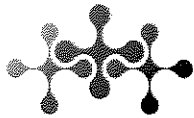


**Nottinghamshire Police and Crime Commissioner**  
**Notice of Decision**



Nottinghamshire

**POLICE & CRIME COMMISSIONER**

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<b>Date Received*:</b>	<b>21 August 2013</b>
<b>Ref*:</b>	<b>2013/20</b>

\*to be inserted by Office of PCC

**TITLE: Charity Fundraising Guide**

**EXECUTIVE SUMMARY:**

This policy has been put together to help officers and staff understand what they can actively do to support their own personal charities, within their own time, as employees/officers of the Force.

Such enterprise is wholly supported by Nottinghamshire Police and we want to see such enthusiasm and commitment to local communities and causes to continue. The force will provide support for such activity where it is able to do so.

This document sets out guidance to ensure that the force continues to support such activities and protects the force's reputation when those activities involve the use of the force's brand.

**INFORMATION IN SUPPORT OF DECISION: (e.g report or business case)**

Attached is a policy guideline, which provides more detail, and has been approved by COT.

**Is any of the supporting information classified as non public or confidential information\*\*?**

No

 X

Yes

**DECISION:**

That the policy content be noted and approved, to allow publication on the Force intranet, and for Corp Comms to make officers and staff aware of the guidelines.

**OFFICER APPROVAL**

I have been consulted about the proposal and confirm that the appropriate advice has been taken into account in the preparation of this report. I am satisfied that this is an appropriate request to be submitted to the Police and Crime Commissioner.

Signature:  
**Chief Executive**

Date: 22<sup>nd</sup> August 2013.**DECLARATION:**

I confirm that I do not have any disclosable pecuniary interests in this decision and I take the decision in compliance with the Code of Conduct for the Nottinghamshire Office of the Police and Crime Commissioner. Any interests are indicated below:

The above request has my approval.

Signature:  
**Nottinghamshire Police and Crime Commissioner**

Date: 23/8/13

\*\* See guidance on non public information and confidential information.



NOTTINGHAMSHIRE  
**POLICE**  
PROUD TO SERVE

<<Document Number>> Charity Fundraising Events Policy  
**Type of Document:** <<Procedure / Practice Guidance / Strategy>>  
**Version:** V1  
**Registered Owner:** Head of Business & Finance  
**Author:** Business Marketing Advisor  
**Effective Date:** May 2013  
**Review Date:** May 2014  
**Replaces document (if applicable)**  
**Linked Documents:**

**Functional owner**

**Signed:** ..... **Date:** May 2013  
**Name:** Fleur Winters / Paula King  
**Post:** Business Marketing Advisor

**Authorised (Head of Dept/FEG)**

**Signed:** ..... **Date:** May 2013  
**Name:** Simon Tovey  
**Post:** Head of Business & Finance

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## SECTION 1 VERSION CONTROL

Version No.	Date	Post Holder/Author	Post	Reason for Issue
V1	May 2013	Fleur Winters / Paula King	Business Marketing Advisor	Consultation

## SECTION 2 BACKGROUND

Nottinghamshire Police has a strong and clear brand that represents law enforcement, trust, integrity and safety. It is a powerful brand and has to be carefully managed and protected. Our corporate identity and the use made of our brand must be consistent.

The force supports and encourages its workforce to engage in fundraising activities for charity, and on those occasions when the Force brand or the individual's employment by the Force is to be used or referred to as part of any fundraising activity, it is important that this is done in a way that protects our reputation and brand.

## SECTION 3 AIMS / OBJECTIVES

Many officers and staff undertake various fundraising activities within their own time to support individual charities. Such enterprise is wholly supported by Nottinghamshire Police and we want to see such enthusiasm and commitment to local communities and causes to continue. The force will provide support for such activity where it is able to do so.

This document sets out guidance to ensure that the force continues to support such activities and protects the force's reputation when those activities involve the use of the force's brand.

## SECTION 4 DETAILS

### 4.1 Force Approved Charities

Each September the Chief Constable chooses an official charity to support and actively endorse for the coming 12 months.

Throughout the year, many officers and staff undertake activities to support and raise funds for other charities in their own time. Whilst Nottinghamshire Police supports such activity there are general principles that should be followed.

## **4.2 General Principles for charitable activity**

### **4.2.1 Support Provided by Nottinghamshire Police**

Nottinghamshire Police's Corporate Communication Department will help to promote fundraising activities by officers and staff, for example via the intranet, force website and social media channels, where it is able and appropriate to do so.

The Force will also allow posters and flyers publicising appropriate and non-political events and charities to be displayed within 'kitchen' areas, rest areas and appropriate notice boards.

There are guidelines and protocols that the force and its officers and staff need to abide by to ensure we are compliant with any relevant legislation, and that individuals and the force are protected against reputational risks. For example, we would not normally promote lobbying charities, but we would support Stonewall, as this is part of our statutory responsibility to support our equality duties.

### **4.2.2 Areas for consideration**

The charitable cause must not be in conflict with the impartiality and independence of Nottinghamshire Police and the public expectation and perception of police standards of impartiality and independence.

### **Proceeds and Commercial Benefit**

The Force will need to review any cause-related marketing which links Nottinghamshire Police to a specific charity or cause. Officers and staff should refer to the Business Marketing section before embarking on any such marketing to ensure the most appropriate approach is taken. For example, a manufacturer produces an article of clothing with a Notts Police logo, and offers to provide a percentage of the profits to the chosen charity. In such circumstances, we would need to consider the associated charity / company, why the force's logo was required, what percentage of profit would be offered, the media attention it might receive, etc

### **Use of the Nottinghamshire Police brand and influence**

In some cases it may be appropriate to use the Nottinghamshire Police logo alongside promotion of an activity. This will be reviewed on a case-by-case basis. If you wish to use the logo, or influence of Nottinghamshire Police, please contact the Public Engagement section of the Corporate Communication department to discuss your initiative further before progressing. If you are given approval to continue there are guidelines as to how any branding can be used, and you will need to refer to these. Again, the Public Engagement section can assist you with this.

Care should be taken when approaching commercial organisations for support, as the Force already has numerous existing and developing partnerships with many companies and organisations in Nottinghamshire and we need to ensure we do not damage these existing relationships. To ensure we have a co-ordinated and professional approach please contact the Business Marketing section to discuss further.

Officers and staff should be aware that they need to consider how they present who they are fundraising for. For example, in most cases the funding will not be for Nottinghamshire Police, but for a specified charity. Therefore whilst it would be acceptable to mention your role within the organisation, you should not use your role inappropriately as a lever to generate funding or publicity. This is because no employee or volunteer of Nottinghamshire Police should benefit from the fact that they work for Nottinghamshire Police i.e. we shouldn't use our position of employment to influence fundraising.

Where officers and staff attend charitable events as private citizens, they must avoid creating the impression that they are there in an official capacity.

#### **Use of Police Resources**

Unfortunately requests to use police resources, such as vehicles, rooms (except the Arrow Centre), etc are rarely permitted. There are various issues around insurance, liability, and use of publicly-funded resources which need to be taken into consideration and each case will be considered on its own merit.

#### **4.3 Initiatives undertaken as part of force role**

When an officer or member of staff is developing an event or a fundraising activity that is part of their role to support the local community, this will be subject to different arrangements. Please liaise with the force Business Marketing Advisor for advice.

#### **4.4 Next Steps**

If you wish to promote your charitable event or have further questions in the first instance please contact the Public Engagement section of the Corporate Communication department.

### **SECTION 5 LEGISLATIVE COMPLIANCE**

This document has been drafted to comply with the general and specific duties in the Equality Act 2010; Data Protection Act; Freedom of Information Act; European Convention of Human Rights; Employment Act 2002; Employment Relations Act 1999, and other legislation relevant to policing.