

Licensing Committee – 9<sup>th</sup> October 2012

## 5. Public Fundraising Regulatory Association PFRA – Site Management Agreement

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### Purpose of the Report

To update members on the monitoring and performance of the site management agreement with the Public Fundraising Regulatory Association (PFRA) in relation to face-to-face fundraising.

### Recommendation(s)

- (1) That members note the report;
- (2) That members agree that the site management agreement should continue;
- (3) That an annual monitoring report be brought to Licensing Committee.

### Background

In April 2009 District Executive approved a proposal for joint working between South Somerset District Council and the PFRA for an initial 12-month period. Following this initial 12-month period, a monitoring report was presented to Licensing Committee prior to a decision by District Executive on whether to extend the agreement. District Executive agreed to continue with the agreement and requested that the offer be made to Yeovil Town Council to extend the Site Management Agreement (SMA) to include the Yeovil Town Centre.

The SMA was subsequently amended to include Yeovil Town and the new agreement has been fully operational since March 2012.

### Report Detail

The aim of the site management agreement (SMA) is to monitor and facilitate charity fundraising in agreed locations within the South Somerset area, including Yeovil Town and provide a balance between the right of the charity to fund raise and the right of the public to go about their business with the least impression of inconvenience.

Since March 2012 the PFRA have been managing allocations for collections throughout the district. The agreement specifies a number of areas in which street collections will be permitted and the frequency of those collections. Town Councils within those areas were consulted on local requirements for the designated areas. A copy of this agreement is included as Appendix A to this report.

The SMA provides a mechanism for reporting apparent instances of inappropriate activity / behaviour and for receiving feedback on how any issues have been resolved.

## The Last 12 months

Since the beginning of March 2012 the PFRA have administered 77 face-to-face fund raising collections on behalf of the district council; 45 of these have been in Yeovil Town centre.

In this period, 4 complaints were received in relation to these fund raising activities; and all related to the positioning of the teams within Yeovil. Teams were repositioned, but it is worth noting that although one team was correctly positioned; it was re-sited as they were close to a site where a previous team had been incorrectly positioned.

In all cases the complaints were investigated by the PFRA, the fundraisers were spoken to, and the relevant disciplinary procedures were followed. The complaints were investigated in a very timely manner and the outcome of the complaint was notified to the licensing manager or town clerk within 48 hrs. It is worthy of note that 3 of these complaints were made by retailers direct to the PFRA via the hotline they have provided. Both SSDC and Yeovil Town Council have dedicated information in relation to face – to-face fundraising on their respective websites.

There was no cost to SSDC or Yeovil Town Council in administering these collections.

## Financial Implications

None to the Council.

## Implications for Corporate Priorities

There will be a positive impact on Corporate Theme 4, ensuring safe, sustainable and cohesive communities.

## Other Implications

None

**Background Papers:** *Site Management Agreement*  
*DX Minutes 02.04.09*  
*Licensing Committee Minutes 14/06/11*

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