centres that can be covered through sponsorship.

Prepared by Chair of GB & HT: Nov 2019

Discussed with DH & SBM: Nov 2019

Shared with Governors working party & through governors shared space

To be reviewed and updated: Nov 2021

Introduction

- Leaders are committed to providing an outstanding quality of education for all pupils including supporting their personal development and well-being.
- The recruitment and retention of highly competent and motivated teachers, support staff and office staff are an essential resource to support this ethos.
- There also needs to be quality resources and equipment to support a well-designed curriculum as well as enrichment opportunities.
- The school's premises must also be properly maintained.

Funding

- The school's main source of funding is from the Hounslow Local Authority (LA) which provides money through a system dependent on pupil numbers, ages, needs and circumstances.
- In recent years, this funding has not kept in line with wages, inflationary costs and additional unavoidable costs which the school has incurred.

Income

- The school also receives some other income.
- There is fund raising from Friends of Feltham.
- Income earned by the school for working with other professionals and Hounslow LA.
- Letting out the school premises.
- But this income does not nearly make good the unavoidable gap between essential expenditure and local authority funding.

Sponsorship

The Governors have, accordingly, decided to seek sponsorship from local businesses and others to help make good the funding gap and/or to provide much needed resources. But they are determined that such sponsorship should:

- Be consistent with, and support the school's overall vision and values.
 - Not expose either the school or the local authority to any risk of reputational damage.
 - Not involve any direct marketing by sponsors to children or their families.
 - Not involve any appearance or endorsement by the school of any product or service provided by a sponsor.
-
- To achieve the right balance, sponsorship will be subject to consistent and effective scrutiny on the basis of the criteria set out in this Policy.
 - This will be the responsibility of the Finance and Premises Committee and identified working party.
 - However, ultimate responsibility will rest with the Headteacher who may decline to accept any proposal for sponsorship even where supported by the committee.

Types of Sponsorship

The school will be grateful for any or all of the following forms of sponsorship:

- One off gifts, for example the purchase of resources or equipment or the funding of an activity.
- On-going regular contributions. Cost or purchase of goods or services from the relevant sponsor.

Unacceptable Sponsors

Sponsorship will not be accepted from any business whose activities are inconstant with the school's vision and values or with its objective of promoting the physical and mental well-being of staff and children.

Specifically sponsorship will not be accepted from:

- Businesses which produce or sell tobacco or e-cigarettes (except where such sales represent only a small proportion of its overall business).
- Businesses which produce or sell "fast food" inconsistent with the school's promotion of healthy eating (except where such activity represents only a small proportion of its overall business).
- Businesses which sell firearms or weapons.

This list is not exhaustive.

Recognition of Sponsors

Some sponsors may be willing to provide funding as part of their overall community engagement programmes and without any public recognition. Many, however will reasonably expect some public recognition.

Such recognition may include:

- Inclusion of the businesses details in a "Thank you to our sponsors" list to be published on the school website and newsletter.
- Inclusion in a list of sponsors displayed publicly in the entrance to the school.
- Other forms of recognition approved by both finance committee and the HT.

But no form of recognition should be capable of being interpreted as endorsement of any product or service provided by a sponsor.

