

# Site Management Agreement

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Between the Institute of Fundraising and  
Bridgend County Borough Council

# 1 Purpose

The purpose and spirit of this voluntary Site Management Agreement (SMA) is to facilitate responsible face-to-face fundraising in the Bridgend district 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 Institute of Fundraising (IoF), 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 the Fundraising Regulator's [Code of Fundraising Practice](#) and [Rule Book](#), or face the appropriate penalties.

If local authority officers note fundraisers contravening the Fundraising Regulator's Rule Book or any local clause within the SMA, they will inform the Institute of Fundraising's Head of Standards and Allocations by contacting them on 020 7401 8452, providing details of the incident.

## 3 Access Details

### Sites, team sizes, positioning, and frequency

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

#### **Bridgend:**

Adare Street between Caroline Street and Wyndham Street and Caroline Street between Queen Street and Derwen Road

Capacity: maximum of 4 fundraisers with no more than two fundraisers in either street at any one time

Positioning: fundraisers to be spread out along the length of the two streets

Frequency: Two visits per week

#### **Porthcawl:**

John Street between Lias Road and Well Street

Capacity: maximum of 2 fundraisers

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

Frequency: Two visits per week

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 on any site 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 IoF to be booked into the IoF's diary management system, giving a minimum of 4 weeks' notice to the IoF from date of diary delivery.

## **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).

Fundraisers should observe a 20 metre exclusion zone around the event space on Caroline Street at the end of Adare Street when it is in use.

Fundraisers are not permitted to leave any baggage or rucksacks on benches or unattended within the town centre.

# **4 Information Required**

## **Nominated Gatekeeper**

The nominated gatekeeper for Bridgend County Borough Council is Andrew Highway and his contact details are [andrew.highway@bridgend.gov.uk](mailto:andrew.highway@bridgend.gov.uk) or 01656 815225. In his absence all enquiries should be made to [yvonne.witchell@bridgend.gov.uk](mailto:yvonne.witchell@bridgend.gov.uk) or 01656 643105.

## **Required Information**

The IoF 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:

Yvonne Witchell, Licensing Manager, Bridgend County Borough Council

email: [yvonne.witchell@bridgend.gov.uk](mailto:yvonne.witchell@bridgend.gov.uk)

Tracy Evans

email: [tracy.evans@bridgend.gov.uk](mailto:tracy.evans@bridgend.gov.uk)

Andrew Highway, Town Centre Manager

email: [andrew.highway@bridgend.gov.uk](mailto:andrew.highway@bridgend.gov.uk)

These contact details shall be updated as and when necessary.

## **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 IoF, arrangements for the regulation of face-to-face fundraising, and provide the IoF with contact details for the successor.

## 5 Complaint Management

IoF 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 IoF 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

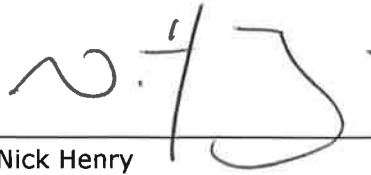
Bridgend County Borough Council agrees to work with the IoF to raise awareness regarding this site management scheme, including explaining what face-to-face fundraising is, the IoF, the Code of Fundraising Practice, and facts about Direct Debit.

The IoF 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 IoF can give appropriate penalties or sanctions to those not abiding by the rules.

This SMA may be reviewed from 6 months after its implementation, 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 IoF'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  
the Institute of Fundraising:



Print name:

Nick Henry

Job title:

Head of Standards and Allocations

Date:

10/6/19

Signed For and On Behalf Of  
Bridgend County Borough  
Council:



Print name:

ANDREW HIGHWAY

Job title:

TOWN CENTRE MANAGER

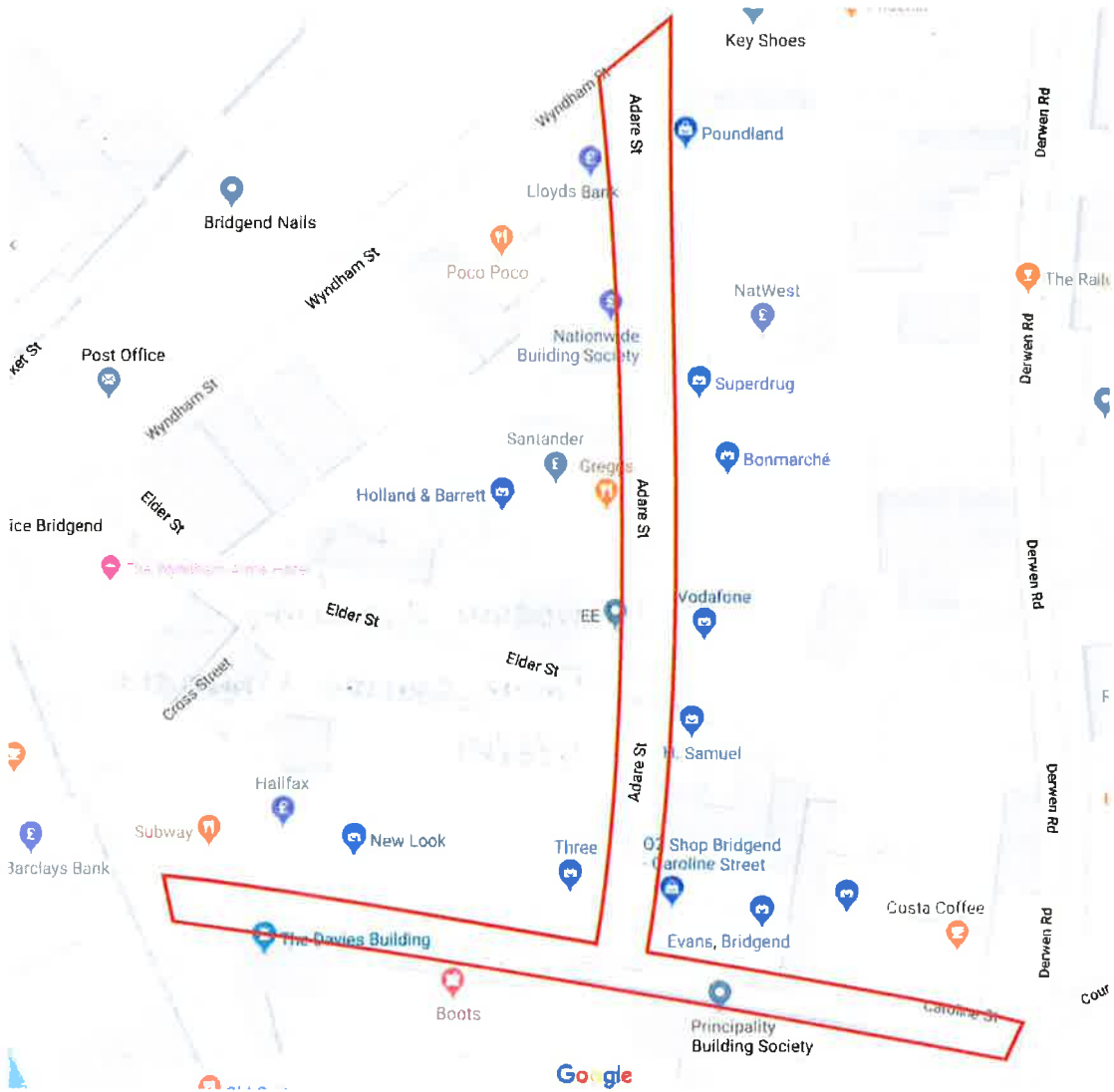
Date:

4/6/19

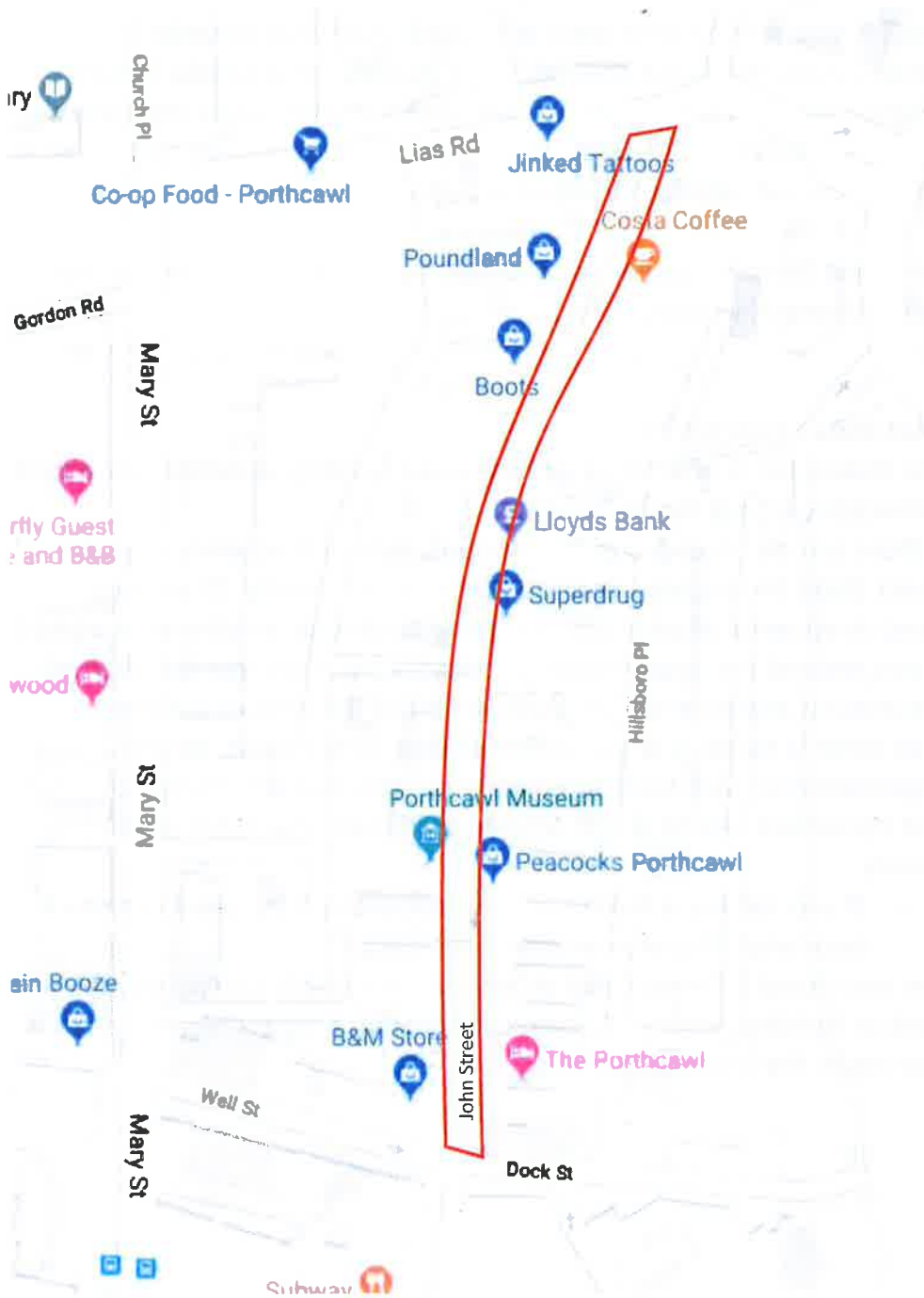
# Appendix 1- Map(s)

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

## Bridgend



Porthcawl



## 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.