

Unit 11 Europoint
5-11 Lavington Street
Southwark
London SE1 0NZ



Public Fundraising Regulatory Association

Site Management Agreement

Between the Public Fundraising Regulatory Association and South Somerset District Council

This Agreement is made between the Public Fundraising Regulatory Association ('the PFRA') of Unit 11 Europoint, 5 – 11 Lavington Street, Southwark, London SE1 0NZ and South Somerset District Council ('the District Council') of The Council Offices, Brympton Way, Yeovil, Somerset BA20 2HT, who together form the parties to this Agreement.

The purpose and spirit of this Site Management Agreement ('SMA') is to facilitate face-to-face fundraising in a given location and provide a balance between the right of the charity to fundraise and the right of the public to go about their business without an impression of undue inconvenience.

Once an agreement is in place it should minimise the administration for all concerned, providing just one channel for information and support, as the District Council's Licensing Officers only have to deal with one organisation (the PFRA) instead of dealing with each individual charity and fundraising organisation separately.

An SMA also recognises and accommodates the fact that other legitimate activities also operate on the public highway, including events, street trading, and activities organised by the Local Authority or other authorised public bodies (e.g. Police)

1. IoF National Code of Practice: Statement of Conformity

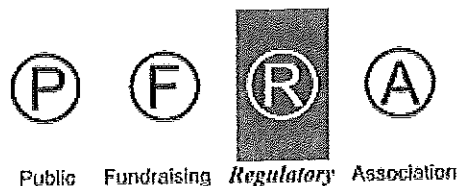
All fundraisers will carry and abide by the PFRA / Institute of Fundraising abridged Code of Practice, a copy of which is attached to this Agreement at Appendix 1.

2. Frequency of Visits

i) Face-to-Face activity may take place at the following frequencies in each location within the District of South Somerset:

- Eastern District
 - **Castle Cary – twice (2x) per calendar month**

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- **Wincanton** – **four** (4) times per calendar month
 - Western District
 - **Chard** – **four** (4) times per calendar month
 - **Crewkerne** – **twice** (2x) per calendar month
 - **Iminster** – **twice** (2x) per calendar month
 - Northern District
 - **Langport** – **four** (4) times per calendar month
 - ii) Collections will only take place between the hours of 9.00am and 7.00pm Monday-Saturday and between 10.00am-4.00pm on Public Holidays.
 - iii) No collections will take place on Sundays in any location.
 - iv) Fundraisers may not visit the same location on consecutive days.
 - v) Exclusion Dates - No collections will take place in any location on the last 2 weekends in October or the first two weekends in November each year.
- Further exclusion dates may be announced by the District Council (e.g. market days, special promotions etc) and collections on such days will be organised in accordance with section 6.ii) below.
- vi) For the avoidance of any doubt, the geographical area falling within the boundaries of Yeovil Town Council is not covered by this Agreement.

3. Locations & Placement

Face-to-Face activity may take place in the following locations (excluding any private property which may fall within each location), which for information are shown highlighted red on the map attached at Appendix 2:

- Eastern District
 - **Castle Cary** – Market Place and Fore Street
 - **Wincanton** – High Street and Carrington Way
- Western District
 - **Chard** – High Street
 - **Crewkerne** – Market Square and Market Street
 - **Iminster** – Silver Street and Cornhill

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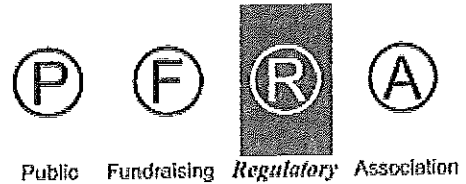
Public Fundraising *Regulatory* Association

- iii) All fundraisers must wear visible identity cards with clear and legible details and a photograph. All fundraisers should wear tabards or other distinctive clothing that enable shoppers and other pedestrians to identify them from a distance. The District Council welcomes uniformed Team Leaders who are clearly identifiable as the Team Leader on their clothing. Fundraisers must not cover up clothing by rucksacks or other outer garments, thereby preventing their clear identification to the public.

6. Information Sharing & Reporting

- i) **Clash avoidance:** Wherever possible, PFRA members will seek to avoid clashes with Licensed Charitable Cash Collections. Julia Bradburn (SSDC) has a diary of cash-collections, and other pre-arranged / regulated street activity will be compiled by the District Council several weeks in advance to ensure there are no potential conflicts with other collection agencies -
- who are not members of the PFRA
 - who may have previously approached the District Council to operate in public space
 - or where there are national flag days when an individual charity or non-profit organisation seeks to operate across many / all local authorities.
- ii) **Exclusion Dates:** Exclusion Dates (e.g. market days, special promotions days, etc.) may be announced by the District Council Licensing Officers and will in general be flagged to the PFRA for inclusion within the PFRA Diary Management system well in advance. Where a potential clash emerges, the principal of "first booked" will prevail unless impractical to do so (e.g. crisis appeal, public demonstration). In the event of unexpected clashes between fundraising activities and other events (emergency, construction, health & safety of public or other priority statutory use of the highway), the District Council Licensing Officers will direct fundraisers to an alternative contingency location for the duration of such priority uses. It is understood that there may be rare occasions where notice of unavailability of certain specific sites will only be available at very short notice (such as during royal visits); in which circumstances the District Council or police officers may exercise their rights and powers to move fundraisers on without notice.
- iii) **General Communications & Reporting:** The PFRA Allocations Officer will maintain and manage the diary schedule. Copies of the diary are to be made available not less than five working days prior to the commencement of each period of activity to which it refers to –

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Nigel Marston – Licensing Enforcement Officer – South Somerset District Council
e-mail: nigel.marston@southsomerset.gov.uk
Telephone: 01935 4621150

The PFRA Allocations Officer can be contacted at:

Paul MacMillan-Gutiérrez
Allocations Officer

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Unit 11, Europoint
5-11 Lavington Street
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E-mail: Paul@pfra.org.uk
Tel: 020 7401 8452 (Mon-Thu)
Mobile: 07813 051130 (Fri)
Fax: 020 7928 2925

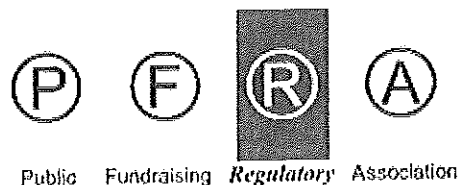
Web: www.pfra.org.uk

7. Complaint Management

The PFRA will inform the District Council promptly of any complaints received, and conversely the District Council will forward any comments or complaints channelled through it promptly to the PFRA. Where the collection agencies themselves receive a complaint, it is expected that they will provide information to the PFRA and/or the District Council, including information about the identities of any individual collector who has been the subject of a complaint and of the action taken (if any) by the collection agency. Where aware of complaints, the PFRA will take prompt and appropriate action to report the complaints made to the charity being promoted (as well as to the collecting agency representing the charity), and to deal with the complaint appropriately and effectively in order to resolve the situation as far as possible. The PFRA shall keep the Licensing Officers of the District Council informed of the action taken and the resolution achieved.

8. Working Together – Promoting Public Confidence

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- i) The District Council agrees to work with the PFRA to publicise information regarding this SMA, including explanations on what Face-to-Face is, the PFRA Code of Practice, facts about Direct Debit security, and how persons with concerns may make official complaints (see also section 7. above). Specifically, the District Council undertakes to ensure that all relevant local 'stakeholders,' whether within the local authority / Town Centre Management / business consultation organisations or elsewhere, are fully informed (and involved where relevant).
- ii) The PFRA will police member organisations, through a programme of random spot-checks ("Mystery Shopping"), to ensure fundraisers' adherence to the Code of Practice and this SMA.

9. Reviews, Variations and Termination


- i) This Agreement will continue indefinitely unless terminated under clause iv) below.
- ii) The parties agree to review this SMA after 6 months after Signature and then not less than once in every 12 months thereafter.
- iii) The terms of this Agreement may be varied with the agreement of both parties at any time in writing, and any such variation will be endorsed on or attached to this Agreement.
- iv) This Agreement will come to an end on the expiry of 6 weeks after notice in writing given by either party to the other that it desires to terminate this Agreement.

10. Remuneration

The PFRA will receive no remuneration from the District Council for carrying out its obligations under this Agreement.

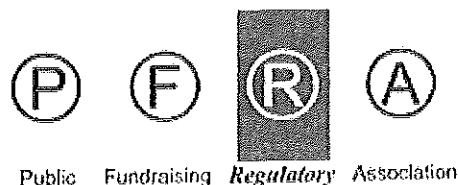
Signed For and On Behalf Of PFRA:

Dated:



8.1.16

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Appendix 1

CODE OF PRACTICE

- 1 We always tell potential donors clearly that we are paid to speak with them, and that we are not volunteers - if this is the case - and we explain the basis on which we are paid.
- 2 We always carry and display ID so that any potential donor can verify who we are, whom we are working for and on whose behalf we are fundraising.
- 3 We always represent our charity or Not for Profit Organisation (NPO) at the time, in the place, and in the manner that has been previously agreed both with the charity / NPO and with the relevant site owner or Local Authority, and as directed by our team leader or other responsible agency personnel.
- 4 We always explain to a donor how the Charity or NPO will communicate with them after subscribing, and if they are likely to receive a follow up phone call we inform them of this.
- 5 We always ensure that forms with personal details provided by donors are handled at all stages in a secure manner.
- 6 We always end a conversation in a polite and respectful manner as soon as we are asked to.
- 7 We always ensure, wherever possible, that if a member of the public has a complaint, a full and accurate record of the complaint and the complainant's contact details are taken so that action can be taken promptly and appropriately. We will also offer the complainant contact details for a person in authority who can respond to their concerns.
- 8 We never say or do anything that could pressurise or harass people and we do not use manipulative techniques.
- 9 We never confuse or mislead the public and we never say, do or display anything for which we have not been given permission by the charity or NPO
- 10 We never behave whilst on duty in any way that might bring the charity / NPO or our employer into disrepute.

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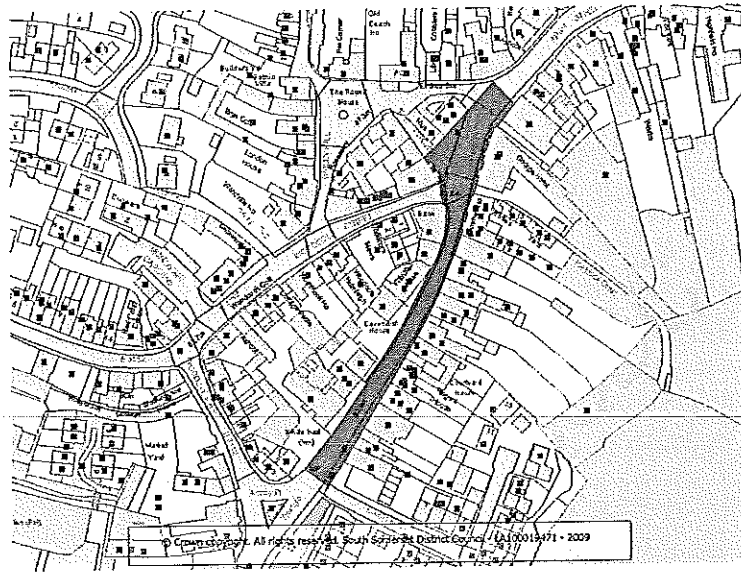


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Appendix 2

Locations & Placement

Eastern District



Castle Cary - Market Place and Fore Street



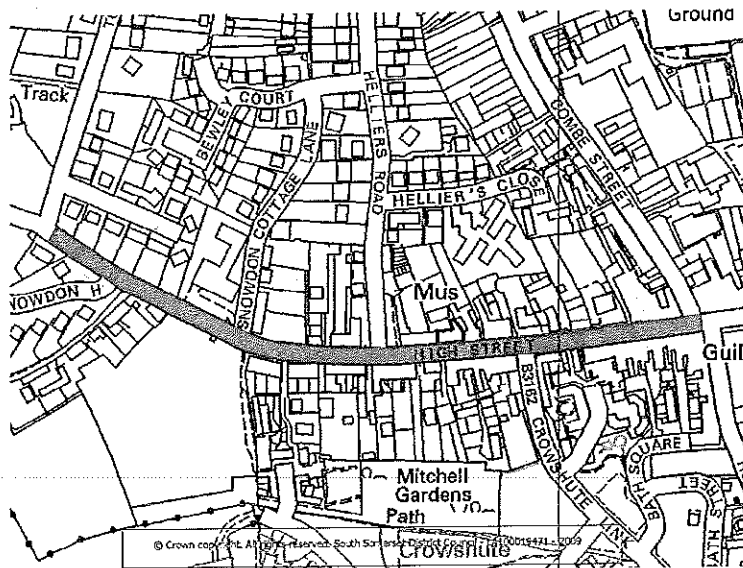
Wincanton - High Street and Carrington Way

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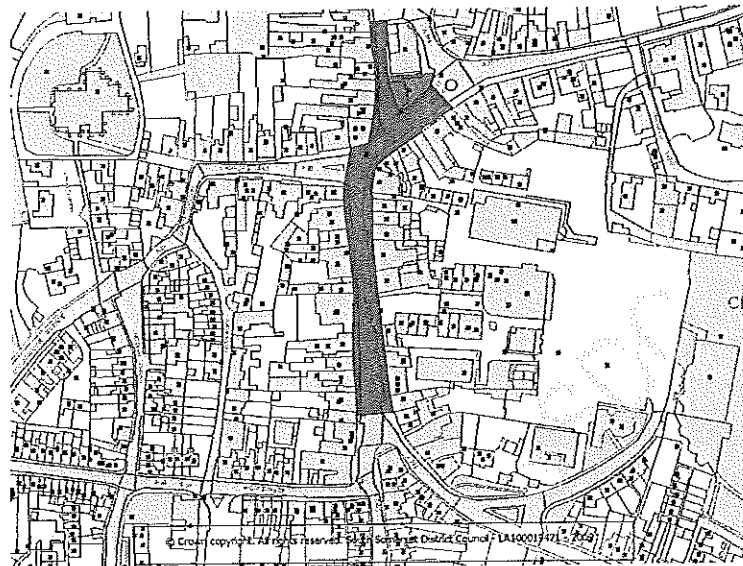


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Western District



Chard - High Street



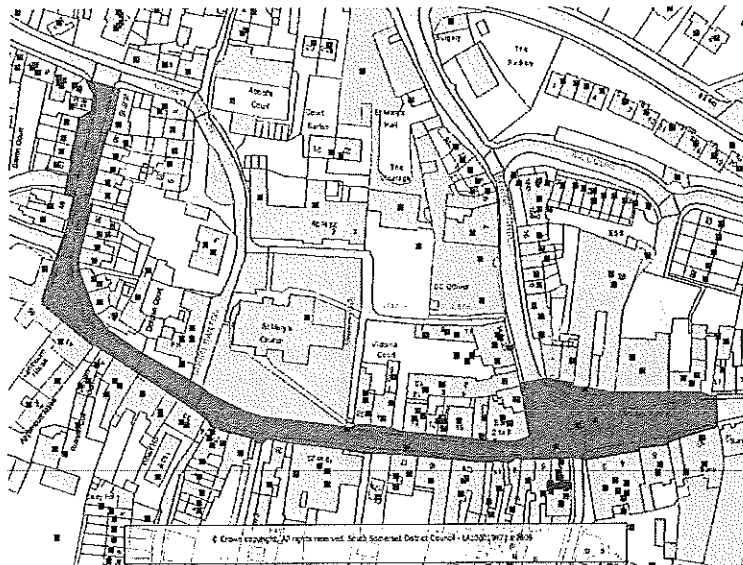
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Western District (continued)



Ilminster - Silver Street and Cornhill

Northern District



Langport - Parrett Close