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(Note: This section only applies to BBC services funded by the licence fee. There are further guidelines for BBC services not funded by the licence fee and commercially funded services must comply with the Advertising and Sponsorship Guidelines for BBC Commercial Services.)

16.1 INTRODUCTION

The BBC is committed to working collaboratively with others to deepen the impact and reach of its programmes, extend creative possibilities and maximise public value. Working in partnership with others, we can offer added value to our audiences in a range of ways, such as co-productions with other producers and broadcasters, mounting joint initiatives with arts and educational bodies and delivering services in minority languages to the UK's Nations.

It is a basic premise of the BBC Charter and Agreement that public service television, radio and online services in the UK are funded from the licence fee. No licence fee funded broadcast or online service can carry sponsored programmes or take funding from advertising.

In many cases our involvement with outside bodies will not involve sharing costs or receiving any funds. But in some very limited cases, monies may come into the BBC under exceptions allowed by the BBC Charter and Agreement. Such exceptions are regarded under the terms of the Agreement as 'Alternative Finance'.

All such arrangements must conform to the provisions of the Agreement itself. In some cases they must also comply with these further regulatory documents:

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- Statement of Policy on Alternative Finance agreed between the BBC Trust and the Secretary of State for Culture, Media and Sport

(See Appendix 3 online: Statement of Policy on Alternative Finance)

- Framework for Funding Prizes and Awards agreed by the BBC Trust.

(See Appendix 4 online: Framework for Funding Prizes and Awards)

(See Section 17 Interacting With Our Audiences: 17.4.10 - 17.4.13)

16.2 PRINCIPLES

16.2.1 When entering into an external relationship, we must ensure that BBC services do not broadcast sponsored programmes or carry advertising. Arrangements with external organisations must not give any impression that a BBC service is commercially sponsored.

16.2.2 The BBC's editorial impartiality and integrity must not be compromised by any external relationship or external funding and the BBC must retain editorial control of BBC output.

16.2.3 The choice of external partners must be appropriate and editorially justified and must not bring the BBC into disrepute.

16.2.4 We must not accept money or other services in exchange for broadcast or online coverage or publicity, or online links or credits and we must not promote or appear to endorse other organisations, products, services, views or opinions. We may credit others fairly where editorially appropriate.

16.2.5 To ensure transparency, we must operate rigorous financial systems when accepting any funding from an outside organisation.

16.2.6 Money from external organisations or individuals may not be used to pay programme costs, except for funding from BBC commercial services, the Open University, co-productions (i.e. funding in exchange for rights), co-funding and production and location incentives.

16.3 MANDATORY REFERRALS

(Mandatory Referrals are part of the BBC's editorial management system. While they will not, in themselves, meet the Principles in the Editorial Guidelines, they are an essential part of the process to ensure compliance and must be observed.)

Referrals to Director Editorial Policy and Standards

16.3.1 Any proposal for a BBC commissioned current affairs production to accept a grant from the EU Media Fund must be referred in advance to Director Editorial Policy and Standards.

(See 16.4.20)

Referrals to Chief Adviser Editorial Policy

16.3.2 Any proposal for co-funding on any BBC UK service must be referred to Chief Adviser Editorial Policy.

(See 16.4.8)

16.3.3 Chief Adviser Editorial Policy must approve the selling of tickets to broadcast events held on any BBC premises.

(See 16.4.10)

16.3.4 Any proposal for a homeowner to contribute towards the cost of the materials for a makeover must be referred to Chief Adviser Editorial Policy.

(See 16.4.15)

16.3.5 Any proposal involving alternative finance for an activity which does not precisely fit within the categories listed in these Guidelines must have written approval from Chief Adviser Editorial Policy.

(See 16.4.9)

16.3.6 Any contractual commitment to credit a public value partner on air or online must be referred to Chief Adviser Editorial Policy at an early stage, well before contracts are issued.

(See 16.4.24)

16.3.7 Any proposal for involvement with a commercial organisation in relation to a public value partnership must be referred to Chief Adviser Editorial Policy.

(See 16.4.27)

16.3.8 Any proposal for sponsorship of a BBC on-air event must be approved well in advance by Chief Adviser Editorial Policy and the relevant director.

(See 16.4.29)

16.3.9 Any BBC coverage of a third party event sponsored by a BBC publication or any BBC coverage of an event mounted by, or in conjunction with, BBC Magazines must be referred in advance to Chief Adviser Editorial Policy.

(See 16.4.47)

16.3.10 Chief Adviser Editorial Policy's advice must be sought on cross-BBC charity fundraising initiatives such as Children in Need, Red Nose Day (Comic Relief) and Sport Relief.

(See 16.4.55)

Referrals to Editorial Policy

16.3.11 The suitability of partners and arrangements for a joint editorial initiative must be referred to Editorial Policy.

(See 16.4.40)

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16.3.12 Any reference on air to a joint editorial initiative with a newspaper or magazine must be strictly editorially necessary and be referred to Editorial Policy.

(See 16.4.41)

16.3.13 The choice of partners and arrangements for jointly run events which are broadcast must be approved by Editorial Policy.

(See 16.4.43)

16.3.14 Editorial Policy must approve any link from BBC web pages covering events to a specific section of a site run by the sponsor of a third party event.

(See 16.4.45)

16.3.15 Any proposal to cover an event, anywhere in the world, sponsored by a tobacco manufacturer must be referred to Editorial Policy.

(See 16.4.46)

16.3.16 Any express references to sponsors in trails for a BBC programme covering a sponsored event must be referred to Editorial Policy.

(See 16.4.46)

16.3.17 On-air and online credits for sponsors of third party, non-sports events must be referred to the relevant senior editorial figure or, for independents, to the commissioning editor responsible for the coverage. Editorial Policy must also be consulted.

(See 16.4.45)

Other Referrals

16.3.18 The broadcasting of appeals for charity, or on behalf of the Disasters Emergency Committee, must be referred to the BBC's Charity Appeals Adviser.

(See 16.4.53 and 16.4.54)

16.3.19 Any co-funding projects must be approved in writing by the relevant BBC director responsible for the output

(See 16.4.8)

16.4 PRACTICES

PART A: FUNDING FROM BBC COMMERCIAL SERVICES, THE OPEN UNIVERSITY AND CO-PRODUCTIONS

16.4.1 The BBC Charter and Agreement expressly allows the acceptance of funding from the profits of BBC Worldwide and other BBC commercial services, funding from the Open University for appropriate programming and online services, and co-productions. All monies received must be reported in the quarterly Fair Trading return.

BBC Commercial Services

16.4.2 For many years, BBC licence fee funded services have benefited from the profits generated by BBC commercial services. The use of monies from commercial services must be in accordance with the BBC's Fair Trading Guidelines and further advice may be sought from Chief Adviser Fair Trading.

Open University

16.4.3 Funds may be accepted from the Open University for appropriate learning and educational output in line with the Framework Agreement between the Open University and the BBC.

Co-Productions

16.4.4 A co-production is where funding is in exchange for broadcasting, publishing or other rights. Appropriate co-production partners include broadcasters, programme/film distributors, independent producers, record companies, audio visual producers, software and web service producers and institutions involved in arts and education (such as theatres and music companies).

16.4.5 On-air credits for co-productions must be simple and non promotional. They are normally included in the end credits of programmes.

Online there may be a single non-promotional credit per site for a co-producer which may include the co-producer's logo. If editorially justifiable there may be a link to the co-producer's site but it is not permissible to link directly to any page whose main purpose is to promote, advertise or sell goods or services.

(See Guidance online: Credits and Logos Online)

16.4.6 We should enquire about any funding, sponsorship or promotional agreements co-production partners or independent production companies may have with others, to ensure they do not conflict with the values and standards of the BBC Editorial Guidelines.

PART B: FUNDING WHICH MUST CONFORM TO THE STATEMENT OF POLICY ON ALTERNATIVE FINANCE

The following activities must conform to the Statement of Policy on Alternative Finance:

(See Appendix 3 online: Statement of Policy on Alternative Finance)

Co-Funding

16.4.7 In order to fulfil its commitment to the UK Nations, the BBC may accept co-funding from suitable, non-commercial bodies to provide services in minority languages. In Scotland, the Gaelic Media Service co-funds television, radio and online services in Gaelic. In Northern Ireland, the BBC accepts funding from the Irish Language Broadcast Fund for some television broadcasts in Irish.

Occasionally, the BBC may accept co-funding for learning and educational output targeted at a specific section of the audience, where it might be unjustifiable to fund the output simply from the licence fee. For example, co-funding has been accepted in Wales for some online output which is in English as well as Welsh and directed at a specific niche audience.

Suitable co-funders include publicly funded bodies, charities, charitable trusts or voluntary bodies.

16.4.8 All arrangements for co-funding must comply with the Statement of Policy on Alternative Finance Section 14: Co-Funding

(See Appendix 3 online: Statement of Policy on Alternative Finance)

In addition, all co-funding must meet the following requirements:

- The BBC must retain editorial control for a co-funded programme or website and it is essential that the programme does not promote the funder
- Co-funding must never be taken for news, current affairs or consumer advice content on any BBC service
- The BBC must not accept funds from any organisation whose interests or activities could raise doubts about the objectivity of a programme or website.
- **Any co-funding projects must be approved in writing by the relevant BBC Director responsible for the output.**

Any proposal for co-funding on any UK service must be referred to Chief Adviser Editorial Policy.

Other Activities Which Must Conform to the Statement of Policy

16.4.9 Ticket sales, makeovers, location and production incentives, public value partnerships and sponsored BBC on-air events must conform specifically to the following principles from the Statement of Policy on Alternative Finance:

- BBC services may not broadcast sponsored programmes or carry advertising and it is important that arrangements with external organisations do not give any impression that a BBC service is commercially sponsored
- The BBC's editorial impartiality and integrity must not be compromised and the BBC must retain editorial control of BBC output
- The choice of partners must be appropriate and not risk bringing the BBC into disrepute.

In certain cases, a proposal for an activity which does not fit precisely within the categories listed in these Guidelines may be acceptable,

provided it conforms to the Statement of Policy on Alternative Finance. Written approval to undertake such an activity must be obtained from Chief Adviser Editorial Policy, who will consult BBC Commercial and Regulatory Legal.

Ticket Sales

16.4.10 In some cases it may be acceptable to charge for tickets for BBC broadcast events. However, we may only charge for tickets to concerts or events which are not merely recordings of regular programmes.

We should only charge entry for events held at an outside venue, not events held in BBC studios. However, with approval from Chief Adviser Editorial Policy, we may charge for tickets to events held in a bespoke BBC concert hall.

16.4.11. Proceeds from ticket sales may only be used to pay for event costs and tickets should not be priced to generate any further income. The money from ticket sales must not be used for production costs.

Clear separate records must be kept of all ticket revenue going to the BBC or going via the BBC.

16.4.12 In addition to the principles of the Statement of Policy on Alternative Finance, all ticketing arrangements must conform to the BBC Guidance on Ticketing for BBC Events and Programmes.

(See Guidance online: Ticketing for BBC Events and Programmes)

Makeovers

16.4.13 The BBC must always cover the full production costs of makeover programmes and will also meet the costs of the home makeover itself where such makeovers have been directly instigated by the BBC.

The BBC must not, under any circumstances, demand a financial contribution from a homeowner as a pre-requisite for taking part in a makeover programme. However, in some limited cases, it may be appropriate for a homeowner to contribute towards some makeover costs. These contributions are only possible if the homeowner has already begun a makeover or is already considering a makeover. Such arrangements are a form of Alternative Finance and must conform to the Statement of Policy.

(See Appendix 3 online: Statement of Policy on Alternative Finance)

16.4.14 In all cases, contributions from homeowners may only be used to pay suppliers of materials, goods and services and any construction personnel who are not featured in the programme. No money from the homeowner may go into a production budget. Separate accounts must be kept for the programme and the makeover and it must be clear that a contributor's payments have not been used for programme costs.

16.4.15 Any proposal for a homeowner to contribute towards the cost of the materials for a makeover must be referred to Chief Adviser Editorial Policy.

(See Section 14 Editorial Integrity and Independence from External Interests: 14.4.15)

(See Guidance online: Makeover Programmes)

Location and Production Initiatives

16.4.16 A number of countries around the world, including the UK, offer incentives to stimulate film, television and other media production. The BBC, together with other broadcasters, producers and film makers, has accessed these incentives for many years. The schemes are most frequently offered when a drama, documentary or other programme is filmed in a particular location. These schemes are often run by film councils or governmental or regional organisations. Grants are also available from the EU Media Fund.

16.4.17 Acceptance of such funds must be in accordance with the principles in the Statement of Policy on Alternative Finance.

16.4.18 Any conditions made by the funder must not undermine the BBC's integrity or impartiality. Particular care should be taken in relation to factual production.

16.4.19 Factual programmes and factually-based dramas which focus on the current politics of a country may not accept funding from schemes operating there.

16.4.20 News and Current Affairs programmes may not accept such funding. The only exception to this prohibition may be the acceptance by a BBC commissioned current affairs production of a grant from the EU Media Fund. Such acceptance must be referred in advance to Director Editorial Policy and Standards.

16.4.21 The Guidance on Location and Production Incentives gives detailed advice in this area, including the procedures required for accessing schemes and the referrals required for their acceptance.

(See Guidance online: Location and Production Incentives)

Public Value Partnerships

16.4.22 The BBC seeks to offer the greatest public value by working in partnership with others. We can often inspire and motivate audiences far more powerfully if we work with others and deliver added value for our audiences, and our partners.

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In many cases the BBC will receive no money from a public value partnership. The partnership may involve complementary activities, such as a gallery mounting an exhibition on the same theme as a BBC programme. In other cases, the partner and the BBC may jointly fund an off-air activity.

(See Guidance online: Partnerships)

16.4.23 All partnerships must conform to the following key requirements from the Statement of Policy on Alternative Finance:

- Partnerships must not compromise our editorial values or independence. A partnership must not consist merely of the BBC covering the partner's activities or promoting their campaigns. The partners need to be involved with the BBC in an activity which offers public value
- Any money from partners must only go into off-air activities or support material and no money from an external partner may be used for any programme costs
- Partnerships must not undermine BBC impartiality. Choice of partners must be justifiable and the BBC should be seen to vary its range of partners over time
- Any BBC credits for partners must be appropriate and editorially justifiable.

(See Appendix 3 online: Statement of Policy on Alternative Finance)

(See Guidance online: Partnerships)

16.4.24 Any contractual commitment to credit partners on air or online must be referred to Chief Adviser Editorial Policy at an early stage, well before contracts are issued.

16.4.25 The BBC should not enter into public value partnerships with political parties, tobacco firms or those mainly known for tobacco products, organisations involved in pornography or alcoholic drinks manufacturers and suppliers.

The BBC should not normally enter into a partnership with a foreign government. Relationships with UK government departments, religious organisations, charities and organisations which undertake lobbying should also be treated with care to ensure our impartiality is not undermined.

(See Section 4 Impartiality: 4.4.20 - 4.4.21)

16.4.26 Suitable partners include arts, educational and cultural bodies and not-for-profit organisations. In many cases it is advisable to consult Editorial Policy on the choice of partners.

16.4.27 Any proposal for involvement with a commercial organisation in relation to a public value partnership must be referred to Chief Adviser

Editorial Policy. It is important in the course of any partnership arrangement that the BBC does not appear to endorse commercial organisations or their products or services.

Sponsored BBC On-Air Events

16.4.28 The BBC may mount public events, such as concerts and award ceremonies, which are held at outside venues and covered on air. These events are key to fulfilling the BBC's public purpose remit to extend its offering and enable the public from around the UK to have closer access to BBC services.

(See Guidance online: Sponsorship of BBC On-Air Events)

In some cases, in order to defray the costs to the licence payer, it may be acceptable to supplement the cost of mounting a public event by sponsorship from a non-commercial body.

16.4.29 Any proposal for sponsorship of a BBC on-air event must be approved well in advance by Chief Adviser Editorial Policy and the relevant director.

16.4.30 Any sponsorship of BBC on-air events must comply with:

- the Statement of Policy on Alternative Finance

(See Appendix 3 online: Statement of Policy on Alternative Finance)

- the Guidance on Sponsorship of BBC On-Air Events broadcast on publicly funded channels

(See Guidance online: Sponsorship of BBC On-Air Events)

- the BBC's Fair Trading Guidelines and, in particular, the Competitive Impact Principle.

16.4.31 The money from the sponsor may be used only for the costs of mounting the event. No sponsorship money may be used for any broadcast costs. Accounts must show clear separation between event costs and broadcasting costs.

No programme on a BBC publicly funded service may be sponsored.

16.4.32 Sponsorship is only acceptable for on-air events which are clearly distinctive and of manifest public value. Events which are eligible for sponsorship include:

- concerts, performance, cultural or artistic events including competitive performance events which celebrate artistic achievement
- BBC award ceremonies

- BBC talent, community or youth initiatives which include an on-air event.

16.4.33 News and Current Affairs on-air events, and events based on consumer programmes dealing with a range of topics, must not be sponsored.

16.4.34 In addition:

- sponsored events should only be mounted where there is a strong justification as to why the event would not be possible without sponsorship
- there is a presumption against the conversion of established programme titles into sponsored events
- no impression should be given that a BBC programme or service is being sponsored - credits should make it clear that it is the event itself which has been sponsored
- BBC broadcast events held on BBC premises should not be sponsored
- we must not feature the sponsor in the title of a BBC event
- we aim to credit fairly the enabling role of sponsors and any credits given should be fair without being promotional
- we should not enter into a contractual arrangement which guarantees on-air credits.

Suitable Sponsors for BBC On-Air Events

16.4.35 Suitable sponsors include charities, trusts and foundations, local authorities (such as city or regional councils), regional development agencies, appropriate government agencies, publicly funded educational institutions, and other suitable public institutions.

The following are not suitable sponsors for BBC events: commercial bodies, religious bodies, organisations involved with promotion of the occult, political organisations, foreign governments, pressure groups and lobby groups.

The choice of sponsor must not lead to any doubt about the objectivity of the event.

16.4.36 The event must always remain under the BBC's editorial control and the sponsor must not influence its editorial content, or that of the BBC programme covering it. The editorial remit of the event or the programme covering it must not be changed because it clashes with the sponsor's agenda.

The event must not become a vehicle for promoting the sponsor or its activities.

Sponsored Awards

16.4.37 Any proposal to offer a sponsored award must conform to the Framework for Funding Prizes and Awards and the Guidance on Sponsorship of BBC On-Air Events broadcast on publicly funded channels.

(See Appendix 4 online: Framework for Funding Prizes and Awards and Section 17 Interacting with our Audiences: 17.4.6)

BBC Off-Air Events

16.4.38 The BBC may, from time to time, run off-air events to support its programming or outreach activities. Sometimes such events may take limited sponsorship. Such events must be run in accordance with the Guidance on BBC Off-Air Events.

Joint Editorial Initiatives and Events

Joint Editorial Initiatives

16.4.39 A joint editorial initiative is a partnership where the BBC and a partner, or partners, share editorial responsibility for an overall initiative or project which is of public service value. The BBC may undertake outreach activities in relation to the project as well as producing programmes or other content. In some cases the partner may run a related event or publish related articles. Online material relating to the initiative may be co-hosted (i.e. placed on both sites).

16.4.40 When undertaking a joint editorial initiative:

- no money from a partner may go into a BBC programme or online budgets
- the BBC must retain editorial control of all BBC broadcast, online or other content and any element of the project which refers to the BBC
- the initiative must not be used to plug the outside body on air or online. We should not link directly to any page of the partner's site whose main purpose is to promote or sell any commercial product or service
- **referral must be made to Editorial Policy about the suitability of partners and arrangements for a joint editorial initiative.**

16.4.41 In some circumstances, for sound editorial reasons, the initiative may be with a magazine or newspaper which publishes material related to the initiative. **Any reference on air to an initiative with a newspaper or magazine must be strictly editorially necessary and be referred to Editorial Policy.** We must ensure that any reference does not promote the publication and people must not be required to buy it to take part in any activity related to the joint initiative.

Joint Events

16.4.42 In some cases the initiative may consist of joining with a partner to mount an event. The BBC and the partner are jointly responsible for the event. This is not a sponsored event as the partner is jointly involved editorially with the BBC in running the event. These events may sometimes be broadcast.

16.4.43 Joint events of this kind may only be mounted with partners who are suitable as public value partners.

(See Section 16 External Relationships and Funding: 16.4.22 - 16.4.27)

No money from the partner for a joint event may go into a programme budget.

The choice of partners and arrangements for jointly run events which are broadcast must be approved by Editorial Policy.

PART C: OTHER EXTERNAL RELATIONSHIPS

Sponsored Third Party Events

16.4.44 The BBC covers a wide variety of third party events, sports events, awards shows and music events, many of which are sponsored.

In any such coverage:

- we aim to credit fairly the enabling role of sponsors

(See Section 14: Editorial Integrity and Independence from External Interests: 14.4.21 - 14.4.22)

- we must not promote a sponsor in our coverage and any credits given should be fair without being unduly promotional
- we should not normally include a sponsor in the title of a BBC programme
- we must not accept any money from sponsors or organisers towards the cost of any element of our broadcast coverage of an event. However, they can pay all the costs associated with the event itself
- a third party sponsored event should be genuinely free standing and not created simply to attract broadcast coverage.

16.4.45 We must never enter into a contractual arrangement which guarantees a sponsor a set number of minutes of sign-off on air.

On-air and online credits for sponsors of third party, non-sports events must be referred to the relevant senior editorial figure or, for independents, to the commissioning editor responsible for the coverage. Editorial Policy must also be consulted.

Links from BBC web pages covering events to the sponsor's online site are only permissible in exceptional circumstances. We should never give the impression we are driving traffic to a site selling a sponsor's goods or services. However, it may be acceptable, for sound editorial reasons, to link to a specific section of a sponsor's site which is not promotional and which only gives significant and further relevant information about the event. Such links must be approved by Editorial Policy.

16.4.46 Referral must be made to Editorial Policy whenever it is proposed to:

- **cover an event, anywhere in the world, sponsored by a tobacco manufacturer**
- **include express references to sponsors in trails for a BBC programme covering a sponsored event.**

16.4.47 Any BBC coverage of a third party event sponsored by a BBC publication or any BBC coverage of an event mounted by, or in conjunction with, BBC Magazines must be referred in advance to Chief Adviser Editorial Policy.

The National Lottery

16.4.48 The National Lottery is an institution regulated by Act of Parliament. We cover the National Lottery draws as a service to our audience who buy tickets and benefit from the grants. However, we must ensure that our coverage is not seen as directly advertising the lottery or the purchase of tickets. To achieve this we should:

- ensure that on-air trails publicise BBC coverage of National Lottery draws or programmes which carry National Lottery draws and are not promotions for the National Lottery itself or for buying tickets
- avoid the use of any elements of lottery advertising or promotions in programmes covering lottery draws, or in trails for National Lottery draws or programmes
- ensure the purchase of a lottery ticket is not a pre-requisite for someone to appear on, or be in the audience for, our lottery programmes.

16.4.49 We must exclude children under 16 from the studio audience of a lottery programme and lottery programmes should not be specifically aimed at children under 16.

16.4.50 All programmes covering lottery draws must be in accordance with the Guidance on Coverage of the National Lottery.

16.4.51 Programmes, apart from those covering the lottery draws, may wish to carry items about the National Lottery. Care should be taken to use pictures, sound or stills of the draws themselves, rather than pictures of other elements

of BBC lottery programmes, when illustrating stories about the National Lottery or lottery operator.

Use of archive material featuring presenters, titles, trails or lottery programme content other than pictures or sound of the actual draws should be referred to Editorial Policy. It is also advisable to consult Programme Legal Advice about the legal restrictions on the use of lottery logos and archive pictures from lottery programmes.

(See Guidance online: National Lottery)

Charities

Broadcast Appeals

16.4.52 The BBC runs broadcast appeals for charities as part of its remit as a public service broadcaster. Broadcast appeals should reflect the diverse range of the charitable sector.

Regular appeals for individual charities are broadcast in the weekly Radio 4 Appeal and the regular Lifeline monthly appeal programme on BBC Television. Appeals for relevant charities are broadcast in the Nations and on local radio stations in the English Regions. There is also an annual Blue Peter Appeal for a specific charity.

The choice of charities is overseen by the BBC's Charity Appeals Adviser and the BBC Appeals Advisory Committee (which is made up of external specialists in the charity field), and in the Nations and English Regions by other similar committees of external advisers.

16.4.53 All appeals must be conducted in accordance with the Guidance on Charitable Appeals and must be referred to the BBC's Charity Appeals Adviser. Further information about BBC policy on charity appeals can be found on the BBC Charity Appeals website.

Disaster Emergency Appeals

16.4.54 **In the case of a major disaster overseas, the BBC may broadcast an appeal on behalf of the Disasters Emergency Committee, an organisation which represents the UK's leading humanitarian aid charities. The BBC must retain editorial control and the broadcast must comply with the Editorial Guidelines.**

The approval process and arrangements for the broadcast of such appeals must be in accordance with the BBC's Guidance for Disaster Emergency Appeals and referral must be made to the BBC Charity Appeals Adviser.

Cross-BBC Fundraising Initiatives

16.4.55 **The BBC runs major cross-BBC charity fundraising initiatives such as Children in Need, Red Nose Day (for Comic Relief) and Sport**

Relief. These initiatives should be conducted in accordance with the Guidance on Cross-BBC Charity Fundraising Initiatives and advice must be sought from Chief Adviser Editorial Policy.

References to Charities in Other BBC Output

16.4.56 Apart from the BBC Appeals and cross-BBC charity fundraising initiatives outlined above, BBC programmes and online content should not appeal for funds for charities or urge audiences to give money to any particular charity.

16.4.57 We must retain our impartiality and independence when we cover the work of charities and not appear to favour one charity over another.

16.4.58 We may, from time to time, enter into public value partnerships with charities or they may sponsor events or support material. However, we must take care that such arrangements do not give the impression that the BBC is promoting the charity or endorsing it above other charities working in the same field.

(See Section 14 Editorial Integrity and Independence from External Interests: 14.4.34 - 14.4.37)