



Chartered
Institute of
Fundraising

May 2025
Site Management Agreement

SITE MANAGEMENT AGREEMENT

Between the Chartered Institute of Fundraising and
Waverley Borough Council

Prepared by: CIOF Outreach Department

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1 Purpose

The purpose and spirit of this voluntary Site Management Agreement (SMA) is to facilitate responsible face-to-face fundraising in Waverley and provide a balance between the duty of charities and not-for-profit organisations to fundraise and the rights of the public to go about their business without the impression of undue inconvenience. For the avoidance of doubt, this document does not constitute a legal contract.

Once this agreement is in place it should minimise the administration for the council, providing just one channel for information and support regarding face-to-face fundraisers, as nominated 'gatekeepers' only have to deal with one organisation the Chartered Institute of Fundraising (CIOF), instead of dealing with each individual charity and fundraising organisation separately.

2 Statement of Conformity

All fundraisers will abide at all times by the relevant elements of the Fundraising Regulator's [Code of Fundraising Practice](#) and the Chartered Institute of Fundraising's Street Fundraising (regular giving) [Rule Book](#) or face the appropriate penalties.

If local authority officers note fundraisers contravening the Chartered Institute of Fundraising's Rule Book or any local clause within the SMA, they will inform the Chartered Institute of Fundraising's Public Fundraising Manager by contacting them on 020 8135 6118, providing details of the incident.

3 Access Details

3.1 Sites, team sizes, positioning, and frequency

Site may be used as follows, as shown in the maps at Appendix 1:

Farnham:

West Street between The Hart and Downing Street, The Borough between Downing Street and Bear Lane and East Street between Bear Lane and The Woolmead.

Positioning: fundraisers to be spread out along the length of the site

Capacity: maximum of 4 fundraisers

Frequency: 2 days a week, Tuesdays and Wednesdays

Godalming:

High Street between Station Road and Wharf Street and Bridge Street between Wharf Street and The Burys

Positioning: fundraisers to be spread out along the length of the site

Capacity: maximum of 4 fundraisers

Frequency: 2 days a week, Tuesdays and Wednesdays

Haslemere:

High Street between Well Lane and Lower Street, Lower Street between High Street and Shepherds Hill and West Street between Chestnut Avenue and High Street

Positioning: fundraisers to be spread out along the length of the site

Capacity: maximum of 4 fundraisers

Frequency: 2 days a week, Tuesdays and Wednesdays

Cranleigh:

High Street between Village Way and East View Lane

Positioning: fundraisers to be spread out along the length of the site

Capacity: maximum of 4 fundraisers

Frequency: 2 days a week, Tuesdays and Wednesdays

Where fundraisers are found to be working outside of the agreed locations, they must comply with requests made by Local Authority Officials and reposition themselves correctly or as directed on-site.

Only one charity will be present in any of the above locations on any one day.

Fundraising will only be permitted between the hours of 9am and 7pm, unless otherwise specified.

Any exclusion dates (e.g specific event days) are to be announced by the Council to the CIOF to be booked into the CIOF's diary management system, giving a minimum of 4 weeks' notice to the CIOF from date of diary delivery.

3.2 Other Conditions

Fundraisers should be positioned in such a way as to offer an adequate 'comfort zone' to those users of the public highway who do not wish to engage. In furtherance of this, it is desirable that a minimum footway channel of 1 metre be maintained between fundraisers and the kerb / shop frontage where it is reasonable to do so.

Fundraisers should maintain a reasonable distance (of approximately 3 metres) apart from one another and any other legitimate street activities (e.g. street traders, Big Issue sellers, buskers, newspaper stands, promotional activities and market researching).

4 Information Required

4.1 Nominated Gatekeeper

The nominated gatekeeper for Waverley Borough Council is Jill Govier-Blinder and her contact details are charity@waverley.gov.uk and 01483 523219. In her absence all enquiries should be made to Paul Hughes via 01483 523219. Waverley Borough Council will refer enquiries regarding collections under this agreement to publicfundraising@ciof.org.uk.

Required Information

The CIOF will maintain and manage the diary schedule. Diary/Schedule information will include: contact details for the agency (if applicable); and charity being fundraised for.

Copies of the diary are to be made available to:

Jill Govier-Blinder, Licensing Administrator, Waverley Borough Council

email: charity@waverley.gov.uk

These contact details shall be updated as and when necessary.

4.2 Transition and continuity

Should the nominated gatekeeper move on, or responsibilities otherwise change, the gatekeeper will inform his/her successor of the detail of this agreement, the relationship with the CIOF, arrangements for the regulation of face-to-face fundraising, and provide the CIOF with contact details for the successor.

5 Complaint Management

CIOF will respond to and seek to resolve all complaints received, and issue penalties according to its rules. The Council will provide real time notification of any complaints it wishes to be resolved immediately and provide sufficient detail for any retrospective complaints to be investigated. Where the collection agencies or the charities themselves receive complaints, it is expected that they will provide information to the CIOF including information about the identity of any individual collector who is subject of a complaint and of the action taken (if any).

Members of the public are encouraged to direct complaints about charity fundraising to the Fundraising Regulator.

6 Working Together

Waverley Borough Council agrees to work with the CIOF to raise awareness regarding this site management scheme, including explaining what face-to-face fundraising is, the CIOF, the Code of Fundraising Practice, and facts about Direct Debit.

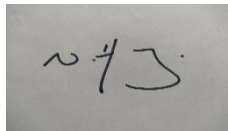
The CIOF monitors member organisations, through a programme of random spot-checks, responding to complaints, and other mechanisms, to ensure fundraisers' adherence to the Code of Fundraising Practice,

Fundraising Regulator Rules, and Site Management Agreements. The CIOF can give appropriate penalties or sanctions to those not abiding by the rules.

This SMA may be reviewed from 6 months after its implementation, or as and when it is deemed necessary. All amendments will be agreed in writing before becoming effective. Either party can withdraw from this agreement, giving 3 months' notice in writing.

Depending on when this agreement is signed, in relation to the CIOF's bidding/allocation cycle, there will be a lead-time of up to 8 weeks before the agreement can be fully implemented.

Signed for and on behalf of CIOF:



Print name:

Nick Henry

Job title:

Public Fundraising Manager

Date:

14 May 2025

Signed for and on behalf Waverley Borough Council:



Print name:

Paul Hughes

Job title:

Licensing Manager

Date:

14 May 2025

Appendix 1 - Map(s)

Plan showing the area(s) where fundraising is to be permitted:

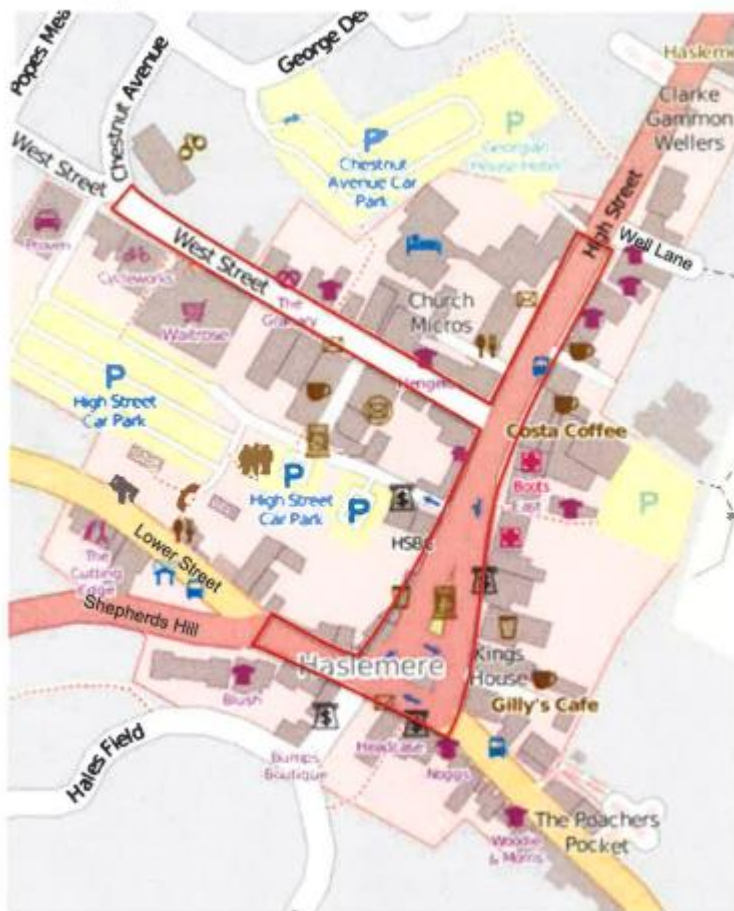
Farnham:



Godalming:



Haslemere;



Cranleigh;



Appendix 2 - Direct Debit Guarantee

Know your rights - The Direct Debit Guarantee

Direct Debit is one of the safest ways of making charitable donations. Organisations using the Direct Debit Scheme go through a careful vetting process before they're authorised, and are closely monitored by the banking industry. The efficiency and security of the Scheme is monitored and protected by your own bank or building society.

The Direct Debit Scheme applies to all Direct Debits. It protects you in the rare event that anything goes wrong.

The Direct Debit Guarantee

- The Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit the organisation will notify you (normally 10 working days) in advance of your account being debited or as otherwise agreed. If you request the organisation to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by the organisation or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society.
 - If you receive a refund you are not entitled to, you must pay it back when the organisation asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify the organisation.