

A photograph of a maypole with colorful ribbons being danced around by people in a park setting. The ribbons are in shades of orange, yellow, green, and red. The background shows lush green trees and a clear sky. In the foreground, the back of a person with long dark hair is visible, and another person's arm is seen on the right.

NORFOLK NSM NORWICH FESTIVAL

2025-2027
Ethics Policy

ABOUT NORFOLK & NORWICH FESTIVAL

Norfolk & Norwich Festival (NNF) shares exceptional arts experiences across East England. We lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, work and play.

Norfolk & Norwich Festival takes place in Norwich and around Norfolk for 17 days each May. The Festival programme encompasses many different artforms, it is contemporary, international and for everybody. The Festival is distinctive because we collaborate with artists – from down the road and around the world – to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of our audiences.

Festival Connect & Create encompasses all our work in cultural education, creative learning and participation.

Festival Connect & Create, will take place year-round, foreground creative participation for all, and create and facilitate partnerships and networks that improve the cultural offer for children and young people across Cambridgeshire, Norfolk, Peterborough and Suffolk.

Norfolk & Norwich Festival is an Arts Council England National (ACE) Portfolio Organisation; and financially assisted by Norwich City Council and Norfolk County Council. Our annual turnover is around £2 million each year. We are a registered Charity.



OUR CORE VALUES

CREATIVE

We champion artistic excellence and value creativity in everyone.

CURIOUS

We explore and reflect the changing social and physical contexts in which we live.

INCLUSIVE

We are respectful of the diversity and difference of people and their views and values.

COLLABORATIVE

We work with artists, communities, peers, partners and stakeholders to achieve common goals.

STRATEGIC

We balance artistic and social ambition with sustainable business.

OUR GOALS ARE...

- To have more people experience and value the arts
- To hold a unique and distinctive arts festival, which supports creative practice and is valued by audiences
- To be a champion for excellence in our cultural offer for all children and young people
- To be embedded in Norfolk and Norwich and to extend our reach and influence across East Anglia and beyond.
- To be socially responsible, committed to questions and actions about a changing world
- To have a stable and adaptive business structure with diverse income streams.

PROGRAMME PRINCIPLES

- **Art relevant to today**, blurring the boundaries between art forms and between art and everyday life.
- **'Festival spirit'** which we bring to our work to celebrate, to share cultural experiences and to bring our community together
- **Questions and actions about a changing world**, with a focus on: Equality, diversity and inclusion; placemaking; and environmental sustainability

PURPOSE, CONTEXT AND GOVERNANCE

Norfolk & Norwich Festival's Ethics Policy is designed to ensure the needs and activities of the organisation are balanced against our principles (our core values and our goals) and that these can be applied to all activities, including interactions with third parties.

Third parties include, but are not limited to, corporate and individual donors, local and national governments, other charities, public sector agencies and commercial suppliers.

ETHICAL STANDARDS

Norfolk & Norwich Festival actively seeks opportunities to work with third parties to achieve shared objectives. However, it is vital that we maintain our independence and do not allow external partnerships to bring the name of Norfolk & Norwich Festival into disrepute. This Policy has been devised to ensure clarity and openness regarding our ethical approach and how we work with third parties.

A risk management approach is applied to our decision-making on potential third party relationships. Norfolk & Norwich Festival will not knowingly enter a relationship with a third party which:

- Conflicts significantly with the goals and core values of Norfolk & Norwich Festival
- On a balance of probabilities, would lead to significant loss of Norfolk & Norwich Festival's reputation, or financial or public support
- The third party in the relationship wishes to influence Norfolk & Norwich Festival's policy or activity
- Any financial benefit may compromise the independence of Norfolk & Norwich Festival

IMAGE: STEVEN SPICER

ETHICAL STANDARDS (cont)

The Board of Trustees has ultimate oversight and responsibility for Norfolk & Norwich Festival's ethical position. Proactive monitoring of Norfolk & Norwich Festival's ethical risks is delegated to the Management team.

FUNDRAISING

Acceptance Criteria

The Board of Trustees seeks to optimise the ability of Norfolk & Norwich Festival to raise funds to fulfil its mission while ensuring that the best interests of Norfolk & Norwich Festival are maintained. To help guarantee the availability of funds for our work, Norfolk & Norwich Festival maintains a broad base of funding. In building local, national and international partnerships the primary objectives are to secure financial contributions which directly support Festival activities, support-in-kind and heightened profile.

When deciding whether to enter into a relationship with an organisation or individual, such care and due diligence as Norfolk & Norwich Festival considers necessary, having regard to the individual circumstances, will be applied. In the absence of any identified risk (as outlined in Ethical Standards) Norfolk & Norwich Festival will accept the funding or partnership relationship.

Engagement Criteria

Norfolk & Norwich Festival seeks partnerships with individuals and organisations that are working towards the same or similar goals. It also aims to work with individuals and organisations who may have not considered the issues raised in this document, but who are willing to listen and possibly change their practices through dialogue with Norfolk & Norwich Festival. In such circumstances Norfolk & Norwich Festival will share this Policy with the relevant third party. Any risk will be assessed by Norfolk & Norwich Festival through the process outlined in 'Implementing this policy' before any partnership is entered into.



FUNDRAISING cont

Procurement

We have developed a [procurement policy](#). It will adhere to the core values and goals outlined above.

IMPLEMENTING THIS POLICY

Norfolk & Norwich Festival's fundraising is handled by the Development team. All staff within the Development team will employ reasonable due diligence in their assessment of potential third-party funding relationships.

Where the Head of Communications & Development identifies risks or conflicts of interest with a potential partnership or donation, this will be brought to the attention of the Chief Executive Officer who will then review the case with the Management team and bring it to the attention of the Trustees. Any decision to accept or avoid a donation or partnership in such circumstances is ultimately the responsibility of the Trustees and such a decision will be made in line with this policy.

The list of areas above is in no way exhaustive and it is clear that more questions may arise than have been covered within this Policy. The above statements of principle are meant as a working guide to assist in making decisions about these unforeseen situations.

Norfolk & Norwich Festival will periodically evaluate its activities, check they are in line with the Policy and periodically update this Policy to ensure it remains an asset in delivering on our goals and values.

TRANSPARENCY

A full list of corporate sponsors will be maintained on our website. A copy of this policy will be displayed on our website within three months of its adoption.

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