



Public Fundraising *Regulatory* Association

September 2013
Site Management Agreement

Site Management Agreement

Between PFRA and London Borough of Bromley

Prepared by: Dr Toby Ganley
Head of Policy

+44 (0)20 7401 8452
toby@pfra.org.uk
www.pfra.org.uk

Purpose

The purpose and spirit of this voluntary Site Management Agreement (SMA) is to facilitate responsible face-to-face fundraising in Bromley, Beckenham and Orpington town centres in the London Borough of Bromley 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 improve the administration for the Council, providing a channel for information and support regarding face-to-face fundraisers, through the PFRA.

Statement of Conformity

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

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

Access Details

1.1 Sites, team sizes, positioning, and frequency

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

Bromley:

The full length of the Pedestrian area of High Street on non-market days.

The Pedestrian area of High Street between the junction with Market Square in the north and the entrance to Marks & Spencer in the south on market days.

Capacity: maximum of 5 fundraisers including a Team Leader

Positioning: fundraisers to be spread out along the length of the site, the extent dependent on market and non-market days.

Frequency: 3 days a week

Beckenham:

High Street between Village Way and the war memorial roundabout

Capacity: maximum of 4 fundraisers including a Team Leader

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

Frequency: 2 days a week

Orpington:

High Street between Fairfield Road and the roundabout with Spur Road, Station Road and Sevenoaks Road

Capacity: maximum of 4 fundraisers including a Team Leader

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

Frequency: 2 days a week

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

Only one charity will be present on any one site on any one day.

Fundraising will only be permitted between the hours of 10am and 6pm, unless otherwise specified.

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

1.2 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 avoid the events space at the north end of Bromley High Street, indicated by the circular paving.

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

Fundraisers must adhere to conditions of the Highways Act 1980, where they are working. This prohibits securing, chaining, fixing any objects such as bags, boards or equipment to any street furniture such as lampposts, benches etc.

In the interest of public safety and security fundraisers are not to leave any bags or equipment unattended.

Information Required

1.3 Nominated Gatekeeper

The nominated gatekeeper for the London Borough of Bromley is Lisa York and her contact details are 020 8461 7465 or lisa.york@bromley.gov.uk. In her absence all enquiries should be made to street.services@bromley.gov.uk or 020 8313 4557.

1.4 Required Information

The PFRA will maintain and manage the diary schedule.

PFRA members will advise the following council representatives in advance of their intended visits:

Peter Turvey, Head of Street Regulation

peter.turvey@bromley.gov.uk

Lisa York, Markets and Street Trading Officer

lisa.york@bromley.gov.uk

Cheryl Curr, Town Centre Manager for Beckenham
cheryl.curr@bromley.gov.uk.

Naz Choudhury, Interim BID Manager for Orpington town centre
naz.choudhury@towntalk.co.uk

These contact details shall be updated as and when necessary.

1.5 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 PFRA, arrangements for the regulation of face-to-face fundraising, and provide the PFRA with contact details for the successor.

Complaint Management

PFRA 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 PFRA 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 Standards Board ([FRSB](http://www.frsb.org.uk)).

Working Together

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

The PFRA monitors member organisations, through a programme of random spot-checks, mystery shopping, responding to complaints, and other mechanisms, to ensure fundraisers' adherence to the code of practice, PFRA Rules, and Site Management Agreements.

This SMA will be reviewed 6 months after it is signed, and then once every 12 months, if necessary, or earlier if there is just cause to do so. 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 PFRA'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 PFRA:

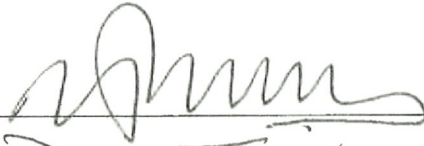


Dr Toby Ganley, Head of Policy

Date:

08.10.2013

Signed For and On Behalf Of London
Borough of Bromley:



Print name:

PETER TURVEY

Job title:

HEAD OF STREET REGULATION

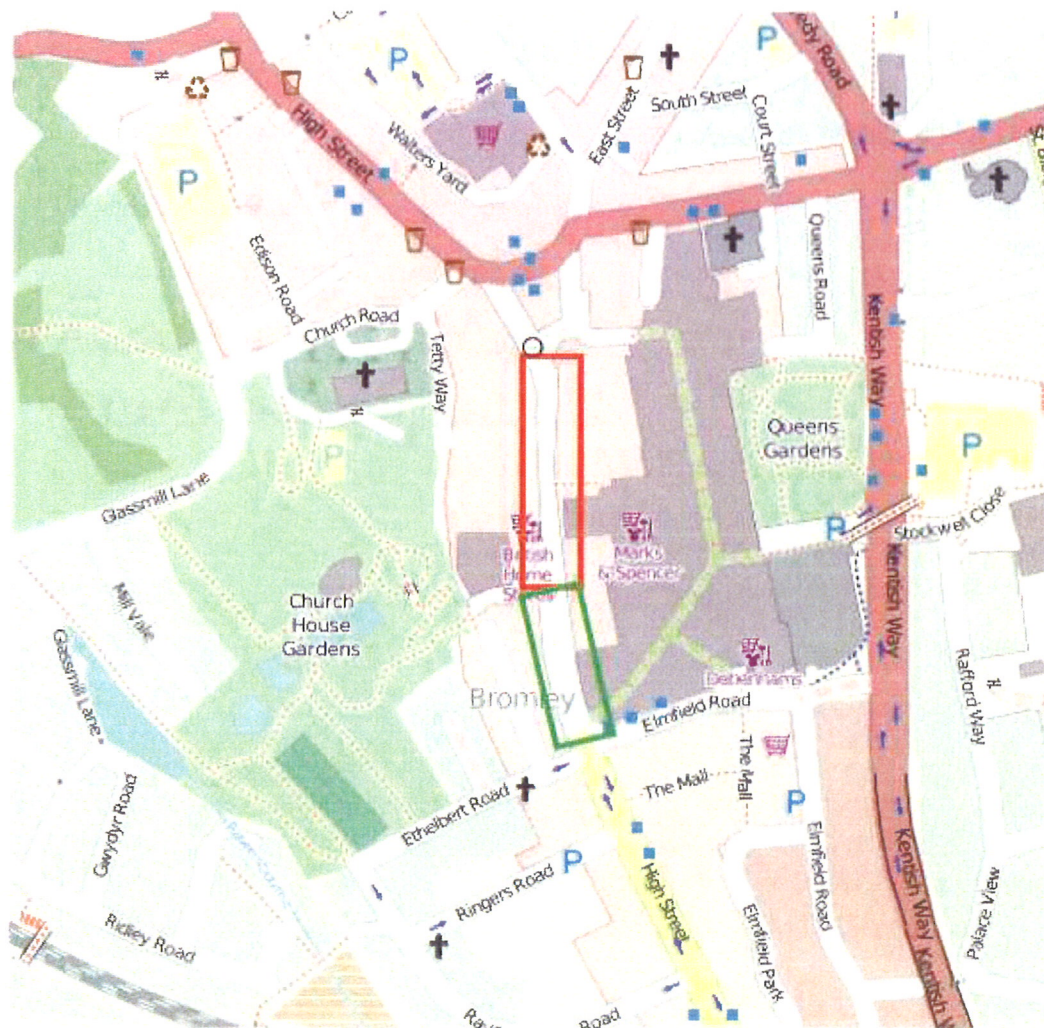
Date:

20 SEPTEMBER 2013

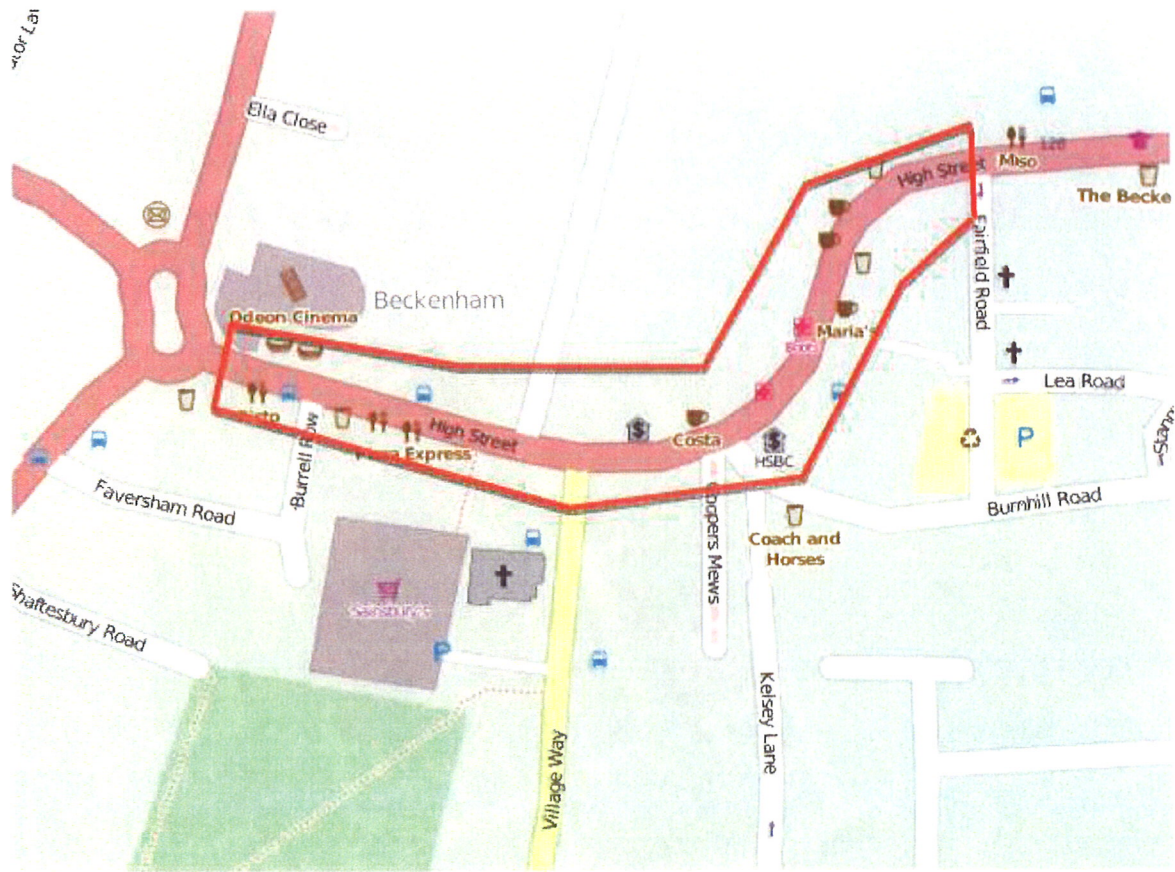
Appendix 1 - Map

Plan showing the area where fundraising is to be permitted:

Bromley



Beckenham



Orpington



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.

