

# ***Laxman Public School***

## **Policy on Third Party Activities**

### **Rationale**

1. This policy relates to approaches by outside agencies for access to the school's resources, pupils or their families, specifically those organisations that see in such access opportunities for financial gain.
2. Such approaches may be for use of the school's premises, material resources, access to data obtained from or relating to pupils and their families, seeking to engage the pupils or their families in activities that highlight a specific third party organisation, and direct marketing of goods and services to pupils and their families.
3. For the purposes of this policy we term all such activities as 'third party activities'.
4. We believe appropriate third party activity (as per CBSE) in the school can be positive, providing funding, materials and equipment, building links with businesses and the local community and increasing parental involvement.
5. However, in some cases the product or company may be in conflict with the school's aims and ethos or a scheme may have other, potentially unforeseen, drawbacks.
6. Third Party activity should therefore be viewed cautiously and the advantages and disadvantages carefully weighed up before a decision is made.
7. These guidelines are intended to assist with such judgements and support consistent and well-considered decision-making.
8. *In drawing up this policy, reference has been made to various international documents and the text has been borrowed.*

### **Definition**

9. We define "Third Party activity" in our school as: the use of the school's premises or material resources; providing access to data obtained from or relating to pupils and their families; seeking to engage pupils or their families in activities that highlight a specific Third Party organisation or market sector; and, direct marketing of goods and services to pupils and their families.
10. **Illustrative examples of such activity include:**
  - a. ***Advertising*** i.e. displayed materials promoting a particular company, good or service;

- b. **Sponsored educational materials** e.g. books, software, posters and other curriculum resources;
- c. **Voucher schemes**, in which parents and staff, by purchasing a company's products, collect vouchers, tokens or points, which can then be used to acquire books, equipment or other educational material;
- d. **Sponsored events**, with either financial or in-kind support; The use of material either in school or for pupils' homes, provided free of charge but displaying **prominent company logos and / or promotional messages**;
- e. **Prizes, rewards and other donations** which are provided free of charge by companies;
- f. **Leaflets or other information** promoting Third Party products intended for distribution to parents.

## OUR POLICY

- A. It is our policy that involvement in any Third Party scheme or activity must offer educational benefit to our pupils (either directly or indirectly) and not conflict with the school's aims, ethos or other agreed policies.
- B. In addition, the following principles should be taken into account (not all will be applicable, depending on the nature of the activity being considered).
- C. The activity should be free of incentives to children to engage in unhealthy, unsafe or unlawful activities (accordingly, there will be a presumption against any promotion or endorsement of foods and drinks with poor nutritional content).
- D. Materials and activities should contain accurate and up to date information, distinguish between factual statements and expressions of opinion and give a balanced view.
- E. Material should be free from explicit sales messages or messages that play on children's fears, loyalty or inexperience.
- F. Wherever it can be avoided, the school should avoid being seen as endorsing a particular product, service or company (e.g. in relation to voucher schemes, it should be made clear to parents that they should not change their usual purchasing arrangements).
- G. Situations where pupils or parents may feel under undue pressure should be avoided.
- H. Material should respect diversity and comply with equal opportunities including avoidance of stereotyping.
- I. There should be a presumption against the adoption or display of advertising, branding, merchandising slogans or logos and the school should therefore generally refuse involvement in schemes where this is required.

- J. However, the discreet use of a logo for sponsor identification is acceptable (this is necessary to help identify promotional material).
- K. Furthermore, sponsorship of sports kit is acceptable where this involves local business / community / parental links.
- L. Temporary display of building contractors' boards is acceptable, provided the effect on the 'street scene' is not overly detrimental.
- M. Companies with particularly poor ethical records should be avoided.
- N. Voucher schemes should include clear information on how the scheme works in order to avoid hidden disadvantages and not be unduly time consuming to administer.
- O. Parents may be notified of information received by the school regarding local activities, holiday schemes, secondary schools or similar by sending out leaflets, brief mention in the newsletter and/or display of leaflets or small posters inside the school or on the boundary fencing.
- P. In the case of the latter, any material which may distract drivers, cyclists or pedestrians crossing the road should be avoided.
- Q. In general, decisions on individual cases rest with the Headteacher, who should consider the above guidelines before making a decision.
- R. Any individual Third Party activity which is expected to bring a benefit in cash or kind should be agreed in advance by the LPS Society and LPS Managing Committee.
- S. In the case of seeking sponsorship for the school, relevant details should be agreed by the Society and Managing committee
- T. Many not-for-profit organisations also provide educational activities and materials to schools.
- U. The considerations set out in this policy may also apply in these cases.
- V. The above are subject to the prevailing government guidelines, laws, rules and regulations applicable on Laxman Public School, which cannot be violated under any circumstances.**
- W. *The above policy has borrowed from the best international practices and sources--and will evolve continuously.*