

## Endorsement Policy

Last updated: May 2025

From time to time, The Royal College of Radiologists (RCR) is asked to endorse, support or assist with promoting/sharing the work, activities or resources of other individuals, groups or organisations (referred to here collectively as “endorsement”). This document sets out the RCR’s policy in this area. It replaces all previous versions of this policy.

### **A: Types of endorsement**

Requests to the RCR will be assessed for one of the following categories:

- **Endorsement**

Where the RCR is formally involved in another organisation’s project, activity or resource from the outset, with prior approval from College Officers and the Governance Team, where the product meets the principles and criteria specified in sections D and E below and the final product is approved by the RCR.

*Please note: this category is not the same as co-production, where items are developed in partnership with the RCR and where there is shared ownership, responsibility and liability.*

- **Support**

Where a product, activity or resource has been developed *without* formal RCR involvement, but it has come from a reputable organisation, meets the principles and criteria specified in sections D and E below and where the RCR wishes to publicly express a positive view.

- **Sharing good practice**

Where a product, activity or resource has been developed by another organisation *without* formal RCR involvement and where it does not meet all of the principles and criteria specified in sections D and E below, but where the RCR agrees to promote awareness, with a view to stimulating discussion and/or encouraging reflection on good practice. The RCR will not formally express support for the work.

### **B: Requesting endorsement**

Any individual or organisation seeking endorsement by the RCR should submit a request via a [web-based form](#).

The RCR will give full and proper consideration to all such requests and provide a response within 20 working days of receipt. It will endeavour to reply sooner if at all possible. Requests with a deadline of 2 days or under cannot usually be considered.

All requests will be considered on a case-by-case basis, with due reference to previous decision-making/precedent but without this being a barrier to adopting a new approach.

Requests for re-endorsement of a previously-endorsed activity (such as a new version of a guideline or an update of a learning resource) will be considered as a new endorsement request. The RCR’s policy and position may have changed since the initial endorsement, as too may have the item for which re-endorsement is being sought. It is possible that something that has previously endorsed may be declined upon requesting re-endorsement.

### **C1: Activities that will be considered under this policy**

Examples include but are not limited to:

1. Clinical guidance documents
2. Web pages

3. Educational materials
4. Policy, position or press statements, manifestos and campaigns (excluding those of a party-political nature)
5. Letters – such as joint open letters to government, regulators or health policy or education influencers
6. Clinical audits
7. Events hosted by organisations external to the RCR
8. Computer or mobile apps

## **C2: Activities that will NOT be considered under this policy**

The RCR will not usually endorse or support materials written for a patient audience.

Requests in the following areas are outside the scope of this endorsement policy. The relevant RCR teams should be contacted as indicated:

1. Circulation or promotion of surveys undertaken by other organisations [[Governance](#)]
2. Re-posting of third party content on social media as part of routine communications activity [[Marketing and Digital](#)]
3. Letters of support (for example, for grant funding applications or applications for non-RCR unpaid positions) [[Governance](#)]
4. Requests for expert advice or nominations for representatives on external groups or organisations [[Governance](#)]
5. Public consultations (with no request for endorsement) [[External Affairs](#)]
6. Requests for an RCR speaker for an external event [[Governance](#)].

## **D: Principles for endorsement**

The following principles will be applied in considering requests for endorsement:

### **1. Relevance**

The RCR will consider matters that are relevant to and suitable for the specialties of Clinical Oncology and Clinical Radiology.

### **2. Wider societal issues**

The RCR will only endorse wider matters if it feels they are appropriate to its charitable and strategic aims. (For example, in relation to the issue of climate change, the RCR may support and/or comment on the impact of climate change on health inequalities, but not on climate change matters that are unrelated to health).

The RCR will not endorse any UK party-political activity or campaigning, nor any such political activities globally.

### **3. Conflicts of Interest**

The RCR will not agree to any type of endorsement that puts the College or any of its representatives in a position that is inconsistent with the College's [Conflicts of Interest policy](#).

### **4. Safeguarding and ethical considerations**

The RCR will consider any proposal from an individual or organisation – either in the UK or globally - in accordance with Charity Commission guidance to ensure that the appropriate safeguards are in place and ethical considerations have been met. In particular, the RCR will not knowingly endorse or support the activities and/or resources of any commercial organisations that undertake or promote the production, sale or distribution of tobacco products or arms.

### **5. Not-for-profit**

The RCR will not endorse services or products in return for financial contribution.

### **6. Competition**

The RCR will consider proposals that complement rather than duplicate any of the RCR's published outputs, current projects, workstreams or events.

#### **E: Criteria for assessing requests**

Requests for endorsement will need to:

1. fulfil the RCR's objects as stated in its [Charter](#), support its public benefit purpose, improve patient care, provide a benefit to members or raise the profile of the College
2. be consistent with the RCR's [strategic aims](#) and policy priorities, be relevant to the RCR's members and Fellows or otherwise be recognised as a high-profile area that the RCR should support
3. not compromise the RCR's reputation, [values](#) or charitable status.