

Anita Cacchioli
Director of Environment

Civic Centre, Reading, RG1 7TD.
☎ 0118 939 0900

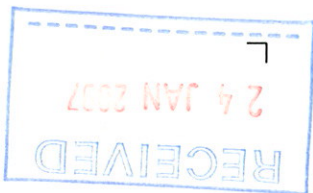
Fax: 0118 939 0557

Our Ref: ES/LIC/PFRA
Your Ref:

Direct: ☎ 0118 939 0239
e-mail: jean.champeau@reading.gov.uk

22 January 2007

Mr M Aldridge
P.F.R.A.
Unit 11 Europoint
5-11 Lavington Street
London SE1 ONZ



Your contact is: Mr J S Champeau, Environmental Services

Dear Mr Aldridge

Street Collections Agreement
Broad street, Reading

Please find enclosed the part signed street collections agreement, can you please counter sign the agreement and return it to me.

If you have any queries, please contact the above number.

Yours sincerely



J S Champeau
Licensing Officer



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Southwark
London SE1 0NZ



Site Agreement between Public Fundraising Regulatory Association (PFRA) and Reading Borough Council (RBC).

The purpose and spirit of this Site Agreement is to facilitate face-to-face fundraising in a given location and provide balance between the right of the charity to fundraise and the right of the public to go about their business without the impression of 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 Local Authority only has to deal with one organisation, the PFRA, instead of dealing with each individual charity and fundraisers organisation separately.

The PFRA continually strives to work positively with each Local Authority to develop constructive and deterministic business relationships with all parties.

Statement of Conformity

1) All fundraisers will carry and abide by the PFRA / Institute of Fundraising code of practice, as set out at Appendix 1.

Access Details

2) Site Delineations:

Broad Street: Maximum of 5 Fundraisers and one additional Team-Leader/Supervisor. Team sizes will not exceed 6 members of staff.

No fund raising to take place in the area of Broad Street between Queen Victoria Street and Cross Street or the entrance to the Oracle Shopping Centre, as detailed on the plan attached at Appendix 2.

3) Canvassers should be positioned in such a way to offer an adequate 'comfort zone' to those users of the town who do not wish to engage. Teams should be

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evenly spread with each individual member at least 6-metres from the next member, so as to avoid 'clustering' or the creation of 'slaloms'.

4) Visits to Reading will be restricted to a maximum of 2 visits per week (Monday to Friday). These visits will not occur on consecutive days. Visits scheduled for Fridays are subject to change pending advance notification from Reading Borough Council of Cash-Collection Licences. Saturday Fundraising will be given over exclusively to Cash-Collections and no PFRA Members will be awarded visits on Saturdays.

5) Fundraising activity will be performed/represented by one organisation per day on each visit.

6) Exclusion Dates are to be announced in advance by Reading Borough Council (normally by the Promotions Team and/or Licensing Section e.g. Market Days, Special Promotions Days, etc.)

7) PFRA Members agree to comply with the PFRA Diary Management Methodology to ensure that clashes over individual site use is avoided and prevent using the same site for the same charity/client on consecutive days.

8) The PFRA will provide Reading Borough Council Licensing Section with copies of all correspondence raised in response to retailer/public comment or complaint.

9) Reading Borough Council agrees to these conditions for a trial period of approximately 3 months, commencing on 12 March 2007 and ending on 3 June 2007.

10) In the event that this agreement is extended the PFRA agree to a moratorium on fund raising for the two weeks immediately preceding Christmas day each year. This moratorium will be reviewed each year on 1 October.

11) In the event that this agreement is extended, either the Council or the PFRA may terminate the agreement by giving not less than 3 months notice in writing to the other party.

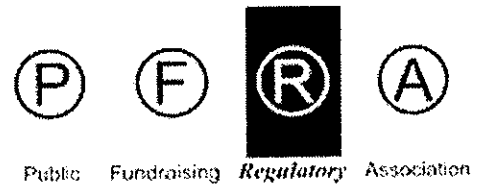
Information Required

10) Reporting:

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The PFRA Allocations Officer will maintain and manage the diary schedule.

Principal contact for Reading Borough Council in respect of bookings:

Ms. Amy Truluck (RBC Licensing Administrator)
amy.truluck@reading.gov.uk

Principal contact for matters relating to this agreement or in the event of the unavailability of the bookings contact:

Mr. Jean Champeau (Senior Licensing and Enforcement Officer)
Jean.champeau@reading.gov.uk or

Ms. Clare Bradley (Environmental Health Manager)
Clare.Bradley@reading.gov.uk

Copies of the diary are to be made available according to the schedule outlined in Appendix 3 to the contact above and also to both:

Ms. Debi Daniels (Promotions Manager)
Debi.Daniels@reading.gov.uk

licensing@reading.gov.uk

11) Diary/Schedule Information will also identify the details of the charity being represented on each visit.

Working Together

12) The local authority agrees to work with the PFRA to publish information regarding the scheme including explanations on what is Face2Face, the PFRA Code of Practice and facts about Direct Debit.

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13) The PFRA will inform the local authority of any complaints and conversely all feedback will be forwarded to the PFRA.

14) The PFRA will police member organisations, through a programme of random spot-checks, to ensure fundraisers' adherence to the code of practice and this Site Agreement.

Signed For and On Behalf Of PFRA:

A handwritten signature in black ink, appearing to be 'P. Smith', written over a horizontal line.

Dated:

28/01/07

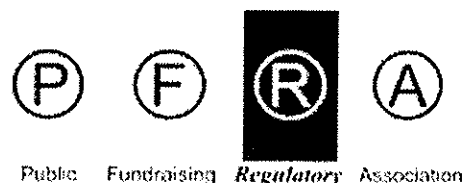
Signed For and On Behalf Of Reading
Borough Council:

A handwritten signature in black ink, appearing to be 'J. Jones', written over a horizontal line.

Dated:

16.01.07

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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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Public Fundraising Regulatory Association

Appendix 3

Bidding & Reporting Schedule 2006-2007
 Periods 42-51

Period	Fundraising Duration	Request Deadline	Clash Reports Published	Resolutions Deadline	Local Authority Declaration
42	25 Sep – 22 Oct 2006	18 August 2006	25 August 2006	08 September 2006	15 September 2006
43	23 Oct – 19 Nov 2006	15 September 2006	22 September 2006	06 October 2006	13 October 2006
44	20 Nov – 17 Dec 2006	13 October 2006	20 October 2006	03 November 2006	10 November 2006
45	18 Dec 2006 – 14 Jan 2007	10 November 2006	17 November 2006	01 December 2006	08 December 2006
46	15 Jan – 11 Feb 2007	08 December 2006	15 December 2006	29 December 2006	05 January 2007
47	12 Feb – 11 March 2007	05 January 2007	12 January 2007	26 January 2007	02 February 2007
48	12 Mar – 08 Apr 2007	02 February 2007	09 February 2007	23 February 2007	02 March 2007
49	09 Apr – 06 May 2007	02 March 2007	09 March 2007	23 March 2007	30 March 2007
50	07 May – 03 Jun 2007	30 March 2007	06 April 2007	20 April 2007	27 April 2007
51	04 Jun – 01 Jul 2007	27 April 2007	04 May 2007	18 May 2007	25 May 2007