

Our Ethical Collaboration Policy

Look! St Albans - Our Community Voice on Design (Look!) is a pioneering inclusive community group that actively promotes community engagement on significant developments in central St Albans. Our fundamental tenet is to work in the spirit of neighbourhood planning to leave a legacy for the future that residents and developers can all be proud of. Look! remains impartial, neither expressing nor promoting any design opinions of its own, but rather using our design charrette process to incorporate all opinions.

In this context, Look! seeks to work with a range of organisations to support all aspects of its work and, where appropriate, to generate income. Collaborations may include sponsorship agreements, joint ventures, commissions and partnership working. All income-generating activities are conducted in direct pursuit of Look!'s [Ethos, Purpose and Aims](#)

We wish to develop and maintain mutually beneficial relationships with commercial and other planning-related organisations without compromising the independence of Look!

Guiding principles

Maintenance of independence

Look! is mindful when working with or considering working with other organisations that its independent status is not to be compromised in any way. If there is a possibility that this may be placed in jeopardy we will withdraw from any such initiative or proposed initiative.

Integrity and transparency

Look! aims to be transparent in its relationships with other organisations. There must be strong grounds for believing a collaboration will result in benefits to Look! and its work. It should always be made clear what each party is bringing to and gaining from a formal relationship. Look! will also be transparent about whom it is working with and the nature of the relationship and work.

Shared goals for better place-making

Look! does seek partners whose goals, values and actions promote and/or enable good place-making. Each partner will be judged as to suitability for partnering an initiative or work with Look! on a case by case basis.

Conflicts of interest

Look!'s [Ethos, Purpose and Aims](#) help to establish which collaborations are appropriate. Successful collaboration requires mutual respect and transparency of benefits. When establishing a new collaboration, both parties should endeavour to ensure that there are no actual or potential conflicts of interest that cannot be safely managed and the possibility of such conflicts of interest arising should be considered throughout a collaboration.

To help ensure potential conflicts of interest are identified and managed appropriately:

Look! gives no warranty that the deliverables of a partnership will not contain any material that may be disadvantageous to its partner's business or area of work (for example, it will

present the outcomes of Charrettes as prepared by the external facilitator commissioned for that purpose regardless of whether they support a partner's work or position).

Speaker places at Look!'s events are determined by Look! entirely on merit (based principally but not exclusively on relevance to and expertise for the particular initiative) and cannot be determined by any formal partnership arrangements.

Sponsors will have no influence nor any control over analysis, conclusions, positions or recommendations by Look!. In the case of partnership projects or joint ventures, the rules of engagement for establishing outcomes should be agreed in writing beforehand through a Memorandum of Understanding or similar agreement fulfilling that purpose and should be transparent.

Look! will be open about collaborations with other organisations working in the same areas or sectors and expects the same approach from its partners.

Look! will not allow direct access to its mailing list and contacts by third parties (other than those generated directly by collaboration).

Look! will not allow partners to link or imply direct material benefits for their products through an association with Look!.

Obligations of partners

In the event of any matter arising which could significantly adversely affect the standing of the partner in the reasonable opinion of the partner, the partner must inform Look! as soon as reasonably practical. Look! also has a duty to keep the partner informed of information that Look! should reasonably know to be relevant to the partner or its activities. Look! reserves the right to take whatever action it considers appropriate to ensure its reputation is not adversely affected in any way as a result of such incidents.

Look! should be consulted whenever and wherever its name is used by partners, for both internal and external communications. Approval must be sought for any copy produced which refers to an initiative from Look! that is supported/sponsored by a partner organisation.

At no time can Look!'s logo be used without express prior written permission being given by Look! for every occasion it is used.

At no time can press releases be issued that refer to Look! without Look!'s prior written approval.

Representatives on both sides should be aware of the potential, generated through partnerships, for promoting the interests of themselves or other partners where this might impinge on professional judgement and impartiality.

We acknowledge that the content of this policy draws on those of The King's Fund and the NHS Confederation