



## The Friends of Park Hill Park and Recreation Ground

The Friends of Park Hill Park and Recreation Ground (FoPHP) is a volunteer led community group which aims to create a safe and welcoming environment for everyone as set out in our constitution. This policy sets the ethical standards for our organisation, ensuring that we take a consistent ethical approach across all of our activities.

As a community led volunteer group our fundamental principles and values underpin all that we do and the decisions that we make. These are sometimes matters of judgement and it is therefore important that we have a framework of ethical standards through which we will assess partnerships, investments, procurement, funding or other significant activities.

All of our activities should be undertaken to the highest ethical standards. This is expected by the public to develop high levels of trust and demonstrate our integrity. Our actions and behaviour affect both the organisation and the people we support.

We recognise that if we do not uphold the trust people have in our organisation this could negatively impact on our reputation, our work and that of our volunteers.

### **Our aims**

- to work with Croydon Council to sympathetically improve and update Park Hill Park and Recreation Ground for the benefit of all park users and the wider community of Croydon
- to create a peaceful environment to enable 'the six steps to wellbeing' for children, adults, families and the elderly, be they staff, visitors or volunteers
- to make the park and the events we create enjoyable for the whole community and as accessible as possible for those affected by any form of disability
- to promote and enhance the history and character of the park
- to promote the existence of this historic park within Croydon and beyond through the above activities, through PR and via social media channels
- to work with other parks and organisations in the pursuit of the above aims
- Fundraising: the receipt of donations and grants are integral to achieving our aims. We will take all steps to ensure that there is no conflict between raising income in this way and our ethical standards as laid out in this document
- As an organisation we also take seriously the needs of the environment and work toward sustainable, organic and ethical horticulture, construction and the creation of events that follow this ethos
- When paying our own staff we will always pay the London living wage or above and when contracting work out to companies we will look to work with living wage employers

### **Purpose of this policy and why we have it**

The Friends of Park Hill Park and Recreation Ground organisation aims to develop and maintain a broad base of different sources of funding, following the guidelines suggested by Croydon Council, the fundraising standards board and charity commission, whilst also ensuring that the ethics and ethos of our organisation is not compromised or diminished in any way.

Any paid staff we may have, as well as our volunteers, are expected to follow the principles of this policy to ensure that our fundraising activities as an organization remain consistent therefore

encouraging, maintaining and developing desirable relationships of benefit to the Friends group, our donors and the park users as a whole.

## **Fundraising partnerships**

We actively seek opportunities to work together with external organisations and individuals to achieve shared objectives. However it is vital that those working with us are aware of our Ethics Policy and that we will not allow any external partnership to bring our name nor reputation into disrepute.

The Friends of Park Hill Park and Recreation Ground organisation accepts financial support from and works in partnership with companies and individuals on the following conditions.

- There are strong grounds for believing it will result in a benefit to the organisation and its aims
- The steering committee are satisfied that no adverse publicity will result from accepting such support
- There is no attempt on the part of any company or individual to influence policy or actions either explicitly or implicitly
- That initiatives do not compromise the independent status of the friends group
- That no individual or group is exploited either directly or indirectly by the fundraising activity
- The Friends of Park Hill Park and Recreation Ground organisation will not endorse or approve products and/or the services of any company unless with the full agreement of the steering committee
- Use of the organisations logo in these circumstances must be approved by the Friends group prior to use by any brand or company
- We will not promote any products or services knowingly linked with anything irrelevant to or in opposition of its ethics and/or charter
- In accordance with **GDPR** we will not share access to our volunteer or supporter database, nor information linked to any sponsors unless agreed in writing.

## **Avoidance Criteria:**

The Friends of Park Hill Park and Recreation Ground organisation may refuse to accept financial or other forms of support, or enter into partnerships with companies involved with but not limited to the following activities:

- The sale or production of goods or services that could be interpreted to be in conflict with the image or aims of our organisation
- The manufacture or sales of tobacco products
- The sale or production of pornographic materials or any kind
- An individual and/or organisation whose reputation has been brought into disrepute via the public domain or media.
- A politically, racially, religiously or hate motivated individual and/or organisation whose ethics clearly oppose those of the organisation.

This policy will be reviewed every two years or when deemed necessary

Approved and agreed 27 April 2019

The Friends of Park Hill Park and Recreation Ground