



LONDON FIRE BRIGADE

London Fire Brigade Fundraising

Report to
Commissioner's Board
Deputy Mayor's Fire and Resilience Board
London Fire Commissioner

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Report by
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Executive Summary

This report provides an overview of the London Fire Brigade (LFB) Museum fundraising strategy in relation to raising £670k in match funding which is required by August 2021 in order for London Fire Commissioner (LFC) to qualify for the remaining £1700k Delivery Phase Grant from the National Lottery Heritage Fund (NLHF). The report also outlines the options available to LFC, without the benefits that charitable status offers, to raise the match funding amount and whether to proceed with fundraising by donor contribution under an updated version of the Sponsorship Policy in line with other public sector museum fundraising campaigns.

Recommended decisions

For the London Fire Commissioner

That the London Fire Commissioner approves/agrees

1. To endeavour to meet the conditions the National Lottery Heritage Fund to qualify for the remaining £1700k Delivery Phase Grant.
2. To the proposed changes to the Sponsorship, Fundraising and Donations Policy and Code of Practice (Policy 863) (the 'Sponsorship Policy') attached as **Appendix 1**
3. To proceed with fundraising by donor contribution under the updated version of the Sponsorship Policy
4. To set up an account with the Philanthropy Foundation for the purposes of fundraising by donations, subject to satisfactory due diligence and company background checks





Information and Background

The London Fire Brigade Museum

1. The decision to move forward with the Museum project and enter into formal grant agreement with the NLHF was formally approved by the Deputy Mayor and the Commissioner in March and April 2020 respectively (DMFD48 and LFC265).
2. The London Safety Plan 2017-21 contains a commitment to deliver a new London Fire Brigade
3. Museum. The Mayor of London's Culture Strategy, Culture for all Londoners, published in December 2018, includes an action to support delivery of the new London Fire Brigade Museum. Culture for all Londoners details how the Mayor will keep the city at the top of its creative game and ensure there are cultural opportunities in every corner of the capital. Investment in culture such as museums delivers jobs and economic growth, and also enables Londoners to appreciate, enjoy and engage in the history of the city. The Strategy has four priorities:
 - Love London - more people experiencing and creating culture on their doorstep
 - Culture and Good Growth - supporting, saving and sustaining cultural places
 - Creative Londoners - investing in a diverse creative workforce for the future
 - World City - a global creative powerhouse today and in the future
4. In 2015 the decision was made that the Museum should form part of the plans for the 8 Albert Embankment development. This was for a number of reasons including the opportunity to be next to an operational fire station, better footfall in the area, more cultural interests close by to the site, the benefits of incorporating the Memorial Hall and adding to the heritage interest of the former headquarters building. 8 Albert Embankment was also the original home of the Museum, up until 1966.
5. The project will bring the poignant Memorial Hall back into public use as a space honouring
6. London's firefighting heroes and providing a peaceful haven for remembrance. A permanent exhibition will illuminate LFB's history with thought-provoking activities focusing on the
7. inspirational people who have kept London safe, and encouraging dialogue and debate. An upgraded Lambeth Fire Station will be located in the adjacent area creating beneficial links. This project is part of a much larger Development with significant regeneration benefits contributing to Lambeth's cultural renaissance.
8. The new Museum space will occupy the basement and ground floors of the western side of 8 Albert Embankment incorporating the Memorial Hall and three original fire

engine bays. A new purpose-built home for the London Fire Brigade Museum will secure the long term future of the Museum, providing a permanent and accessible home to deliver its fire safety education work and a wealth of exciting, educational family activities to Lambeth and the capital as a whole.

9. The Museum's aims are:

- to celebrate LFB's rich history by explaining the major events which have shaped the fire and rescue service in London;
- to enhance the experience of diverse audience groups by using the collections for the enjoyment of new and repeat visitors;
- to protect the Collection to make sure it is available for people now and in the future;
- to manage the Museum's resources flexibly, efficiently and effectively.

10. This will include activities such as a significantly expanded programme of events for the community and schools, accommodating thousands of schoolchildren per year across the Borough and wider London. The Museum also provides an opportunity to hold activities for community groups, hard-to-reach audiences and expand the Brigade's work with local charities, as well as a new opportunity to work closely with the Massey Shaw Fire Boat Education Trust due to the river front location.

11. Maintaining a vital link to the current fire station, the Museum will offer visitors a rare opportunity to see a fully operational fire station, alongside historic fire engines and other exhibits. The proposed design will enable the public to learn about the history of the Brigade through the Museum's extensive collection of artefacts from the Great Fire of London to present day and explores how the history has influenced the way the service works today. The colocation of the Museum, on this scale, with views into a working fire station will be a unique offering in the UK and an important element of the project.

12. Creating a larger and more flexible Museum will substantially increase the number of visitors the museum can accommodate. It will provide a new temporary exhibition space which can be used to display more of the collection, explore themes in more detail and enable us to loan objects from other museums and encourage repeat visitors. Fire safety advice will also be an integral part of the museum's interpretation.

13. The Museum will be celebrating the Brigade's history, working with our staff and visitors to better interpret the collection and have pride in our organisation. The museum will focus a range of activities for the Brigade's current and retired staff, with opportunities for volunteering, collating oral histories and promoting intergenerational learning with retired firefighters sharing their knowledge, stories and experiences with current firefighters and visitors.

14. This scheme preserves and enhances the heritage of the current buildings by sensitively restoring the Grade II listed 8 Albert Embankment along with its drill tower. The Brigade's Memorial Hall is a monument to firefighters who have died in service since the 19th Century. It is recognised by Historic England for its national significance and will form part of the new museum, providing public access for the first time in over a decade.

15. Overall this will be a much more accessible Museum than was ever able to be provided in the Museum's previous home giving the public access to a listed building of great significance to London Fire Brigade for the first time, as well as new modern facilities for disabled visitors and those with learning difficulties. This scheme also provides an opportunity to for the Museum to improve it's long term ability to be operationally and financially sustainable. The development of the business plan is part of the LFB Museum project.

Grant Conditions

16. The LFB Museum team bid successfully for £1,900k NLHF grant in September 2019. £200k of the grant has been awarded for the NLHF Development Phase of the Museum. The remaining £1,700k of the grant is conditional on the successful completion of an update on progress, described as the 'second round' application, that seeks milestone updates on the progress of museum set against the original criteria for the £1,900k grant. One of the conditions on which the grant has been awarded is that the Museum secures £670k through fundraising by August 2021.
17. The NLHF funding is specific to the 8 Albert Embankment site and uncontested planning permission for the development is required to proceed to the Delivery Phase of the project.
18. The plans for the development of 8 Albert Embankment, were approved by Lambeth Council in December 2019 but were subsequently called in by the Secretary of State. The decision on the call in is expected this Spring. Should the planning permission be refused the developers, U+I, have the right to appeal but uncontested planning must be obtained to qualify for the Delivery Phase grant.
19. One of the reasons for the match funding target being set by the NLHF is to demonstrate that the LFC have the ability to fundraise and develop corporate sponsorship from external sources in order to run a museum. COVID-19 has greatly impacted on all fundraising opportunities, and the NLHF has indicated that it will take this situation into consideration for reaching fundraising targets. The current deadline of August 2021 will allow LFC to get closer to raising the sum needed, but is unlikely to provide sufficient time to raise all of the funds required. [REDACTED]
20. The LFB Museum business plan will be submitted to NLHF in the second-round grant application for the Delivery Phase Grant. This must also show that the Museum will be financially sustainable. LFC must prove it has identified and explored a range income streams for the Museum which will include an online shop, retail shop, café and private hire options. A revised business plan will be finalised on the agreement of this decision and shared with the GLA.
21. The LFC has set aside monies in reserve to develop an online shop which will be low cost in set up costs and which forms part of the Museum business plan. The online shop will be used to test the market for suitable merchandise to sell in the Museum shop.
22. The legal requirements of a public body seeking to generate profits from a retail offering are being explored. The London Fire Brigade's (LFB's) General Counsel's Department and Finance have been consulted to establish the best method to set up an

online shop which would operate on a cost recovery basis only for the purpose of retail market testing. There remains an ambition to establish a profit generating retail offering.

National Lottery Heritage Fund Match Funding

23. At the time of writing, £170,000 of contributions for the Museum has already been secured, and officers have confidence to believe ongoing, positive, discussions with potential donors and commercial partners have the potential to unlock a further £200,000 of contributions by August 2021. Fundraising activity will continue beyond August, during the Delivery Phase of the project. [REDACTED]

[REDACTED]

24. Preliminary estimates for the balance of different sources of donations or sponsorship income for the Museum were set out in LFB's initial NLHF grant application as follows:

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

25. The outbreak of COVID-19 in 2020 and the subsequent security measures implemented by the Government to prevent the spread of the virus has seriously impacted on the Museum's fundraising plans.

26. The ability to fundraise is further reduced by not having an established charitable foundation. Establishing a charitable foundation remains LFB's preferred long-term ambition.

27. The preliminary fundraising estimates have therefore been re-evaluated and estimates for the sources of donations or sponsorship income are as set out below. These estimates are based on conversations with colleagues in the museum sector to test the market and the experience of the professional fundraiser in the LFB's Museum project team.

[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

28. The majority of the fundraising income will now have to be raised through crowdfunding, individual donations and other public fundraising activities. [REDACTED]
29. The LFC's revised Sponsorship, Fundraising and Donations Policy (Policy 863), agreed in March 2021, will facilitate fundraising via donations using the safeguards set in place for corporate sponsorship. The revised policy enables LFC officers to proceed with public fundraising campaigns.
30. All fundraising that LFC undertakes for the Museum will have a broad scope of fundraising objectives to include education and outreach programmes in the event the donations need be reallocated to other Museum related programmes.

Public Fundraising Campaign

31. As explained, the likely amounts raised from each source for match funding have been revised compared to the amounts set out in the original Decision. The focus of the fundraising will now be on public fundraising but LFC will continue to seek corporate sponsorship opportunities.
32. If LFC has not demonstrated that it has undertaken all best endeavours to raise £670,000, by August 2021, the NLHF can withdraw the grant of £1,700,000. Furthermore:
- a) The NLHF will be more receptive to approving the second round grant application if LFC has raised demonstrated they have undertaken fundraising campaigns to try and raise the match funding by August 2021.
 - b) Should LFC have not raised the entire match funding amount by the submission date for the Delivery Phase grant in August 2021, LFC will have to demonstrate they have sufficient funds to complete the project [REDACTED]
[REDACTED]
[REDACTED] The funding comes from the Capital Receipt from the Southwark Training Centre sale where £2,400,000 was ringfenced for the Museum project. £1,700,000 has been allocated to the Museum project Delivery Phase and £100,000 has been committed to the Museum project development phase which is currently underway. [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
 - c) If NLHF withdraw their grant LFC will have to find an additional £1,700,000 in addition to the £670,000 match funding to complete the current Museum project.

- d) Fundraising campaigns are in line with other public sector museums like Museum of London, London Transport Museum and Greater Manchester Fire and Rescue Museum.

The Philanthropy Foundation

33. The updates to Sponsorship Policy 863 will enable LFC to fundraise via donations and set up a Crowdfunding Campaign but it would still not provide all the benefits of a charitable status. Charitable status unlocks the benefits of claiming gift aid on donations. Organisations like Just Giving only accept applications from registered Charities. LFC needs to find a solution to gaining charitable status that supports its crowdfunding ambitions.
34. Following discussions with officers at the Museum of London, LFC officers have been made aware of such a solution through signing up with an organisation called The Philanthropy Foundation. The Philanthropy Foundation is a relatively new organisation, established in 2015. This initiative from Cause4 is a well-known social business within the arts sector, specialising in fundraising, income generation and programme development. A number of Cause4's clients were unable to set up charities and thus prevented from claiming the benefits such as gift aid from any fundraising campaigns or offering tax incentives to high-net-worth individuals and companies wishing to donate. Cause4 established a separate charity, The Philanthropy Foundation, for the express purpose to manage charitable funds on behalf of third parties, both individual and corporate. Clients include Opera Ventures and Western Front Way.
35. Owing to the timescales to secure the NLHF funding, the LFC was not able to set up a charity for the Museum by the point it would have needed to be established, in March 2021. The LFC will seek to establish a charity in the future. Before proposing to enter into an agreement with the Philanthropy Foundation, LFC has shown due diligence by carrying out all required checks on the company.
36. The Philanthropy Foundation acts as a conduit for funds which are destined for charitable purposes, but where the donor, for whatever reason, does not wish to set up a new and separate charitable entity to achieve the desired result. The Philanthropy Foundation deals with accounting and regulatory matters on behalf of donors, so that donors can concentrate their time and effort on the charitable causes they wish to benefit. The Philanthropy Foundation, as a charity, can claim gift aid on all donations and offer tax benefits to corporate and individual donors.
37. LFC will be able to set up a donation page on a site like Just Giving for small scale public fundraising campaigns via the Philanthropy Foundation and claim gift aid on all donations. All additional fundraising such as Crowdfunding, Corporate Sponsorship and grants which do not require charitable status will be led separately by LFC and all monies received will be held directly by LFC within the Museum account.
38. The Philanthropy Foundation will set up a new sub-fund for LFC within the Philanthropy Foundation. It will be set up with the Philanthropy Foundation's bankers, Adam & Company (who are part of the wider NatWest group). The sub-fund will have its own

separate designated account, with a separate account number. The bank account is effectively controlled by the Philanthropy Foundation's trustees. LFC will withdraw funds for the charitable purposes set out by LFC such as the establishment of the LFB Museum, education and outreach programmes.

Budget

39. The Philanthropy Foundation will charge a one-off fee of £250 for setting up the sub-fund and opening the bank account. Thereafter, a flat fee of 2% per annum will be charged by reference to all funds received or held by the sub-fund during the year.

Conclusion and Recommendation

40. Although the NLHF will be sympathetic to the reduced options for fundraising due to COVID-19, many other organisations have continued to fundraise throughout the pandemic. LFC must demonstrate to the NLHF it is able to fundraise to support a museum and deliver a financially sustainable museum business plan to qualify for the Delivery Phase Grant.

42. If LFC cannot demonstrate that it has undertaken fundraising campaigns with the best endeavour to raise the additional £670,000, by August 2021, the NLHF can withdraw the grant of £1,700,000. Should this occur LFC will have to find an additional £1,700,000 and the £670,000 match funding to complete the current Museum project.

43. This report recommends LFC undertakes public fundraising campaigns to raise the required NLHF match funding amount in line with other public sector museums like Museum of London (MoL), London Transport Museum and Greater Manchester Fire and Rescue Museum. Attached as **Appendix 3**.

44. This report recommends LFC partner with the Philanthropy Foundation to establish an account with the Foundation, maximising the amount of money it can receive through fundraising. LFC will be able to set up a donation page on websites such as Just Giving through the Foundation and the Foundation, as a charity, can claim gift aid on all donations LFC receive and offer tax benefits to corporate and individual donors. A decision not to partner with the Philanthropy Foundation would have a significant negative impact in the short-term on LFC's ability to meet its fundraising target, removing the route by which it would access valuable gift aid benefits.

Finance comments

45. This report recommends LFC partner with the Philanthropy Foundation who will carry out fundraising on the LFC's behalf. This is with the objective to donate the funding raised to the LFC, with a target of £670k. The Foundation will make a one-off charge of £0.25k to the LFC which will be contained within the Communication Department budget. The foundation will then charge a flat fee of 2% per annum reference to all funds received or held by the sub-fund during the year. This charge will be met through the funds raised by the foundation.



Workforce comments

47. Sponsorship and fundraising reside within the Communications Department. Currently the Head of Brand and Events is leading on the Museum fundraising supported by a specialist fundraiser, the Events Team, and Curatorial Teams with an independent fundraiser. The team is in regular contact with a network of museums including the MoL and the London Transport Museum to share learning and make the best decisions around fundraising in the current challenging environment.

Legal comments

- 48. Under section 9 of the Policing and Crime Act 2017, the London Fire Commissioner (the "Commissioner") is established as a corporation sole with the Mayor appointing the occupant of that office.
- 49. Section 1 of the Fire and Rescue Services Act 2004 ('the 2004 Act') states the Commissioner is the fire and rescue authority for Greater London.
- 50. Section 5A of the 2004 Act enables the Commissioner to "do anything it considers appropriate for the purposes of the carrying out of its functions in accordance with Section 5A Fire and Rescue Services Act 2004 (FRSA 2004), the Commissioner has powers to do anything that is either incidental or indirectly incidental to its functional purposes. This includes putting in place a fundraising strategy as proposed in this report.
- 51. Any agreement with Philanthropy Foundation must only be entered after consulting with General Counsel's Department in relation to the contractual arrangements.

Sustainability implications

52. The LFC's Sponsorship policy sets out the principles of sponsorship arrangements, which in turn are applicable to fundraising campaigns and donations. In particular, any corporate sponsorships or donation over £1k will accordingly require scrutiny of company activities to ensure there is alignment to LFC principles around sustainability

and limited reputational risk that could occur such as non-compliance with environmental and modern slavery regulations or other policy areas such as fair employment conditions and London Living Wage payments.

Equalities implications

53. The London Fire Brigade Museum has completed an equalities impact assessment for the Museum which demonstrates positive impacts for the diverse London community. Attached as **Appendix 2**.
54. The London Fire Commissioner and decision takers are required to have due regard to the Public Sector Equality Duty (s149 of the Equality Act 2010) when exercising our functions and taking decisions.
55. It is important to note that consideration of the Public Sector Equality Duty is not a one-off task. The duty must be fulfilled before taking a decision, at the time of taking a decision, and after the decision has been taken.
56. The protected characteristics are: Age, Disability, Gender reassignment, Pregnancy and maternity, Marriage and civil partnership (but only in respect of the requirements to have due regard to the need to eliminate discrimination), Race (ethnic or national origins, colour or nationality), Religion or belief (including lack of belief), Sex, and Sexual orientation.
The Public Sector Equality Duty requires us, in the exercise of all LFC functions (i.e. everything the LFC does), to have due regard to the need to:
 - (a) Eliminate discrimination, harassment and victimisation and other prohibited conduct.
 - (b) Advance equality of opportunity between people who share a relevant protected characteristic and persons who do not share it.
 - (c) Foster good relations between people who share a relevant protected characteristic and persons who do not share it.
57. Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to:
 - (a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic where those disadvantages are connected to that characteristic;
 - (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
 - (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

- (d) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.
58. Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—
- (a) tackle prejudice, and
 - (b) promote understanding.
59. The Public Sector Equality Duty (PSED) applies to the London Fire Commissioner when they make decisions. The duty requires them to have regard to the need to:
- (a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful.
 - (b) Advance equality of opportunity between people who share a protected characteristic and those who do not.
 - (c) Foster good relations between people who share a protected characteristic and those who do not including tackling prejudice and promoting understanding.
60. The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, sex, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).
61. The positive contribution that the Museum will make to the London community is outlined in earlier reports and further equality impact analysis will be undertaken in the design phase. There are no equality impact implications arising from the matters to be determined in this report.

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Appendix 1

Updated Sponsorship Fundraising and Donations Policy

Sponsorship, Fundraising and Donations policy and code of practice

New policy number: **863**
Old instruction number:
Issue date: **9 February 2015**
Reviewed as current: **March 2021**
Owner: **Director, Communications**
Responsible work team: **Communications**

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Purpose

This policy and code of practice apply to the London Fire Commissioner (LFC) as the fire and rescue authority responsible for the London Fire Brigade (LFB or Brigade), in relation to sponsorship, fundraising campaigns and donations of money and donations from fundraising campaigns, in respect of its services, facilities or activities.

It outlines the principles that must be followed when the LFC is contemplating entering into an arrangement for its services, facilities or activities to be sponsored and/or as a result of donations.

This document provides practical guidance for all LFC employees and outlines considerations and/or due diligence that must be completed as part of any sponsorship proposal including, but not limited to, how sponsorship must be arranged and recorded and how publicity relating to sponsorship arrangements and any fundraising campaigns must be managed, together with any receipt of donations .

Scope

Guidance provided in this document applies when the LFC is receiving or actively seeking sponsorship or receipt of donations.

It applies to the LFC and, subject to existing contractual obligations, shall be applied to contractors and agents of the LFC providing services or facilities or undertaking activities on behalf of the LFC.

All sponsorship arrangements entered into by the LFC, any fundraising campaigns and any receipt donations thereof must be in accordance with the policy and guidance provided in this document.

Definitions

Donation means any money or other property that is given for the purpose of discharging any of the LFC's functions and free of any condition. Donations may be, received by various means including and not limited to: on-site via cash donation boxes, Process Data Quickly (PDQ) card machines at a Brigade event or via an online platform for either a general or specific Brigade service, facility or activity.

Any individual items of hospitality or property gifted to a LFC employee for personal use must be dealt with under the Gifts and Hospitality Policy (PN 465) .

Donor means the individual or organisation that is offering a Donation

Fundraising Campaign means any organised activity or campaign by the Brigade designed to generate donations for LFC purposes.

Sponsor means the organisation or individual that is sponsoring the LFC's service, facility or activity.

Sponsorship means a commercial arrangement whereby a sponsor provides a cash or in-kind contribution to support a service, facility or activity of the in return for certain specified benefits. Sponsorship is an on-going arrangement with promotional or advertising benefits

to support a specific project or cause and is distinct from a gift which is a one-off financial or in-kind donation of a philanthropic nature.

Heads of Service are as defined in the Scheme of Governance, and for the purposes of the Sponsorship Policy, includes the LFC.

Projects referred to in this code of practice means any services, facilities (including property or equipment) or activities to be sponsored.

Recipient is the London Fire Commissioner (LFC).

The principles of sponsorship arrangement, fundraising campaigns and receipt of donations

The following principles must be adhered to for every sponsorship arrangement or receipt of donation whether individual or through a fundraising campaign:

Principle 1: The LFC may only enter into sponsorship arrangements, arrange a fundraising campaign or receive donations when it is in its best interests to do so.

Principle 2: Sponsorship arrangements may only be entered into, fundraising campaigns arranged or donations received when it is lawful to do so.

Principle 3: Sponsorship opportunities, fundraising campaigns and receipt of donations thereof must support or further LFC values, London Safety Plan (IRMP) aims and Brigade principles.

Principle 4: Sponsorship or donations must represent value for money and any benefits conferred on the sponsor or donor must be proportionate to the value of the sponsorship or donation, where appropriate.

Principle 1: The LFC may only enter into sponsorship arrangements, organise a fundraising campaign or receive donations when it is in its best interests to do so

The LFC should only accept sponsorship or a donation when it is in its best interests to do so. It must provide the LFC with the ability to exercise its statutory functions impartially and not compromise its integrity.

This rule is particularly relevant to:

the types of services, facilities and activities that may be considered as appropriate for sponsorship, a fundraising campaign or donation.

the types of sponsors or donors that the LFC may align itself with in providing a service or facility or undertaking an activity.

Appropriate sponsors and/or donors

The LFC will not enter into sponsorship arrangements, organise a fundraising campaign or receive donations that may, or may be perceived to, have a detrimental impact on the LFC's ability to discharge its statutory functions, impartiality or may cause reputational risk.

The LFC must not be placed in a position where a sponsorship, fundraising campaign or donations have, or might have, or might be thought to have:

Influenced the LFC or any LFC employees in carrying out their statutory functions in order to gain favourable terms from the LFC in any business or other agreement.

Aligned the LFC with any organisation that conducts itself in a manner that conflicts with or undermines the LFC's priorities and objectives.

Aligned the LFC with any organisation that promotes messages relating to public controversy, and/or is a controversial organisation that is likely to cause widespread or serious offence to members of the public on account of its services, products or values.

Limited the LFC's ability to carry out their statutory functions fully and impartially.

Personally benefited the LFC, any LFC employees, workers their friends or family.

The LFC will not enter into agreements for sponsorship or actively or knowingly receive donations from:

Political parties and pressure groups.

Organisations involved in the illicit production and sale of firearms and other weaponry.

Organisations involved in unlawful discrimination against people with one or more protected characteristics within the terms of the Equality Act 2010.

Manufacturers or sellers of tobacco.

Producers of alcohol.

Organisations that conduct gambling operations as a significant part of their business.

Organisations deriving income from pornography.

Organisations in financial, planning, legal or other conflict with the LFC, more particularly those organisations:

Subject to current litigation by or against the LFC (or any such litigation concluded within the preceding five years).

(ii) Involved in any current tender for the supply of goods or services to the LFC.

(iii) Engaged in any unlawful activity which endangers human life or financially support any person who engages in such activities or in bribery or fraud or corruption.

It is the responsibility of the Head of Service to ensure all of the above points are fully considered through due diligence including liaising with appropriate stake holders.

This list is not exhaustive and the LFC retains the right to decline sponsorship or donations from any organisation or individual either generally or in respect of particular products or projects which it, in its sole discretion, considers controversial, insensitive or inappropriate.

In identifying a sponsor the LFC will generally seek to strike an appropriate balance between the commercial value of the offer and the sponsor's or gift or donation fit with the LFC's priorities and objectives.

It is essential that a potential sponsor (and donor, where possible) is sufficiently vetted, which includes undertaking due diligence to obtain information about that sponsor or donor and its associated businesses, including the following additional matters: ethical and labour standards, such as equality standards or policies, modern slavery compliance, other activities or interests, and their financial position. These checks will enable a complete picture to be established and a proper

assessment of the sponsor before any sponsorship arrangement is entered into or receipt of a donation. These checks must also continue during the lifetime of the sponsorship agreement and any subsequent issues arising must be escalated to Assistant Director of Communications.

Principle 2: Sponsorship or fundraising arrangements may only be entered into, or donations received when it is lawful to do so

As a statutory body the LFC may only act in accordance with its statutory powers and duties. Therefore the LFC will only enter into a sponsorship arrangement or receive donations if it supports the LFC in the exercise of their statutory powers and duties.

The Brigade must also observe any external guidance that is considered best practice and relevant to the proposed sponsorship activity or Fundraising Campaigns, such as that published by the Fundraising Regulator.

Principle 3: Sponsorship and donation opportunities including fundraising proposals must support or further LFC values, London Safety Plan aims and Brigade principles

The Brigade's FIRST values (Fairness, Integrity, Respect, Service and Trust) must be considered in relation to any sponsorship or donation opportunity.

The LFC must assess a sponsorship proposal or donation drives (i.e. a fundraising proposal) having regard to the purpose for which the particular service or facility to be sponsored or donation will be used, or the particular activity to be sponsored is or will be undertaken.

If sponsorship, fundraising proposal or donation will benefit the realisation or furtherance of LFC values, London Safety Plan aims and Brigade principles, then the sponsorship, fundraising campaign or donation is likely to be acceptable.

In determining whether a sponsorship proposal or donation drive will further the LFC's objectives or priorities, it should be considered whether:

- the LFC will be better able to discharge their statutory functions, for example because the sponsorship or donation will enable the LFC to expand the scope or influence of a project so that it is more effective;

- it will allow the LFC to communicate with difficult to reach or different audiences;

- it will foster innovation and allow the LFC to exercise their functions in a way that might not otherwise have been possible if the LFC did not have the benefit of the sponsor's or donor's knowledge, expertise or funding;

- it will support the LFC in building important relationships.

The LFC must ensure that any sponsorship arrangement, fundraising campaign or offer of donation does not contain any material constraints on LFC values, London Safety Plan aims and Brigade principles, and will not compromise their activities. The LFC must also ensure that the sponsorship arrangement, fundraising campaign or donation complies with the Equality Act 2010 or any re-enactment.

Principle 4: Sponsorship or donations must represent value for money and secure that any benefits conferred on the sponsor or donor must be proportionate to the value of the sponsorship or donation

The value of the sponsorship opportunity to the LFC must be assessed and offers of sponsorship only accepted if they are equal with this value. For all significant or high profile sponsorship opportunities or offers of donations (in the case of value, if the value exceeds £50k for sponsorship arrangements or £10k for individual monetary donations) an assessment of value must be carried out by the officer or department seeking sponsorship or receipt of donation. In assessing value, any potential risk to the LFC's reputation of entering into the sponsorship arrangement or receipt of donation must be taken into account as well as the costs of managing the sponsorship arrangement or receipt of donation. Proposals for sponsorship arrangements, fundraising campaigns or offers of donation must be presented to the Assistant Director of Communications to consider risks associated with the reputation of the LFC, once a Head of Service has carried out due diligence and is satisfied that a sponsor or donor or list of prospective sponsors or donors meets the criteria set out in this document.

As a general rule the sponsorship of the LFC's service, facility or activity is not subject to formal procurement regulations if the sponsor or donor only provides money. However, where the sponsor gives a benefit in kind the procurement regulations may apply depending upon the scale or type of the sponsorship offered.

Whether procurement regulations apply or not, sponsorship arrangements should normally be subject to a competitive process and the LFC will generally seek interest or advertise a sponsorship opportunity (seeking advice where appropriate) if:

There are numerous potential sponsors in the market.

The sponsorship could take numerous forms and advertising provides the appropriate means through which potential sponsors can submit their ideas.

The sponsorship would relate to a high profile event, activity or location.

Where sponsorship arrangements are not advertised openly, the LFC will record the sponsorship arrangements and set out why advertising was not required on that occasion. Details of current sponsorship arrangements will be available on the LFB website under the Transparency Agenda.

Alternative donation or funding options should also be considered, if appropriate.

Disclaimer notice

Acceptance of sponsorship or donations does not and must not imply endorsement of the sponsor's or donors products and services by the LFC and therefore all sponsorship agreements or offers of donations shall incorporate the following disclaimer:

"Whilst every effort has been made to ensure the accuracy of this sponsorship material the London Fire Commissioner cannot accept any liability for errors and omissions. The London Fire Commissioner cannot accept any responsibility for claims made by sponsors or donors and their sponsorship or donations respectively should not be taken as an endorsement by the London Fire Commissioner of their products or services."

Formalising the sponsorship arrangement, fundraising campaigns, or taking receipt of donations

A sponsorship arrangement must be formally recorded by way of a legally binding agreement between the LFC and the sponsor.

The sponsorship agreement shall be drafted to protect the LFC's position and reputation and protect the LFC from any liabilities arising out of the sponsorship.

The sponsorship agreement shall clearly and comprehensively incorporate the LFC's expectations, constraints, as well as the scope and extent of the sponsorship including its duration.

A fundraising campaign shall clearly and comprehensively incorporate the LFC's expectations, constraints, as well as the scope and extent of the campaign including its duration. All fundraising campaigns must be approved by the Head of Brand and Events. Any large scale or high profile campaigns must obtain prior written approval from the Assistant Director of Communications. Any fundraising campaigns which may be deemed novel, contentious or repercussive in nature must have prior written approval from the London Fire Commissioner and, where appropriate, the Deputy Mayor for Fire and Resilience.

It is acknowledged it may be impracticable to audit small amounts of cash donated at fundraising events. Therefore, Individual donations below £1k do not need to be recorded anywhere. Individual donations exceeding £1k must be acknowledged by an email or letter, where details are provided, confirming safe receipt and confirming the monetary donation will be used towards either a general or specific LFC's service, facility or activity.

Individual donations in excess of £1k must in addition to the steps in 10.4 above, be recorded in the central sponsorship and donation register. Significant and high value individual monetary donations in excess of £10k must be approved by the Head of Brand and Events and over £25k must have prior approval from the Assistant Director of Communications as set out in 8.1. above before agreeing receipt.

Individual anonymous monetary donations exceeding £1k should not be accepted. Should the donor wish to remain anonymous, anonymity can be respected by details being kept confidential with the Head of Service and Assistant Director of Communications. Redacted details can then be added to the central sponsorship and donations register.

All receipt of donations over £1k will be subject due diligence under the Anti-Money Laundering Policy (PN 702) and any concerns will be reported to the appointed Money Laundering Reporting Officer.

Reporting sponsorship arrangements or receipt of donations

11.1 Any sponsorship arrangement that is entered into or individual donation received in excess of £1k must be recorded by the LFC employee responsible for the sponsorship arrangement or receipt of donation in the central sponsorship and donation register maintained by the Head of Brand and Events.

11.2 When a sponsorship proposal or donation offer is received the register must be consulted on by the receiving officer, for the purposes of:

Ascertaining whether the LFC has previously received sponsorship from the sponsor or a donation from a donor and if so, how much.

Ensuring that the proposal will not duplicate, or give rise to a conflict of interest with, other arrangements that the LFC has already entered into.

Identifying whether greater value for money could be achieved if the sponsorship proposal was combined with other sponsorship arrangements.

The register will also enable the LFC to ensure that there is proper accountability for sponsorship arrangements and donations received by the Brigade.

Other relevant policies

The LFC will have regard to their policies on fraud, corruption and bribery when considering and entering into sponsorship arrangements or receipt of donations .

The LFC will also have regard to any advertising policy where advertising rights are granted as part of the sponsorship arrangement.

The Gifts and Hospitality Policy (PN465) must also be consulted and followed in respect of for any personal gifts and hospitality items .

Approval and amendment of policy

This policy was approved by the Deputy Mayor in March 2021 and applies to all sponsorship, fundraising campaigns and donations entered from March 2021 onwards.

This policy will be reviewed on an annual basis or at such intervals as are considered appropriate by the Assistant Director of Communications.

Responsible officer

This policy is the responsibility of the Assistant Director of Communications.

Publication

This policy will be published on the LFB's website and will be made available to any individual or organisation seeking to sponsor the LFC, organise a fundraising campaign or offering a monetary donation.

- Code of practice for sponsorship arrangements and receipt of donations

Based on full consideration of the Sponsorship and Donations Policy (policy number 863) the following process must be followed in all cases of potential sponsorship and receipt of donations for the London Fire Brigade service, facility or activity.

Developing a proposal for sponsorship

1. Projects (including services, facilities or activities) proposed for sponsorship must be approved by the relevant head of service and be supported by a detailed sponsorship proposal which must include:
 - a clear explanation of the project;
 - the estimated cost to the sponsor;
 - any project timescales;
 - expected expenditure profile of the project;
 - beneficiaries of the project;
 - the expected benefits to the public;
 - the expected advantage to the sponsor;
 - an assessment of risk.
2. Sponsors should be identified according to suitability and a list of potential sponsors prepared. In the event that a voluntary and unsolicited offer of sponsorship has been made, the same detailed sponsorship proposal referred to above will also be required.
3. Potential sponsors should not be approached with requests for sponsorship and no voluntary sponsor making an unsolicited offer will be accepted until the appropriate Head of Service is satisfied that full and proper screening procedures set out in this code have been successfully completed and approved by the Assistant Director of Communications.
4. Prior to seeking approval, the head of service must exercise their discretion in recommending the type of sponsor (by reference to size, location and area of commercial activity) which would be best suited for the organisation and therefore most likely to respond favourably to sponsorship approaches.
5. Potential sponsors must not be nominated unless the head of service is satisfied that the full conditions of the screening procedures have been met and that there would be no conflict between the LFC's statutory duties and the receipt of sponsorship funding.

Screening sponsors

6. It is an overriding requirement that all due care is taken to ensure that public affiliation between a sponsor and the LFC does not cause embarrassment or reputational risk to the LFC.
7. The relevant head of service must use all available reference sources to determine if a potential sponsor is of suitable standing for association with the LFC. No costs other than staff time and miscellaneous administrative expenses and reasonable search fees should be incurred during this research.
8. The proposal must satisfy all four principles of this Sponsorship, Fundraising and Donation Policy.

9. Goods and/or services offered by sponsors must comply with all legal standards for quality and performance.

Sponsorship for supply of goods or services

10. The Local Government Act 1988 makes it is unlawful for the LFC to apply non-commercial considerations (specified in the Act) when selecting contractors for the supply of goods or services to the LFC.

The LFC is a signatory to the GLA Group Responsible Procurement - [Policy number 696](#), including payment of the London living wage. These principles apply in the context of sponsorship. Further advice on contracts for goods, works or services can be obtained from the Assistant Director of Technical and Commercial .

Approval

11. The head of service will check that sponsorship or fundraising campaign proposals adhere to the guidance set out in this document before forwarding proposals to the Assistant Director of Communications who, as owner of the sponsorship, fundraising campaign and donation policy will provide a professional view and when satisfied with the proposals, their recommendation for approval.
12. Approval must be given by the Assistant Director of Communications. However, in the case of any sponsorship or fundraising campaign which can be reasonably considered to be novel, contentious or repercussive in nature, irrespective of the monetary value, this approval will be subject to consultation with the Deputy Mayor for Fire and Resilience before any decision is taken.
13. Proposals for sponsorship above £150k will require London Fire Commissioner approval and the Deputy Mayor's approval if novel, contentious or repercussive in nature.

Delegated authority

14. Heads of services are authorised to undertake screening of potential sponsors.
15. Heads of services are authorised (under paragraph 2.5 of Part 2 of the LFC Scheme of Governance) to sign any agreements with approved sponsors having first been satisfied that:
 - the sponsorship arrangement meets the requirements of this document; and
 - they have approval from the Assistant Director of Communications, who holds delegated authority from the LFC under paragraph 2.6 of Part 4 of the LFC Scheme of Governance (up to the value of £150,000).

Arrangements and agreements

Limitations of sponsorship agreements

16. No sponsorship arrangement should imply LFC endorsement (either implicit or explicit) of any goods or services produced, offered or marketed by any sponsor. The head of service must have regard to the likely public perceptions of product endorsement in formulating the detail of any sponsorship agreement.

Use of and size of corporate logos and trade marks

17. Sponsorship arrangements involving the placing of or inclusion of a sponsor's corporate logo or trademark on any property or publication of the LFC must be limited to the items comprising

the sponsored project. Any sponsor's corporate logo or trademark used as described above must be so proportioned and positioned as to imply a supportive role in the financing or production of items comprising the sponsored project. The main role and identity of the LFC must be retained in all cases. Approval of application of corporate logos must be approved by the Assistant Director of Communications, having taken advice where they consider necessary from the General Counsel.

Equal opportunities considerations

18. Any sponsorship arrangements must take account of the requirements of the Equality Act 2010 or any re-enactment of the principal provisions of that Act or in any subsequent legislation. Sponsors must be made conversant with the LFC's equal opportunities objectives, and where appropriate projects must be included to meet these objectives.

Formal contract

19. The head of service negotiating sponsorship projects with sponsors must at an early stage of development produce a draft description of the sponsorship arrangements detailing the level of involvement of the sponsor and the timescale of the support being offered. General Counsel and the Assistant Director of Communications must be consulted on the terms of any arrangement and on the form in which such arrangement should be expressed and the necessity or otherwise of entering into formal contractual agreement for the project.

Indemnity

20. The Director of Corporate Services must be consulted to advise on the level of and on the suitability of the proposed financial arrangements generally.

Donations

21. Most donations, defined as where the payment is freely given and the donor receives nothing in return, received by the Brigade through various means including and not limited to cash donation boxes at events or via other online platforms will be of low value. Single monetary donations exceeding £1k, even if given without any condition, should not be accepted anonymously as this prohibits a proper risk assessment. The steps set out above for screening and due diligence in relation to sponsorship arrangements should, where reasonable and practical to do so, be undertaken ahead of all donation drives and receipt of monetary donations.
22. Once the Head of Service is content with the amount to be donated, and the Assistant Director of Communications who has authority to agree receipt of individual monetary donations in excess of £25k or by Head of Brand and Events for donations exceeding £10k, a letter or email acknowledging safe receipt can be issued that confirms which general or specific priority of the LFB the donation will be utilised for. Details should then be entered onto the central register for sponsorship and donations.
22. If following due diligence, a donation is acceptable but the donor wishes to remain anonymous, anonymity can be respected by details being kept confidential with the Head of Service and Assistant Director of Communications. Redacted details can be added to the central sponsorship and donations register.
23. On occasions gifts of tangible property and hospitality may be offered to the LFC employees. The LFB employee must consider and follow the Gifts and Hospitality Policy (PN 465) in these circumstances.

Head of Service sponsorship checklists

To help you to navigate your way through this policy and code of practice, we have developed two checklists.

Form A is to be used when you are working with an organisation that has approached LFB to offer sponsorship.

Form B is to be used when you are actively seeking sponsorship from one or more organisation(s).

You can print them off or complete them online.

Remember to submit them to the Deputy Assistant of Communications along with the other supporting materials.

Form A can be found at:

Start | New Office Document | Forms (Departments) | Administration | Head of Service Sponsorship
Checklist – Form A

Form B can be found at:

Start | New Office Document | Forms (Departments) | Administration | Head of Service Sponsorship
Checklist – Form B

Head of Service sponsorship checklist



Form A

To be used when LFB is approached by a prospective sponsor

Please note: This document must be completed by Head of Service and submitted to Assistant Director of Communications along with other information to support the application.

Stage one	
Fully consider if the sponsor is suitable to work with LFB (Sponsorship Policy: <i>Appropriate sponsors – page 3</i> and Code of Practice: <i>Screening sponsors – page 8</i>).	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Declaration: to the best of my knowledge entering into a sponsorship agreement with this party does not present a conflict of interest as described in point 5.4(e) of the policy.	Signature: Click here to enter text. Date: Click here to enter a date.
Draft a proposal (Sponsorship Policy: <i>Principle 3 -Sponsorship arrangements – page 4</i> and Code of Practice: <i>Developing a proposal for Sponsorship – page 8</i>).The proposal must include detail of the proposed sponsor.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share draft proposal with Assistant Director of Communications for information only.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share the draft proposal with the Assistant Director (Finance) to advise on the proposed financial agreement and for any advice on how funds should be accepted into LFB.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share the draft proposal with General Counsel to check there are no legal conflicts relating to the proposed agreement e.g. existing legal action.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage two	

Consult other stakeholders within LFB, such as Property, Procurement and H&S, as appropriate.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage three	
Arrange a meeting with the communications team to discuss outline promotional plan and agree use of LFB logo (Code of Practice: <i>Use of and size of logos and trademarks – page 10</i>). Add agreed details to proposal.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage four	
Send draft proposal to Assistant Director of Communications for agreement to proceed.(Note: agreement may also be required by the Commissioners if significant amounts of money (£150,000 or over) involved or sponsorship that may be considered controversial. (Assistant Director of Communications will advise.).	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage five	
Share draft proposal with sponsor for agreement in principle.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage six	
Contact General Counsels Department to draw up sponsorship agreement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage seven	
Sponsorship agreement to be agreed and signed by both parties.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
LFB's copy of signed agreement is sent to procurement team to store and to add to central sponsorship database, to be made available to the Assistant Director Communications.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Notify Assistant Director of Communications to log as a new sponsorship arrangement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.

Head of Service sponsorship checklist



Form B

To be used when LFB is seeking a sponsor

Please note: This document must be completed by Head of Service and submitted to Assistant Director of Communications along with other information to support the application.

Stage one	
Draft a proposal (Sponsorship Policy: <i>Principle 3- Sponsorship arrangements – page 4</i> and Code of Practice: Developing a proposal for Sponsorship – page 8).	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share draft proposal with Assistant Director of Communications for information only.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share the draft proposal with the Assistant Director of Finance to advise on the proposed financial agreement and for any advice on how funds should be accepted into LFB.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Consult other stakeholders within LFB, such as Property, Procurement and H&S, as appropriate. Note: If the sponsorship is subject to the Procurement Regulations the notifications requirements are different. In such cases advice should be sought from the Head of Procurement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Declaration: to the best of my knowledge entering into a sponsorship agreement with this party does not present a conflict of interest as described in point 5.4(e) of the policy.	Signature: Click here to enter text. Date: Click here to enter a date.
Stage two	
Arrange a meeting with the communications team to discuss outline promotional plan and agree use of LFB logo (Code of Practice: Use of and size of logos and trademarks – page 10). Add agreed details to proposal.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage three	

Draw up a list of potential sponsors – seeking advice from Procurement in line with Sponsorship Policy Principle 4 – seeking advice and guidance where needed.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Thoroughly consider and be satisfied that the list of prospective sponsors are suitable to work with LFB (Sponsorship Policy: <i>Appropriate sponsors – page 3 and Code of Practice: Screening sponsors – page 8.</i>	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Share the list of proposed sponsors with General Counsel to check there are no legal conflicts relating to the proposed agreement, such as any existing legal action.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage four	
Once General Counsel has agreed that there are no legal conflicts, send list of potential sponsors and draft proposal to the Assistant Director of Communications for agreement. Note: agreement may also be required by Commissioners Board if significant amounts of money involved (£150 ,000 or more) or sponsorship that may be considered controversial. (Assistant Director of Communications will advise.)	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage five	
Make approach to potential sponsors – include draft proposal and a deadline for expressions of interest.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Review responses.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Send recommendations to Assistant Director of Communications to review and request agreement to proceed with proposed sponsorship.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage six	
Notify successful sponsor that they have been selected and provide draft proposal for agreement in principle.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Notify unsuccessful applicants that they have not been selected on this occasion.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.

Contact General Counsel's legal team to draw up sponsorship agreement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Stage seven	
Get sponsorship agreement to be agreed and signed by both parties.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Send LFB's copy of signed agreement to procurement team to store and to add to central sponsorship database, to be made available to the Assistant Director Communications.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.
Notify Assistant Director of Communications to log as a new sponsorship arrangement.	Action taken: <input type="checkbox"/> Date: Click here to enter a date.

Document history

Assessments

An equality, sustainability or health, safety and welfare impact assessment and/or a risk assessment was last completed on:

EIA	25/06/19	SDIA	09/05/19	HSWIA	24/06/19	RA	N/A
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Audit trail

Listed below is a brief audit trail, detailing amendments made to this policy/procedure since the last revision.

Page/para nos.	Brief description of change	Date
Page 7	SDIA date added	13/08/2015
Page 6, para 14.1 Page 2, para 2.3	'Head of Procurement' changed to 'Head of Legal and Democratic Services'. Hyperlink added to 'code of practice for sponsorship'.	02/11/2015
Page 6, para 13.2	Head of Procurement changed to Head of Legal and Democratic Services.	12/11/2015
Throughout	Major changes made throughout, please re-read to familiarise yourself with the content.	24/06/2019
Throughout	Major changes made throughout, please re-read to familiarise yourself with the content	02/12/2019

Subject list

You can find this policy under the following subjects.

Sponsor	Sponsorship
Donate	Donations
Fundraise	Fundraising

Freedom of Information Act exemptions

This policy/procedure has been securely marked due to:

Considered by: (responsible work team)	FOIA exemption	Security marking classification

Appendix 2

EIA London Fire Brigade Museum

Standard Equality Impact Assessment Form

Question 1: Which Team, Department, or Project Board is responsible for carrying out the Standard Equality Impact Assessment?

Name	London Fire Brigade Museum Project Board
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Question 2: Lead assessor's contact details

Name	Elena Lewendon	Mobile No	07342 026146
Job title	Assistant Curator	Extension	30765
Department	Communications	Email	elena.lewendon@london-fire.gov.uk

Question 3: Title of / policy (please include the policy number) / project / report / proposed change / initiative / decision

London Fire Brigade Museum Safely Home

This project will deliver a new, purpose built home for the London Fire Brigade Museum (LFB Museum), securing its long term future, providing a permanent and accessible home to deliver its fire safety education work and a wealth of exciting, educational family activities to Lambeth and the capital as a whole.

Question 4: Is the work...

New	Yes	A complete redesign	Yes
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A small change or policy review		Other (please describe)	
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Question 5: Briefly outline the aim and the purpose of the work

Aim	<p>Create a new LFB Museum as part of the comprehensive redevelopment of LFB's listed historic former headquarters premises at 8 Albert Embankment.</p>
Purpose	<p>The purpose of the new LFB Museum is to;</p> <ul style="list-style-type: none"> • Celebrate LFB's rich history by explaining the major events which have shaped the fire and rescue service in London • Enhance the experience of diverse audience groups by using the collections for the enjoyment of new and repeat visitors • Protect the collection to make sure it is available for people now and into the future • Manage the museum resources flexibly, efficiently and effectively <p>Strategic Objectives</p> <ul style="list-style-type: none"> • To be driven by a strong educational purpose with an emphasis on fire safety • To raise the profile of the LFB Museum and make the LFB Museum heritage collections as accessible as possible to as many audiences we can • To position the LFB Museum as one of the best and most visited heritage institutions in London • To maintain, conserve and enhance the collection • To be operationally and financially sustainable

Question 6: Has an EIA been conducted previously? (please tick)

Yes		No	NO
If yes, attach a copy. If no state the reasons why not.	It is a new project.		

Question 7: Who is it intended to benefit?

Staff	Yes	Public	Yes	Service users	Yes
Other (please state)					

Equality Impact Assessment Matrix

The table below identifies if you are required to complete a full Equality Impact Assessment.

Only positive impacts identified: No full EIA required	Only neutral impacts identified No full EIA required	Any adverse impacts identified Full EIA required
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Question 8: Identifying the impacts

Consider the relevance of the policy / project / decision on each group below and **describe** any impacts identified.

NB: Some characteristics may attract multiple impacts e.g. age: positive impact on older people, adverse impact on younger people.

Protected Characteristic	Level of Impact (Positive impact, neutral impact, adverse impact)
<p>Age</p> <p>(younger, older or particular age group)</p>	<p>Positive – The new Museum will be more visitor-focused in its approach ensuring all visitors have been welcomed and involved as active contributors and can find with ease an aspect of the heritage that is of interest and relevant to them. The new location and facilities will enable positive engagement by all sections of the community, through research, new activities and new exhibitions etc.</p> <p>Proposed activities include;</p> <ul style="list-style-type: none"> • 'Young Curators' • Volunteering and reminiscence projects • Early Years Foundation Stage learning area • Consultation to improve accessibility of new museum for all ages
<p>Disability</p> <p>(physical, sensory, mental health, learning disability, long term illness, hidden)</p>	<p>Positive – The new Museum will be more visitor-focused in its approach ensuring all visitors have been welcomed and involved as active contributors and can find with ease an aspect of the heritage that is of interest and relevant to them. The new location and facilities will enable positive engagement by all sections of the community, through research, new activities and new exhibitions etc.</p> <p>The new museum will be designed with the input of local and national charities (including Vocaleyes and the Alzheimer's Society), staff and volunteers ensuring it will be fully physically accessible with staff trained on welcoming and assisting visitors with both physical disability and mental health issues.</p>

	<p>Proposed activities include;</p> <ul style="list-style-type: none"> • Sensory, BSL and audio described tours • Volunteering scheme • Working with the charity Certitude to reach potential users with profound learning difficulties • Consultation to improve accessibility of new museum for all abilities
<p>Gender reassignment (someone proposing to/undergoing/ undergone a transition from one gender to another)</p>	<p>Positive – The new Museum will be more visitor-focused in its approach ensuring all visitors have been welcomed and involved as active contributors and can find with ease an aspect of the heritage that is of interest and relevant to them.</p> <p>The new location and facilities will enable positive engagement by all sections of the community, through research, new activities and new exhibitions etc.</p>
<p>Marriage / Civil Partnership (married as well as same-sex couples)</p>	<p>Positive – The new Museum will be more visitor-focused in its approach ensuring all visitors have been welcomed and involved as active contributors and can find with ease an aspect of the heritage that is of interest and relevant to them.</p> <p>The new location and facilities will enable positive engagement by all sections of the community, through research, new activities and new exhibitions etc.</p>
<p>Pregnancy and Maternity</p>	<p>Positive – The new Museum will be more visitor-focused in its approach ensuring all visitors have been welcomed and involved as active contributors and can find with ease an aspect of the heritage that is of interest and relevant to them.</p>

	<p>The new location and facilities will enable positive engagement by all sections of the community, through research, new activities and new exhibitions etc.</p> <p>Proposed activities include;</p> <ul style="list-style-type: none"> • Group activities for parents with very young children • A host of volunteering opportunities designed to be flexible (i.e. micro volunteering from home).
<p>Race (including nationality, colour, national and/or ethnic origins)</p>	<p>Positive – The new Museum will be more visitor-focused in its approach ensuring all visitors have been welcomed and involved as active contributors and can find with ease an aspect of the heritage that is of interest and relevant to them.</p> <p>The new location and facilities will enable positive engagement by all sections of the community, through research, new activities and new exhibitions etc.</p> <p>The new Museum will more effectively address the needs of Black and Minority Ethnic and Refugee (BAMER) groups.</p> <p>Proposed activities include;</p> <ul style="list-style-type: none"> • A photography exhibition in collaboration with Black Cultural Archives and Black Heroes Foundation, involving 40 young researchers in the LFB's archives to celebrate the contributions black people have made to LFB. This exhibition would be part of the visitor experience for all general Museum visitors and a projected further 20,000 people when the exhibition travels to other locations.

	<ul style="list-style-type: none"> The museum will also host English Language workshops for the local Portuguese community.
<p>Religion or Belief (people of any religion, or no religion, or people who follow a particular belief (not political))</p>	<p>Positive – The new Museum will be more visitor-focused in its approach ensuring all visitors have been welcomed and involved as active contributors and can find with ease an aspect of the heritage that is of interest and relevant to them.</p> <p>The new location and facilities will enable positive engagement by all sections of the community, through research, new activities and new exhibitions etc.</p>
<p>Sex (men and women)</p>	<p>Positive – The new Museum will be more visitor-focused in its approach ensuring all visitors have been welcomed and involved as active contributors and can find with ease an aspect of the heritage that is of interest and relevant to them.</p> <p>The new location and facilities will enable positive engagement by all sections of the community, through research, new activities and new exhibitions etc.</p> <p>Proposed activities include;</p> <ul style="list-style-type: none"> 'Firemen? Think, again!' where young people from local Secondary Schools will create an art installation designed to encourage women to think about a career in the fire service (using historical stories, imagery and oral history) to illustrate how the role of women in LFB has developed. These schemes would be available for 1,000 young people including an aspiration to involve 60 local young and disadvantaged women.

<p>Sexual Orientation (straight, bi, gay and lesbian people)</p>	<p>Positive – The new Museum will be more visitor-focused in its approach ensuring all visitors have been welcomed and involved as active contributors and can find with ease an aspect of the heritage that is of interest and relevant to them.</p> <p>The new location and facilities will enable positive engagement by all sections of the community, through research, new activities and new exhibitions etc.</p> <p>Proposed activities include;</p> <ul style="list-style-type: none"> • Working with LGBT+ groups in Lambeth who currently have no forum or place to meet, doing special talks and lectures during LGBT + History Month.
<p>Are there any other groups this work may affect? i.e. carers, non-binary people, people with learning difficulties, neurodiverse people, people with dyslexia, ADHD, care leavers, ex-offenders, people living in areas of disadvantage, homeless people, people on low income / poverty?</p>	<p>The new Museum project will have a positive impact on people with a range of learning difficulties, young people in care in Lambeth, people on low income in Lambeth, people suffering from ASD.</p> <p>Proposed activities include;</p> <ul style="list-style-type: none"> • Visiting/opening times , with reduced AV and enhanced lighting, strict control on visitor numbers to make visits stress free and enjoyable. • Creating online 'visual stories' • Work experience placements for local secondary schools students, including schools in areas of low income/deprivation.

Question 9: Has your assessment been able to demonstrate the following?

Positive impact	Yes
Neutral impact	N/A
Adverse impact	N/A

Question 10: Meeting the Public Sector Equality Duty under s149 Equality Act 2010	
How have you considered whether this project / policy / decision does the following:	
<ol style="list-style-type: none"> 1. Eliminates unlawful discrimination, harassment and victimisation 2. Advances equality of opportunity between different groups, and 3. Fosters good relations between different groups. 	
What we must do under law	Provide a description or summary of how this will be achieved
Eliminate discrimination	<ul style="list-style-type: none"> • All LFB Staff involved in the project are required to follow Policy number 0240 - Equality at work – Code of Practice

	<ul style="list-style-type: none"> • Contractors are required to provide equality and diversity training to all staff involved in directly delivering the contract that will have interaction with commissioners staff or members of the public on the commissioners behalf. • Volunteers will receive in-house training and specialist training offered by London Museum Development and other external providers.
Advance equality of opportunity	<p>The project proposes the following opportunities for current staff, retired staff and the general public;</p> <ul style="list-style-type: none"> • Accessible volunteering opportunities both on site, remote working, evenings and weekends. • Apprentice scheme leading to recognised qualifications • Work experience placements for secondary school students • Opportunities for staff on Light Duties to gain new experience • New roles in the Museum Team – which will be recruited in accordance with the Brigades Inclusion Strategy 2016-26.
Foster good relations	<p>The project comprises an ambitious plan to deliver a minimum of three years of targeted inclusive activities .</p> <p>These will take place in the delivery phase of the project (2023-2025) and ideally beyond, allowing groups such as local BAMER residents, young adults aged 16-24, retired and current LFB staff and people with additional needs all to use the Museum space together, in a positive and supportive environment, led by trained staff,</p> <p>This will foster good relations.</p>

Question 11: What data has been used to inform the Impact Assessment? (E.g. GLA Datastore, Census Data, Staff Monitoring Data, Staff Survey Data, Local Borough Population Demographics).	
Data Source	How it has been used
Mendoza Review 2017	To identify non-users of museum services nationally, gaps in representation in museum visitors and staff.
LFB Pop-up questionnaires	To ask visitors what they want and need from a new museum and to capture demographics
Survey monkey questionnaires	To capture visitor demographics
Lambeth Demography Factsheet May 2017	To understand make up of Lambeth as a Borough and therefore its needs in terms of equalities, diversity and inclusion.
State of the Borough 2016 – Lambeth Council	To understand make up of Lambeth as a Borough and therefore its needs in terms of equalities, diversity and inclusion.
New Museum Business Plan 2017	To understand make up of potential visitor groups to museum.
London Museum Development Museum Survey 2018	To allow a more comprehensive understanding of the museum sector in terms of audiences, engagement, economics, finances, workforce and education.

How have you ensured your policy, project or proposal uses inclusive language that doesn't unintentionally discriminate against certain groups?	
Tools used to assess inclusive language e.g. gender bias screening tools , Stonewall toolkit on inclusive policies, speaking with Inclusion Team, Comms Style Guide , Policy 0370: Writing Policies and Procedures .	Outcome

<p>Tools that will be used to ensure the project, once started, does not unintentionally discriminate against certain groups;</p> <p>Inclusion Team advice and liaison</p> <p>Focus Groups used to ask certain groups if they would like to be involved in on-going evaluation activities throughout the project which may include checking interpretation.</p> <p>Comms Style Guide</p> <p>Policy 0370 Writing Policies and Procedures</p> <p>Collections Trust interpretation resources</p> <p>Association for Heritage Interpretation</p> <p>Staff trained – including Unconscious Bias training at Museum of London (December 2019)</p>	<p>All communications, displays and interpretation used through the project to deliver the new London Fire Brigade Museum, and at the new museum will be carefully checked with the tools specified .</p> <p>Contractors, volunteers and staff will also use museum specific advice and available tools, to ensure readability levels are appropriate for the audiences/users.</p>

Question 12: Have you consulted with staff, LFB support groups, trade unions, public / service users, and / or others to help assess for impacts? (please tick)

Yes

YES

No

If yes, who was involved and how were they involved? If not , why not?

Between November 2016 and November 2019, the London Fire Brigade Pop-up Museum has been used a venue to gather preliminary data from the public and staff who have visited, including demographic data and information relating to what users want from the new Museum.

Who?

- 1.Petersham Group – Business Plan specialists
- 2.London Museum Development Team
- 3.Public /Staff

How?

- 1.Business Plan showing existing audiences and potential audiences
2. Museum advice re. audiences
- 3.Questionnaires and surveys at Pop-up Museum/articles and information on Hotwire and in Shout magazine asking for feedback and providing avenues for staff to get involved in the project

If no consultation, why not?

Further extensive consultation will take place in the Development Phase of the project which will include focus groups with both FRS and operational staff, support groups, trade unions, public, teachers etc.

	<p>The project will include the procurement of professional consultants in the form of activity planners/market researchers/focus group specialists to help inform the design and delivery of the new LFB Museum.</p>
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Appendix 3

Public Sector Fundraising Campaigns

call 01706 341219

Greater Manchester Fire Service MUSEUM



Home About Us Visitor Information The Collection Gallery Local Brigade History Sales Items

Forthcoming Events **Coming Soon** Museum News Jobs Education Service

Coming Soon

Funding Partners

What you can Expect

Did you Know?

Funding Partners

Latest Project News

Timeline

In Partnership with:



Quality Badge awarded by



VisitEngland



The principal funder of the new museum is the National Lottery Heritage Fund, which has granted £1.6m towards the project. We are now delighted to add to our list of generous funders the **Garfield Weston Foundation**, who have kindly made a grant of £35,000 to the project.

We are also proud to acknowledge the additional funding awards made by :

- **Garfield Weston Foundation (£35,000)**
- **Swire Charitable Trust (£15,000)**
- **The Worshipful Company of Firefighters (£15,000)**
- **The Pilgrim Trust (£10,000)**
- **Trusthouse Charitable Foundation ((£25,000)**

Without the magnificent support from these funding agencies this project would not be possible.



Mission Statement

"To explore, preserve and make accessible the history of fire, fire engineering and the fire and rescue services in the Greater Manchester region and, through our collections and resources, to further the education and promotion of fire safety in the community."

Fund Raising

The Museum is currently trying to raise £100,000 towards the next stage of our major relocation project. Can you help by means of a donation to our Paypal account ? If so, click the DONATE button now. Thank you!

Donate



Latest Museum News

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Support the Museum of London



A new Museum for London

Help us to support this historically important moment in time.

[FIND OUT MORE >](#)



Celebrate the London Collection

Help us bring together and display the stories and objects that make London the world's greatest city.

[FIND OUT MORE >](#)



Reach every London schoolchild

Help us to engage and inspire future generations of Londoners by supporting our free, award-winning learning programme.

[FIND OUT MORE >](#)

Join us



Friends



The Society of Londoners



Corporate partnerships

Please support our work by donating online.

[DONATE NOW >](#)



Home > Support us

Donate to the Museum of London

Make an online donation to the museum and help us tell the extraordinary story of London.

The museum is a charity that relies upon the support and generous donations from visitors to help us in our mission to tell the extraordinary story of London – past, present and future.

Now more than ever, during this current period of uncertainty, we need your support to continue the work of the museum.

Thanks to donations from members of the public, we have been:

- Managing the **world's largest archaeological archive**.
- Looking after a collection of **over 700,000 objects** at our London Wall site.
- Reaching **over 600,000 users** through our website and **over 9,000,000 users** through our social media channels.
- Digitising our exhibitions and displays so you can view them from your living room, including our **virtual Disease X exhibition** which has already been seen by over 5,000 people.
- **Live-streaming lessons** on the Great Fire of London to school children across London.

With the Museum of London and Museum of London Docklands having closed again over November, we still need donations to help this work continue.

Your contribution will also help support the organisation during one of the most important moments in the Museum of London's history – preparing for **our move to West Smithfield**, and reconceiving what a museum for London can be.

We can't say how long these uncertain times will continue, but your support is vital in preserving the history of London for many more generations to come. Join our community of supporters today.

- DONATE £10
- DONATE £25
- DONATE £50

Amount you are donating: £0



Home > News > An appeal to fund our future

An appeal to fund our future

Share this page

27 July 2020

London Transport Museum, which celebrated its 40th anniversary this year, is asking people to donate towards its future as it plans to reopen in the Autumn.

Since closing its doors in March due to the coronavirus pandemic, the Museum has lost £1.5m and counting.

It costs £25,000 each day to open London Transport Museum and unlike national museums it does not receive regular central government funding.

As a charity, the Museum raises 80 per cent of its income through ticket sales, its shop, venue hire and fundraising. But with no visitors or events for almost four months, the Museum is now asking its loyal visitors and the public to show their support and donate towards its future as it plans to reopen.

Donations – big or small – will make a huge difference by helping the Museum to care for its world-leading collection, continue its family activities and deliver its vital skills and employability programmes for young Londoners.

Sam Mullins OBE, Director of London Transport Museum said: 'We know that London Transport Museum brings so much joy to so many people, and we can't wait to welcome our visitors back to experience all it has to offer – from our historic vehicles and art and design treasures, to our Depot in Acton and our Hidden London tours. But during this time of such great uncertainty, reopening our doors comes with big financial challenges. Donations, big or small, will help to ensure we can continue sharing our wonderful Museum with people. We are incredibly grateful to everyone who has already donated during the lockdown and to everyone who will donate as we launch this new fundraising campaign.'

[Donate today](#)



London Transport Museum

Donate now



Donate today to help us fund our future

715 Supporters

Why we need your help

We're so pleased that we are able to welcome visitors back to London Transport Museum. But reopening our doors during this time of extraordinary uncertainty comes with big financial challenges.

Unlike national museums we don't receive regular funding from central government and need to raise 80% of our own income from ticket sales, our shop, venue hire and fundraising each year.

Can you make a donation today to help us fund our future?

Your donations – big or small – will make a huge difference.

London Transport Museum has stood proudly in Covent Garden for 40 years and we hope to be here for many more.

£37,084.41

raised so far

Spread the word

virginmoneygiving.com/fund/ltmuseum-appeal



Tweets by @ltmuseum

London Transport Museum @ltmuseum
Our collection originated in the 1920s when the London General Omnibus Company (LGOC) decided to preserve an early B type motor bus and two Victorian vehicles - a Thomas Tilling 'Knifeboard' horse bus and...?

How you can support us

Make a donation

Select the amount you'd like to give or fundraise towards



Donate £10

£10



Donate £25

£25



Donate £50

50 £50



Donate £100

£100



Donate 250

£250



Donate £500

£500

or, specify another amount

£ Specify amount

Donate

Supporters

715 Donors

Prospect Cottage needs you now

Art Fund



£3,825,965 raised

8,364 funders



Funded 31 March 2020

109% funded



Share

View all rewards

Details Updates (21) Funders (8364) Comments (81)

A note on rewards: We are grateful for your patience while we produce the bespoke rewards offered as part of the #SaveProspectCottage campaign. These have faced significant delays during lockdown, as our suppliers have been working with a reduced workforce and capacity due to furlough and social distancing measures. We are working hard to get your rewards to you; please keep an eye on your inbox for updates. Thank you for your support.

Join the campaign to protect Derek Jarman's legacy, and inspire creativity in generations to come.

On the windswept shore of Dungeness, visionary British filmmaker, artist and activist Derek Jarman transformed a Victorian fisherman's hut into a sanctuary of art and imagination.

Full information about the project here



Derek Jarman at Prospect Cottage, Dungeness © Geraint Lewis

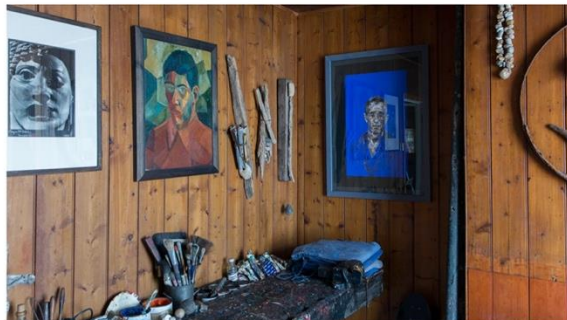
Derek Jarman (1942-94) is one of the most influential figures in 20th-century British culture.

More than 25 years after his death, Prospect Cottage, his former home and garden, continues to be a site of pilgrimage for people from all over the world, who come to be inspired by its stark beauty and by Jarman's legacy.

With expert care overseen by Creative Folkestone, Kent's leading arts organisation, the garden will be restored and will continue to evolve as it did during Jarman's lifetime.

A residency programme for artists, writers, gardeners, filmmakers, academics, activists and others will engage as many people as possible with Jarman's life and work, and for the first time, members of the public will be able to apply to visit inside the cottage.

And Tate will take on permanent loan some of the most important and vulnerable archive material from the cottage, including Jarman's sketchbooks, letters, drawings and photographs, forming a publicly accessible collection at Tate Britain specific to Dungeness – with huge potential to inspire new research, exhibitions and displays.



Prospect Cottage © Howard Sooley

To make this happen, Prospect Cottage needs you.

We are crowdfunding to meet the £3.5 million needed to secure the future of Prospect Cottage as a centre of creative activity.

Every contribution brings us closer to our goal.

All rewards

Please note that rewards will be dispatched once the project is confirmed to go ahead.

Donate without a reward
2375 Funders

£25
Jeremy Deller pin badge and sticker set
2154 Funders

£45
Peter Fillingham tote bag and print
600 Funders

£60
Howard Sooley photographic prints and signed book
1538 Funders

£75
Peter Marlow photograph, 'Overalls drying in Derek Jarman's Garden', 2005
200 Funders

£100
Michael Craig-Martin Prospect Cottage print
924 Funders

£200
Exclusive screening of The Garden with G&A
49 Funders

£475
Derek Jarman, 'Dear God', 1987
143 Funders

£650
Wolfgang Tillmans signed-edition print
91 Funders

£950
Tacita Dean, 'Location photography at Denge', 1999
32 Funders

£1,000
Tacita Dean limited-edition signed print
35 Funders

£1,250
Isaac Julien limited-edition boxed set of five prints, with artist's signature
34 Funders

£1,500
Two places for a day at Prospect Cottage garden with Fergus Garrett and Jonny Bruce
5 Funders

Help Raise A Statue for Mary Anning In Lyme Regis

by [Mary Anning Rocks in Lyme Regis, England, United Kingdom](#)



Help Mary Anning Rocks raise a statue to the remarkable Mary Anning on the Jurassic Coast and give Mary the recognition she truly deserves.

£82,952 giftaid + est. £8984.75
 £100,000 target 16 days left
 82% 1667 supporters

[Support Us](#)

Flexible funding - this project will receive all pledges made by 12th February 2021 at 12:08pm

Project Facebook MaryAnningRocks MaryAnningRocks Community, Creative & Arts

Share [f](#) 462 [t](#) [in](#) [w](#)

So who was Mary Anning and why did she rock?

You're not on your own, lots of people know very little about her. Shocking when you consider the impact her discoveries made to the way we view the world today. And even more unbelievable when it was Mary Anning that kick started our obsession with Dinomania. It's safe to say that if you are a lover of dinosaurs and all things pre-historic, then you should also love the woman who started it all over 200 years ago!



A portrait of Mary Anning probably by William Gray, February 1842, a few months before her 43rd birthday.

An early pioneer

Not only was she an early pioneer of palaeontology and a self taught scientist with a huge capacity to understand the fossilised remains she discovered in the Blue Lias cliffs of Lyme Regis, but she was also from a poor working-class background and struggled for most of her life with poverty. Yet without a formal education, her discoveries and ideas about the first ever fossilised creatures to be discovered became the catalyst that changed the way we think about the origins of our planet and how life evolved on it.



Donate

£10 £20 £30 £50

£ 20 [Donate](#)

Rewards

This project offers rewards in return for your donation.

£25 or more 185 of 185 claimed Featured

Limited Addition Printed Tote Bag in Black

Check out our new reward that's just gone live today! This is a limited addition print for our campaign, on a black organic cotton fabric. To see an image check our social media or look at our updates. Pledge today and grab yourself our cute bag before they all go like the Ammonites did and join our 'Anning Army'

Estimated delivery: 31st Jan 2021

Reward sold out

£10 or more

A Virtual Hug & Kiss from Us!

A massive thank you from us. Every penny will help and we couldn't do it without you. Huge thanks to you all and here is your virtual hug & Kiss! CATCH.....!!!!

[Select reward](#)

£15 or more

Your Ticket to the Unveiling

Your invitation to the unveiling of Mary Anning's statue. Be part of this historic event and stand along the Jurassic Coast on (date to be confirmed) and say 'I did this'. We will send you your online ticket as soon as we have a confirmed date for the unveiling.

Estimated delivery: 22nd Sep 2021

[Select reward](#)

£20 or more

A Certificate Of Pledge Signed By Our Patrons

Reopen & Reimagine The Cinema Museum

by Martin Humphries in London, England, United Kingdom



You can help me reopen my lovely little Cinema Museum in a way that keeps people safe and makes them happy. Have a quick read of our story!

✓ **We did it**

On 2nd December 2020 we successfully raised £65,075 (+ est. £11693.50 *giftaid*) with 1359 supporters in 49 days

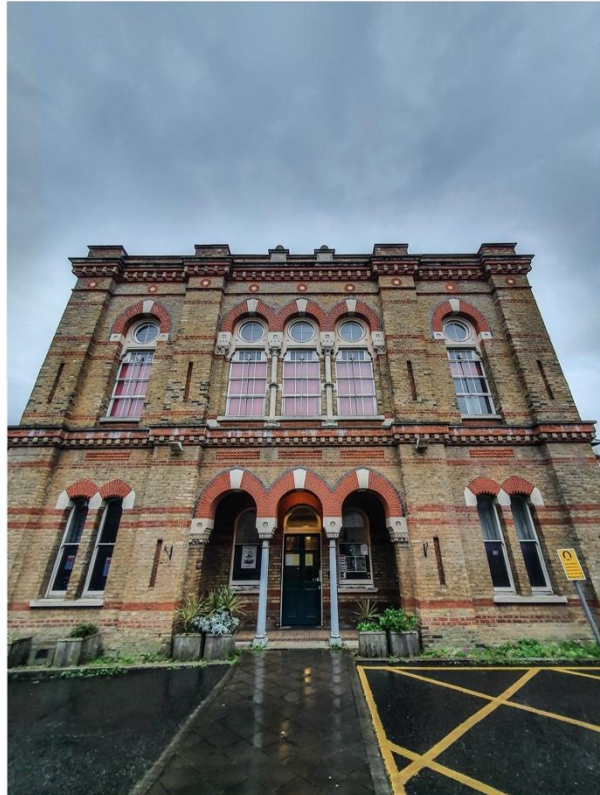
Project Facebook CinemaMuseum The_Cinema_Museum
Community, Film and Theatre

Share 823

Overview Updates 8 Comments 653 Supporters 1359 Contact project

% New stretch target

As soon as we are able to reopen safely we want to say a big thank you to the people who looked after us all through COVID - we will use the additional funding to host free events for local: residents, NHS workers, carers, supermarket workers, council staff, emergency services, and volunteers - and we will employ a local young adult to come onboard to help - and to learn about running a museum, running events and running campaigns. If we are going to come out of COVID stronger and better, we want to take someone with us for the ride and we want to give a someone a chance to change their life!



Ronald Grant and I set up The Cinema Museum (Lambeth/Southwark borders) over 35 years ago, on a shoestring, in one room with a small collection of well-loved cinematic stuff. Over time it has grown into a magnificent, unique and well loved collection that celebrates the social history of 'going to the cinema' - its an amalgam of artefacts, memorabilia, films, records, archives, posters, people, lives, memories, tears, fears and laughter - on and around the silver screen.

Rewards

This project offers rewards in return for your donation.

£20 or more Featured

Social Media Thank You and Your Name up in Lights

leave your twitter tag on your comment and we'll put out a massive thank you and your name will be printed as a Crowdfunder Superstar in our 2021 collectors brochure

£5 or more

LOVE!

We will love you forever!

£10 or more

£10 Social Media Thank You!

leave your twitter tag on your comment and we'll put out a massive thank you

£30 or more

Free Drinks!

A free drink at the bar for you and your friend on your next visit to the Museum - just mention your name at the Box Office when you arrive and you'll get a massive thank you and your VIP bar drinks token.

£75 or more 92 of 250 claimed

Free tickets to our opening party event (date TBC)

Two tickets to our fabulous reopening party - welcome drinks, canapés and meet and mingle with our volunteers and celebrities. This is wonderful and joyful evening - we will be in touch with you with a formal invitation and dates as soon as we are able to reopen safely.

£120 or more 48 of 75 claimed

