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## Sponsorship and Advertising Policy

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***Solent NHS Trust policies can only be considered to be valid and up-to-date if viewed on the intranet. Please visit the intranet for the latest version.***

Purpose of Agreement	The key objective of this policy is to provide an appropriate governance framework for the making of sponsorship and advertising decisions
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V1	28/01/2020	Hilary Todd	Policy Steering Group, Trust Management Team Meeting	

## **SUMMARY OF POLICY**

This Policy describes the process in which the Organisation will consider and accept advertising and sponsorship. It provides guidance and standards for the acceptance of advertising or sponsorship which includes

- advertisements displayed in the public areas,
- notice boards in public areas
- patient information: appointment cards and other any other literature or medium, especially if it bears the Solent NHS Trust logo.

It also provides guidance for the acceptance of sponsorship which includes the sponsorship of literature, medium or events.

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## Advertising and Sponsorship Policy

### 1. INTRODUCTION & PURPOSE

- 1.1 Solent NHS Trust (Solent) has a reputation for high quality, professional care. We are firmly part of the NHS and uphold its principles. At Solent NHS Trust we all share an ambitious vision to make a difference by keeping more people healthy, safe and independent at, or close to, home. People, values and culture drive us. The best people, doing their best work, in pursuit of our vision. People dedicated to giving great care to our service users and patients, and great value to our partners
- 1.2 As an NHS Trust, we continue to “brand” Solent so that its name becomes synonymous with the principles outlined above.
- 1.3 One of the starting points for this continuing exercise is to set down guidance and standards for the acceptance of advertising or sponsorship by the Trust. This includes advertisements or sponsorship displayed in the public areas, including on notice boards, and in patient information, appointment cards and other any other literature, medium or events, especially if it bears the Solent NHS Trust logo

### 2. SCOPE & DEFINITIONS

- 2.1 This policy applies to locum, permanent, and fixed term contract employees (including apprentices) who hold a contract of employment or engagement with the Trust, and secondees (including students), volunteers (including Associate Hospital Managers), bank staff, Non-Executive Directors and those undertaking research working within Solent NHS Trust, in line with Solent NHS Trust’s Equality, Diversity and Human Rights Policy. It also applies to external contractors, agency workers, and other workers who are assigned to Solent NHS Trust.
- 2.2 This policy applies to any advertising or sponsorship accepted by the Organisation

### 3. PROCESS/REQUIREMENTS

#### 3.1. Principles for accepting advertising or sponsorship

- 3.1.1 Solent is not opposed in principle to accepting sponsorship for services, events, displaying or running paid for advertisements within the Trust or in Trust publications.
- 3.1.2 Advertising or sponsorship displayed anywhere in the Trust and in any Trust publications will reflect our core values and principles as set out above. The look and feel of advertising or sponsorship from any source – be that a private individual to a big corporate company - will be professional and sympathetic to the caring environment.
- 3.1.3 No advertisements or sponsorship will be accepted from external organisations or bodies who have goals or values in conflict with those of the Trust. Care needs to be taken when considering advertising from companies in competition with services that we provide.

3. 1.4 For this reason no advertisements or sponsorship will be accepted that could bring the Trust or NHS into disrepute, nor any that promote products or services associated with unhealthy lifestyles.
3. 1.5 In some areas this is quite straight forward. For example, advertising or sponsorship will **not** be accepted from companies promoting:
- tobacco
  - alcohol
  - pornography
  - gambling
  - junk food including foods with a high calorie value ( in line with NHS Food Standards)
  - advertisements expressing a personal or partisan view of the NHS.
3. 1.6 In order to ensure a consistent approach, all sources of potential advertising or sponsorship will be considered on an individual basis by a small panel made up of:
- Chief People Officer (or Deputy)
  - Associate Director of Corporate Affairs and Company Secretary
  - Head of Procurement
  - Head of Communications
3. 1.7 This will include sponsorship of patient information, leaflets, plasma screens, display advertising or sponsorship, and, where appropriate advertisements for notice boards.
- 3.1.8 The final decision regarding the placement of advertisements will rest with the Chief People Officer or Deputy
3. 1.9 The Head of Communications will see and approve all advertising or sponsorship copy before any Solent NHS Trust publication goes to press or any advertisement is displayed in any part of the Trust. Once approved, advertising or sponsorship copy must be checked and be signed off.
3. 1.10 The layout, content and placement of any advertising or sponsorship features or supplements will be approved by the Head of Communications
3. 1.11 In all circumstances the Head of Communications retains the right to reject any advertisement or editorial related to advertisements.
3. 1.12 All existing advertising or sponsorship will be reviewed in the light of this policy.
3. 1.13 All contracts for corporate advertising or sponsorship /sponsorship will be managed centrally through the Head of Procurement to ensure that the best terms are negotiated, that standing orders/financial instruments are not breached and to ensure continuity should the person originally party to the agreement change jobs or leave.

## **3.2 Advertising Codes**

3. 2. 1 Advertising will adhere to codes set by the Advertising Standards Authority. These are that all advertisements should be:
- legal, decent, honest and truthful
  - prepared with a sense of responsibility to the consumer society

- in line with the principles of fair competition generally accepted in business.

### **3.3 . Disclaimer Notice**

- 3.3.1 Acceptance of advertising or sponsorship does not imply endorsement of products and service by the Solent NHS Trust. In order to make this clear all publications with advertising or sponsorship should carry the following disclaimer:

‘Whilst every effort has been made to ensure the accuracy of advertisements contained in this publication, Solent NHS Trust cannot accept liability for errors and omissions. Solent NHS Trust cannot accept responsibility for claims made by advertisers and their inclusion in (name of publication) should not be taken as an endorsement by Solent NHS Trust.’

### **3.4. Notice Boards**

- 3.4.1 There are a number of notice boards in public areas of the Trust.
- 3.4.2 Some of these notice boards are designated for use by unions such as Unison, the Royal College of Nursing and Unite, some for staff facing communications such as benefits or placing of personal advertisements and others are designated for Trust Board news, media coverage, volunteers and accommodation. While some of the notice boards are well maintained and their content is checked and controlled, many are not ‘owned’ by anyone. As a result, they often display out of date, tatty and/or inappropriate material and commercial or private advertising or sponsorship for which the Trust does not receive any income.
- 3.4.3 In order to overcome these problems, all non- Union notice boards in public places will become the responsibility of the Manager of the specific area. This could be for example the Ward Matron, Site Manager, Service Manager. Their current use and content will be reviewed and discussed, where possible and appropriate, with those responsible for generating the material
- 3.4.4 Any future advertising or sponsorship or material placed on these and other notice boards will be cleared through the Operational Manager.
- 3.5.5 Managers of the specific area will check notice boards regularly to ensure that materials displayed on them are appropriate in content, presentation and tone.

### **3.5. Displays in public areas**

- 3.5.1 Whilst not strictly advertising or sponsorship, all requests for promotional displays in the public areas of the Trust, whether from staff or outside organisations, will be made through the Head of Communications to ensure that the subject matter and materials displayed are compatible with the aims and objectives. These requests should be made at least three months in advance.

### **3.6. Exceptions**

- 3.6.1 Any exceptions to the above conditions will be at the discretion of the Commercial Director

- 3.6.2 This guidance does not apply to staff attending events sponsored by companies external to the NHS, such as recruitment agencies or drug companies.

## **4. ROLES & RESPONSIBILITIES**

### **4.1 Chief Executive**

The Chief Executive has overarching accountability for this policy and delegates the responsibility for ensuring this policy is applied consistently and fairly across the Trust, to the executive directors and senior managers of the Trust.

### **4.2 Head of Communications**

The Head of Communication has a responsibility to ensure that advertising and sponsorship accepted by the Trust is approved in line with this Policy, having reviewed it with the Chief People Officer (or Deputy), the Associate Director of Corporate Affairs and Company Secretary and the Head of Procurement

### **4.3 Communications Team**

The Communications Team is responsible for providing appropriate advice and support to people in the application of this policy, and the appropriate use of advertising or sponsorship

### **4.4 Managers**

Managers should be aware of the advertising or sponsorship within their team, and are responsible for the compliance with the policy within their team.

### **4.5 All Staff**

All staff have a responsibility for ensuring that the principles outlined within this document are universally applied

- 4.6 Everyone is responsible for their own actions and must comply fully with this policy, and their professional codes of conduct, at all times

- 4.7 If people have a concern that the use of advertising or sponsorship is compromising patient/ staff safety or confidentiality, or that it is bringing the Trust into disrepute, they should speak with their line manager or refer to the Freedom to Speak Up Policy.

## **5. TRAINING**

- 5.1 Although there is no specific training provided in relation to this policy, line managers will be required to ensure their respective staff are made aware of its contents and to cascade through the usual dissemination routes. Where it is needed the Solent Communication Team will provide advice and guidance

## **6. EQUALITY IMPACT ASSESSMENT AND MENTAL CAPACITY**

- 6.1 Solent NHS Trust is committed to treating people fairly and equitably regardless of their age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; or sexual orientation.

6.2 An equality and human rights impact assessment has been carried out for this policy and no significant issues have been identified (Appendix A ). This policy has also been assessed and meets the requirements of the Mental Capacity Act 2005.

## **7. SUCCESS CRITERIA / MONITORING EFFECTIVENESS**

7.1 The Head of Communications will review any incident that may have occurred related this Policy, and discuss the relevant findings with the Chief People Officer / Associate Director of People and OD. Any subsequent issues/findings resulting from the review will be incorporated in the new version of the document.

7.2 Non-compliance will be reported to the Chief People Officer.

## **8. REVIEW**

8.1 This document may be reviewed at any time at the request of either staff side or management, but will automatically be reviewed 3 years from initial approval and thereafter on a triennial basis unless organisational changes, legislation, guidance or non-compliance prompt an earlier review.

## **9. REFERENCES AND LINKS TO OTHER DOCUMENTS**

9.1 This policy should be read in conjunction with the following:

- Freedom of Information Act 2000
- NHS Code of Conduct and Accountability (July 2004)
- Disciplinary Policy
- Standing Orders
- Standing Financial Instructions
- Scheme of Delegation
- Anti-Fraud, Corruption & Bribery Policy
- Freedom to Speak Up Policy
- Donation and Charitable Gift Policy
- Managing Conflicts of Interest
- Equality Diversity and Human Rights Policy

## **10. GLOSSARY**

10.1 Not Required

## Appendix: A Equality Impact Assessment

<b>Step 1 – Scoping; identify the policies aims</b>	<b>Answer</b>		
1. What are the main aims and objectives of the document?	To ensure that any advertising/sponsorship accepted by the Trust is of an acceptable standard and in line with the Trusts core values and principles		
2. Who will be affected by it?	All Staff		
3. What are the existing performance indicators/measures for this? What are the outcomes you want to achieve?	N/A		
4. What information do you already have on the equality impact of this document?	N/A		
5. Are there demographic changes or trends locally to be considered?	N/A		
6. What other information do you need?	N/A		
<b>Step 2 - Assessing the Impact; consider the data and research</b>	<b>Yes</b>	<b>No</b>	<b>Answer (Evidence)</b>
1. Could the document unlawfully discriminate against any group?		X	
2. Can any group benefit or be excluded?		X	
3. Can any group be denied fair & equal access to or treatment as a result of this document?		X	
4. Can this actively promote good relations with and between different groups?		X	
5. Have you carried out any consultation internally/externally with relevant individual groups?		X	As noted on the front cover
6. Have you used a variety of different methods of consultation/involvement		X	
<u>Mental Capacity Act implications</u>			
7. Will this document require a decision to be made by or about a service user? (Refer to the Mental Capacity Act document for further information)		X	
<u>External considerations</u>			
8. What external factors have been considered in the			Internal policy for staff Ensuring

development of this policy?			transparency in accordance with NHSE requirements
9. Are there any external implications in relation to this policy?			
10. Which external groups may be affected positively or adversely as a consequence of this policy being implemented?			

If there is no negative impact – end the Impact Assessment here.

**\*\*Retain a copy and also include as an appendix to the document\*\***