

## Ethical Fundraising and Partnerships Policy

### 1 Introduction

- 1.1 Historic England is pleased to collaborate with external organisations and individuals to achieve shared objectives that observe our corporate values.
- 1.2 This policy has been devised to ensure clarity and openness to those from whom we will accept either money or other benefits, those with whom we will collaborate and form partnerships as well as our wider audiences and stakeholders.

### 2 About Historic England

- 2.1 Historic England is the public body that champions and protects England's spectacular historic environment. Through our work we help people across England to understand, value and enjoy it.
- 2.2 We champion historic places so that everyone, from individuals and communities to government and home owners can look after and care for heritage. We make sure they understand and appreciate the benefits England's heritage brings and why it should be respected, cherished and enhanced.
- 2.3 We open up heritage for everyone using digital resources, media campaigns, our archive, publishing and exhibitions.

### 3 Key principles

- 3.1 Historic England is prepared to enter into a funding relationship with an individual or organisation if, following appropriate levels of due diligence research, it is satisfied that:
  - a. All decisions around the funding relationship are taken in accordance with Nolan's "7 principles of public life" (see Appendix 1);
  - b. The relationship will enable and not compromise our work as laid out in our Corporate Plan, which is available [here](#)
  - c. The relationship will not compromise our statutory role nor any legal and ethical standards that apply to our statutory and other public duties;
  - d. The relationship does not present a conflict of interest for Historic England or compromise our integrity and is congruent with our values of being Expert, Constructive and Championing;
  - e. The relationship does not present disproportionate risk to Historic England's reputation;
  - f. The relationship would provide sufficient benefit to Historic England, in support of its statutory duties and corporate objectives, and without detriment to the

wider public interest; this benefit must outweigh any risk of disadvantage to Historic England through the association with the third party;

g. The benefit to the prospective supporter is clearly understood and stated in a gift acceptance agreement, and no further benefit could be expected or assumed beyond what is in the scope of the agreement.

h. Historic England has satisfactory responses to its enquiries about the identity and background of the prospective supporter. This will include investigating the source of funds in order to comply with the Proceeds of Crime Act 2002, the Bribery Act 2010, and the Money Laundering Regulations 2017.

3.2 Offers of financial support should only be refused in exceptional circumstances. However, Historic England retains the right to refuse a grant, donation or sponsorship where the due diligence research demonstrates that the proposed partnership would be in conflict with our statutory and public duty roles.

For example, it may be evident that acceptance would:

- Lead to the loss of funding from other supporters / funders (including statutory) to the same value or more;
- Result in the loss of staff or impact on our ability to recruit new staff;
- Impact on our ability to make recommendations to Government in relation to planning and listing cases.

## **4 Scope**

4.1 Subject to the exceptions below, this policy applies to all partnerships, associations, sponsorships, significant donations, grants and other contractual relationships that Historic England may become involved with, including donations in-kind (such as time, equipment, facilities, people) and commercial relationships (such as corporate sponsorships, corporate partnerships, and licensing). The policy does not apply to contracts for goods or services at market rates.

4.2 It applies to relationships with individuals, companies, trusts, and private foundations but not to statutory bodies such as the Heritage Lottery Fund or any UK government support.

4.3 The principles of the policy should apply to decisions to accept any payments and in-kind donations of any value. Executive Team approval only applies to transactions in excess of £10,000 in value, except where the supporter's cumulative giving exceeds £10,000, or where additional due diligence research has been commissioned following initial checks concerning the prospective supporter or the origins of the money. Any gift below £10,000 where additional due diligence research has not been deemed necessary will be determined by the Head of Philanthropy and the Director of Public Engagement.

4.4 This policy does not apply to any collections management activity, including acquisitions, disposals, borrowed or loaned items for exhibition purposes. These activities are governed by their own policies and procedures.

## **5 Procedure**

5.1 Before any contractual commitment is entered into by Historic England, the Philanthropy Team will carry out an initial assessment through desktop research using public resources, following the Due Diligence Guidelines and completing the relevant Due Diligence Checklist.

5.2 Additional research will be triggered if the initial assessment indicates any areas for concern.

5.3 The results of both the in-house research and any additional due diligence research will be considered by the Head of Philanthropy who will seek advice as required from colleagues, depending on the nature of the risk identified.

5.4 All prospective supporters with a proposed gift level of over £10,000, or those under this gift level that have triggered additional due diligence, will be presented to Executive Team for consideration. The risk of the partnership will be classified as high, medium or low based on the inherent nature of the business practice, public perception of the prospective supporter and Historic England's statutory responsibilities.

5.5 High risk potential partnerships will be referred to Business and Finance Committee and the Trustees of The Historic England Foundation (if relevant) for a decision.

5.6 Medium risk potential partnerships (and approved high risk partnerships) will undergo a risk mitigation exercise involving the Philanthropy Team, project / programme delivery teams and other expert as required.

## **5 Conditions**

5.1 Historic England will reserve the right to withdraw from any relationship if:

- a. It becomes apparent that information given to Historic England with regards to the supporter's position was misleading in a way that materially affects our assessment of their suitability under this policy.
- b. As a result of the supporter's actions subsequent to entering into the relationship, other stakeholders or funders withdraw their support.

## **6 Transparency**

6.1 A full list of supporters giving over £1,000 in a particular financial year will be maintained on the Historic England website and in our Annual Accounts unless anonymity is requested.

Review Date: 1 November 2019

## **Appendix 1 – Nolan’s 7 Principles of Public Life**

### **Selflessness**

Holders of public office should act solely in terms of the public interest.

### **Integrity**

Holders of public office must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships.

### **Objectivity**

Holders of public office must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.

### **Accountability**

Holders of public office are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this.

### **Openness**

Holders of public office should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing.

### **Honesty**

Holders of public office should be truthful.

### **Leadership**

Holders of public office should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs.