



## **KEYNSHAM TOWN COUNCIL INVESTMENT STRATEGY & POLICY**

### **1.0 Introduction**

Keynsham Town Council (the Council) acknowledges its responsibilities to community and the importance of prudently investing the temporarily surplus funds held on behalf of the community.

This Strategy complies with the revised requirements set out in the Office of the Deputy Prime Ministers Guidance on Local Government Investments and Chartered Institute of Public Finance and Accountancies, Treasury Management in Public Services, Code of Practice and Cross Sector Guidance Notes and takes account of the Section 15 (1) (a) of the Local Government Act 2003 and Best Practice from the National Association of Local Council's and CIPFA.

- 1.1 The Investment Strategy states which investments the Council may use for prudent management of its treasury balances during the financial year. The three guiding principles of the Council's Investment Strategy are in the objectives below maximise:

### **2.0 Guiding Principles**

- 2.1 The three guiding principles for this Council's Investment Strategy is prudent investment on its balances as follows:

- (i) To maximise the security of its reserves
- (ii) To maximise the liquidity of its investments – being able to access funds when they are required.
- (iii) To maximise the yield - the return on its investments

### **3.0 Policy Objectives**

The general policy objective for the Council is the prudent investment of its treasury balances:

The Council's Investment priorities are:

- (i) the security of reserves
- (ii) the liquidity of its investments
- (iii) finally, the yield on the investments

The Council will aim to achieve the optimum return on its investments commensurate with proper levels of security and liquidity.

For 2026 – 2027, the Council will invest as much of its balance as possible in a low-risk product(s) in order to achieve the principles above. The Public Sector Deposit Fund has been identified as a low risk, high liquidity option. The Town Council will consider the potential performance of lower liquidity investments on an annual basis at the time that it reviews its Investment Strategy.

#### **4.0 Specified Investments**

4.1 All the Town Council's investments will be Specified Investments which are those offering high security and high liquidity. This means that:

- (i) All investments will be made in sterling and any payments or repayments will also be made in sterling with a maturity of no more than 18 months.
- (iv) All investments will be made with a body or investment scheme which has been awarded a high credit rating by a credit rating agency.  
(A high credit rating will be defined as 'BBB or above' 'High Credit Quality'.)
- (v) All non-long-term investments will be made in UK banks and building societies and limited per organisation/institution to the maximum amount protected under the financial services compensation scheme (currently £85,000 as of Jan 2017)
- (vi) Long term investments will be limited to a maximum of £85,000 and will be reviewed annually,

4.2 Credit Ratings will be monitored at quarterly intervals. If the credit rating falls during that period, the Town Clerk and Responsible Financial Officer (RFO) in consultation with the Chairman of the Town Council, will decide on the appropriate action.

4.3 For prudent management of its balances, the Town Council, maintaining sufficient levels of security and liquidity, will adopt a policy whereby funds which are likely to be surplus for up to three months can be invested in short term deposits with one or more of the UK major clearing banks and/or building societies.

(The Department of) Communities and Local Government maintain that borrowing of monies purely to invest, or to lend and make a return is unlawful and the Town Council will not engage in such activity.

*A Credit Rating Agency is defined in the guidance as one of the following three companies:*

*Standard and Poor's; Moody's Investors Service Ltd; Fitch Ratings Ltd.*

4.4 In order to do this, the Finance & Policy Committee will monitor quarterly cash-flow forecasts and make recommendations to Town Council in respect of an annual cash flow forecast to ascertain expenditure commitments for the coming financial year.

#### **5.0 Liquidity of Investments**

The Town Clerk and RFO, as instructed by the Finance & Policy Committee, will determine the period of time for which funds may prudently be committed and will operate the account along with the Chair of the Finance & Policy Committee.

An Investment should be regarded as commencing on the date the commitment to the investment is entered into, rather than the date on which the funds are paid over to the counterparty.

## **6.0 Review of and Amendments of the Strategy**

- 6.1 The Town Clerk and RFO will review this strategy annually for presentation to the Finance & Policy Committee when annual estimates are being considered.
- 6.2 The Finance & Policy Committee may recommend variations of the strategy for approval by the Full Council in accordance with the guidance from the Secretary of State.
- 6.3 At the end of the financial year during the preparation of accounts the Town Clerk and RFO will also report on investment activity.
- 6.4 The Finance & Policy Committee will review the Town Council's banking arrangements every two years and make recommendations to the April Town Council meeting in the second and fourth years of the Council's term.
- 6.5 The Town Council will consider the placement of the Town Council's deposits one month before any bond matures.

## **7.0 Ethical Investments**

- 7.1 The Town Council is committed to ensuring that its financial investments align with its core values and the best interests of the community. To that end, the Council shall adopt and maintain an ethical investment approach.
  - (i) The Council will avoid direct investment in harmful industries:
    - Production/distribution of tobacco, alcohol, or armaments
    - The operation of gambling services
    - Fossil fuel extraction and production
    - Activities with proven, significant negative environmental or human rights impacts
  - (ii) Preference will be given to investment opportunities that demonstrate positive environmental, social, and governance (ESG) practices.
  - (iii) Transparency and Accountability - The Council will keep an annual statement of its investment portfolio, including how investments align with ethical criteria
  - (iv) The Council shall consider community values and feedback when shaping its investment strategies, particularly where ethical concerns are raised by residents.
- 7.2 The Town Council will be aware of the ethics of any bank it does business with.

Any variations to the strategy will be reported to the Council as and when they arise.

The Annual Investment Strategy must be reviewed annually and revised if considered necessary.

This Strategy is to be reviewed by the Finance & Policy Committee and Town Council at their meetings in May annually.

## **Amendment History**

| Paragraph            | Detail          | Committee or Town Council    | Approval date                   |
|----------------------|-----------------|------------------------------|---------------------------------|
| Original Adopted     |                 | Town Council                 | 19 <sup>th</sup> September 2017 |
| Review of original   |                 | Town Council                 | 14 <sup>th</sup> March 2023     |
| Original with amends | Adopted         | Town Council                 | 9 <sup>th</sup> May 2023        |
| Review               |                 | Finance and Policy Committee | 14 <sup>th</sup> May 2024       |
| Review               | Review/adoption | Town Council                 | 21 <sup>st</sup> April 2024     |
| Review               | Review          | Town Council                 | 15 <sup>th</sup> April 2025     |
| Approval             | Approval        | Town Council                 | April 2026                      |
| Review               | Review          | Finance & Policy Committee   | April 2027                      |
| Approval             | Approval        | Town Council                 | April 2027                      |

Signed  ..... Date 19/05/26 .....

**Chair of Council**

Signed  ..... Date 19/05/26 .....

**Town Clerk**

8. Conflict of Interest

8.1 Council staff and Councillors are required to declare in advance if they have any personal interests, involvement or conflicts of interest with any potential sponsors. In the event of a conflict of interest, they will take no part in the consideration of sponsorship with that particular organisation.

### Amendment History

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|--------------------|--------|----------------------------|---------------|
| Original Adopted   |        | Town Council               | 19 May 2026   |
| Review of original |        | Finance & Policy Committee | April 2027    |
|                    |        | Town Council               | April 2027    |

CHAIRMAN



19/05/26 Date.

TOWN CLERK



19/05/26 Date.

- 4.3 The Council will maintain a contract register on the Council website. It is the responsibility of the Council staff to ensure that the Council's receives a copy of the completed agreement for publishing on this register.
- 4.4 Sponsorship bids and the associated undertakings shall be approved by the Finance and Governance Committee.
- 4.5 Sponsorship agreements must where appropriate include exit / termination clauses.
- 4.6 It is recommended that all potential sponsors are referred to this Protocol.

**5. Financial Procedures**

- 5.1 Payment should be made in full prior to the commencement of the agreed sponsorship activities. Phased payments can be determined depending on the nature of the sponsorship package, value and length of the agreement. In this case, the first payment is to be of a higher proportionate amount.
- 5.2 It is the responsibility of the Town Clerk to follow the respective Council's Financial Regulations. Should sponsorship be received in terms of goods or equipment, the agreement for such is also to be included on the contracts register. In all instances where individual items are to be retained in Council ownership it is to be declared to the Town Clerk so that it may be included in the Council's asset register.
- 5.3 The Financial and <sup>Policy</sup> Finance Committee will undertake an annual evaluation and review of Sponsorship arrangements or as appropriate.

**6. Marketing and media relations**

- 6.1 Media relations for all sponsorship agreements will be undertaken by the Council's Marketing Officer unless otherwise agreed and in line with Council's relevant policies, strategies and procedures.
- 6.2 All media and publicity produced by the sponsor must be approved by the Town Clerk before circulation.
- 6.3 The use of sponsors' logos and other branding must not interfere or conflict with Council's branding.
- 6.4 The use of the Council's branding on any sponsors' publicity must be discussed with and approved by the Town Clerk.

**7. Disclaimer**

- 7.1 Acceptance of advertising or sponsorship does not imply endorsement of products or services by the Council.
- 7.2 Any sponsorship accepted by the Council must not breach any contract, or infringe or violate any copyright, trademark or any other personal or proprietary right of any person or render the Council liable to prosecution or civil proceedings. The sponsor must fully and effectually indemnify the Council from and against all claims, costs or demands arising from the sponsor's activities.