



BSCOS POLICY ON THE SIGNPOSTING/ENDORSEMENT/SPONSORSHIP

Those activities directly organised by, and with the approval of the Board (or its subcommittees with delegated authority so to do) shall not fall under the terms of this policy.

This policy shall be followed when there is a request for some form of BSCOS 'support' for activities that fall outwith the direct control of the Society.

'Outwith the direct control of the Society' means either

- a) organised by an external group, or
- b) if society members involved, it is not the Society who is
 - i) organising,
 - ii) benefitting from, nor
 - iii) has liability for the activity.

The decisions of the Board in these matters shall be final.

There are three 'levels' of request that are recognised:

- 1. Signposting** is understood to imply raising awareness of an activity or content without any explicit endorsement thereof.

Eg: sharing a link to an externally organised meeting

For signposting to be approved,

- I. Activity/content must be in clear alignment with our Mission statement adopted in 2021:

"BSCOS supports and promotes the delivery and dissemination of high-quality children's orthopaedic care, education and research."

- II. The 'signpost' shall be understood to be specific to the activity/content as proposed at the time of the request. Content must be fully available to the Board in making its decision.
- III. The applicant shall be required to make known any subsequent material changes to the activity/content in advance of doing so. Any failure to do so shall render the signposting invalid and at an end.

- IV. The activity/content shall not endorse or link specifically to practitioners/providers of services with a personal pecuniary interest/operating on a commercial basis.
- V. Activity/content provided by industry must be primarily of a non-commercial (eg educational) nature
- VI. Where of an ongoing nature, this shall require reapplication every 2 years.

2. **Endorsement** is understood to imply the explicit public support of the Society for activities or content.

Eg: BSCOS badge is permitted to be displayed on external content

For endorsement to be approved, all the criteria set out for signposting shall apply, and additionally

- I. The organisation providing the activity/content shall usually be a registered charity. Any exception would need to provide evidence of clear and robust governance arrangements to the satisfaction of the Board.

3. **Sponsorship** is understood to include (by implication) public endorsement but further the requirement of some investment of (usually financial) resource of the society.

Eg: BSCOS badged external meeting with BSCOS funding.

For sponsorship to be approved, all the criteria set out for signposting and endorsement shall apply, and additionally

- I. The Board must be persuaded that the aims of the event/activity are very specifically in service to the mission statement of the Society and are likely to be of benefit to the Society as a whole.
- II. The Board must be persuaded that the investment is proportionate to the likely yield.
- III. The Board must consider affordability alongside its other budget priorities.

In order for the Board to give fair consideration to requests so received, the preceding criteria will apply and should be addressed fully in any request submitted.

Adopted 080323