



## **Policy**

## **Commercial Activity in Schools**

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Education Services

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### **Introduction**

Commercial activity may take place in schools as part of the curriculum, as part of the wider social activities of the school, to provide additionality to supplement core educational funding, and to provide services to parents. This policy covers activities undertaken by the school, and not activities undertaken by Parent Council or other parental body.

### **1) FUND RAISING AND COLLECTIONS**

Schools may decide to raise money for charitable or not-for-profit organizations.

The Pupil Council will normally be involved in any decision to raise money for a charitable or not-for-profit organization, and may propose an annual programme of fund raising activity and collections.

The Parent Council will be informed, normally in advance, of proposed fund raising activities and collections, including any proposed programme of activity.

The Headteacher must ensure that all fund raising and charitable collection has sound links to the curriculum, and/or is consistent with the ethos and aims of the school and West Lothian Council. Fund raising and charitable collection may impact financially on parents/carers, and the Headteacher should take this into account

Headteachers will be responsible for all fund raising and collection within their school.

The permission of parents/carers must be sought for the participation of their child.

### **2) DONATIONS AND SPONSORSHIP**

Schools may accept donations and sponsorship. The Headteacher must ensure that all donations and sponsorship have sound links to the curriculum, and/or are consistent with the ethos and aims of the school and West Lothian Council. Donations and sponsorship are not intended to replace Council funding of core educational activities, but to allow schools to supplement this provision.

In addition, before accepting donations and sponsorship, Headteachers must consider:-

- Equity – does accepting a donation or sponsorship from one individual/organization disadvantage any other individuals/organizations, or have all individuals/organizations had an equal opportunity to offer donations or sponsorship?
- The Employees Code of Conduct – no donation or sponsorship can be accepted if this contravenes the Employees Code of Conduct.

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- The reputation of the Council – it may damage the reputation of the Council to accept donations and sponsorship from, for example, alcoholic drink companies or tobacco companies.

If in any doubt, the Headteacher should consult the Head of Service.

The Parent Council will be informed of donations and, normally in advance, of proposed sponsorship arrangements.

### **3) ADVERTISING**

Leaflets and flyers and other media advertising the availability of goods, services or activities should not be displayed or distributed to pupils and parents/carers unless there is a sound link to the curriculum, and/or the goods, services or activities are consistent with the ethos and aims of the school and West Lothian Council.

If leaflets, flyers or other media advertising the availability of goods, services or activities, are displayed or distributed, the Headteacher must ensure that all pupils and parents/carers are informed clearly that the supplier/provider is unconnected with West Lothian Council and that the Council cannot endorse or approve the goods, services, activities or supplier/provider (unless the material is from or on behalf of a Council or Community Planning Partnership service).

In addition, before circulating leaflets, flyers or other media, Headteachers must consider:-

- Equity – does circulating leaflets, flyers or other media from one supplier/provider disadvantage any other suppliers/providers, or have all suppliers/providers had an equal opportunity to offer donations or sponsorship? Headteachers must not be seen to favour one supplier/provider at the expense of others.
- The Employees Code of Conduct – no material may be circulated if this contravenes the Employees Code of Conduct.
- The reputation of the Council – it may damage the reputation of the Council to circulate material from, for example, alcoholic drink companies or tobacco companies.
- The administrative burden – it may take up valuable staff time to circulate material. Headteachers should be aware that agreeing to circulate material from one supplier/provider may give rise to other requests.
- The reaction of parents/carers – parents/carers do not always wish to receive, or for their children to be exposed to, unsolicited marketing material.

#### **4) OTHER COMMERCIAL ACTIVITY**

Schools may offer articles for sale through the school on behalf of commercial organizations for the benefit of pupils and parents/carers, for example books, photographs, year-books, diaries, and clothing.

Purchase of such items must be optional and not compulsory.

Head teachers must follow the School Fund Account Procedures and the appropriate financial regulations and other council procedures including the Council Cash Procedure.

The Parent Council will be informed, normally in advance, of proposed commercial activity. Headteachers should outline to the Parent Council the rationale for offering articles from a particular supplier.

#### **5) ENTERPRISE**

Schools are encouraged to develop enterprise education through a range of innovative and creative projects. This may include forming links with local business and commercial activity by pupils and students. This policy is not intended to restrict the development of enterprise education.