



Public Fundraising *Regulatory* Association

July 2013

**Site Management Agreement**

# Site Management Agreement

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Between PFRA and Ealing BID (on behalf of Ealing Council)

Prepared by: **Dr Toby Ganley**  
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# 1 Purpose

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The purpose and spirit of this voluntary Site Management Agreement (SMA) is to facilitate responsible face-to-face fundraising in Ealing Broadway and Acton Town and provide 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.

## 2 Statement of Conformity

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

## 3 Access Details

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

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

#### Ealing Broadway:

New Broadway between Longfield Avenue and Windsor Road

Capacity: maximum of 4 fundraisers and 1 non-fundraising Team Leader

Positioning: not more than 2 fundraisers are to be positioned in any of the following locations-

- New Broadway, north side, between Longfield Avenue and Spring Bridge Road
- New Broadway, south side, between Longfield Avenue and High Street
- The Broadway, north side, between Spring Bridge Road and the Mall
- The Broadway, south side, between High Street and Windsor Road - NB fundraisers are to avoid the entrance to Ealing Broadway Shopping Centre, not working within 1 shop-front either side of the entrance

\*Frequency: Mondays, Wednesdays and Fridays

#### Acton Town:

High Street between Gunnersbury Lane and Birbeck Road

Capacity: maximum of 4 fundraisers

\*Frequency: no more than 2 days per week

**Members are to notify Ealing Council of intended visits by sending an email to the nominated gatekeeper ([andrew.pay@ealingbroadwaybid.co.uk](mailto:andrew.pay@ealingbroadwaybid.co.uk)) prior to their visit. Failure to comply may result in their planned visit being cancelled.**

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 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.

### **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 will not fundraise in any of the demarcated.

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

## **4 Information Required**

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### **4.1 Nominated Gatekeeper**

The nominated gatekeeper for Ealing Broadway Council is Ann Hunter, BID CE ([ann@ealingbroadwaybid.co.uk](mailto:ann@ealingbroadwaybid.co.uk)) and Jess Murray, Ealing Council ([murrayj@ealing.gov.uk](mailto:murrayj@ealing.gov.uk) or 020 8825 6730). In their absence please contact Graeme Duggan, Ealing Council Safer Communities ([duggang@ealing.gov.uk](mailto:duggang@ealing.gov.uk)) or Joyce Parker ([parkerj@ealing.gov.uk](mailto:parkerj@ealing.gov.uk) or 020 8825 7914).

### **4.2 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:

Ann Hunter, BID CE

[ann@ealingbroadwaybid.co.uk](mailto:ann@ealingbroadwaybid.co.uk)

Graeme Duggan, Ealing Council Safer Communities

[duggang@ealing.gov.uk](mailto:duggang@ealing.gov.uk)

Jess Murray, Service Manager

[murrayj@ealing.gov.uk](mailto:murrayj@ealing.gov.uk), 020 8825 6730

Joyce Parker, Community Safety Team Leader

[parkerj@ealing.gov.uk](mailto:parkerj@ealing.gov.uk), 020 8825 7914

Daniel Malone-OHalloran, Southall Team Leader

[maloneda@ealing.gov.uk](mailto:maloneda@ealing.gov.uk) 020 8825 6671

Maurice Rohan, Acton Team Leader

[rohanm@ealing.gov.uk](mailto:rohanm@ealing.gov.uk) 020 8825 5851

Paul Murphy, Greenford, Perivale and Northolt Team Leader

[murphyp@ealing.gov.uk](mailto:murphyp@ealing.gov.uk) 020 8825 5994

[communities@ealing.gov.uk](mailto:communities@ealing.gov.uk)

These contact details shall be updated as and when necessary.

### **4.3 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.

## **5 Complaint Management**

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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).

In the event that any complaint is unable to be resolved to the satisfaction of the complainant, said complainant is advised to report the complaint to the Fundraising Standards Board (FRSB).

## **6 Working Together**

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Ealing BID 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:

19.07.13

Signed For and On Behalf Of Ealing BID:

Print name:

Job title:

Date:

Signed For and On Behalf Of Ealing Council:

Print name:

Job title:

Date:



Jess Murray.

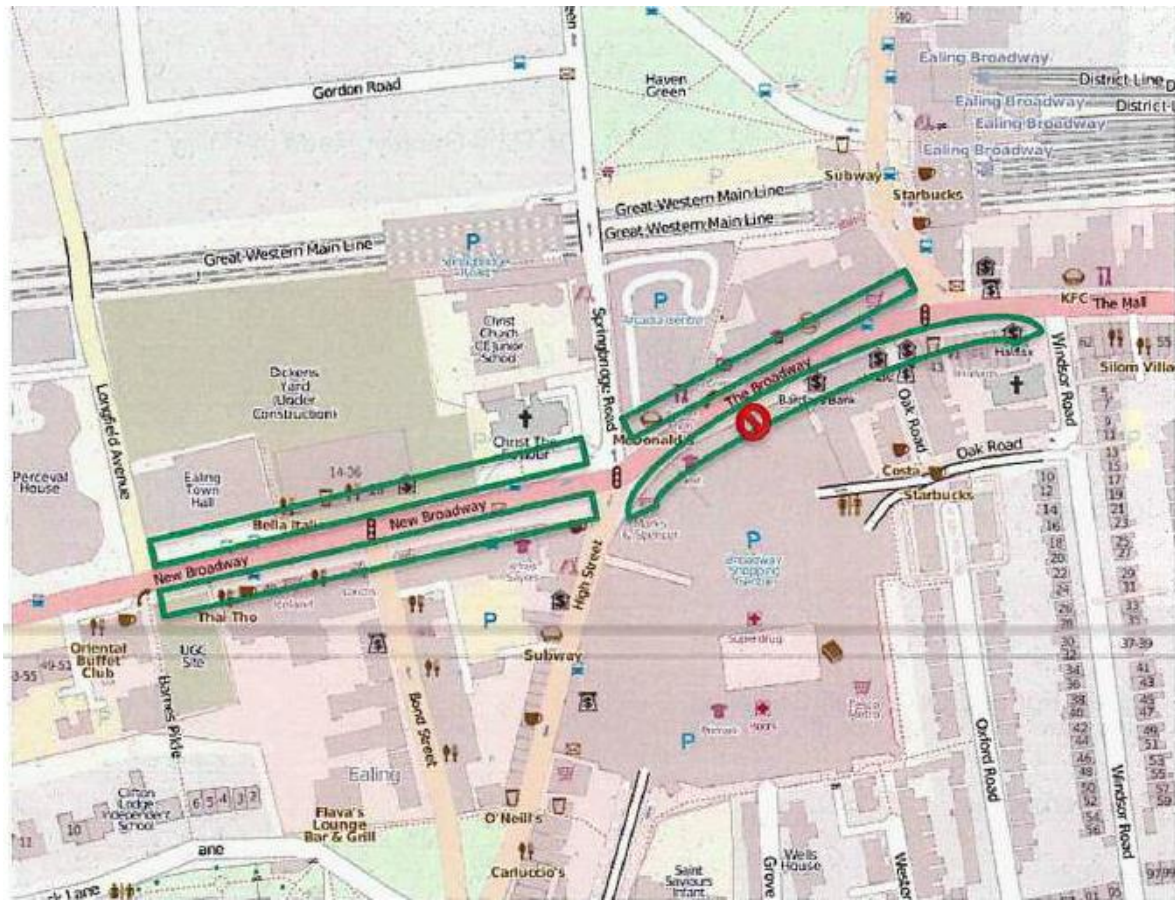
Service Manager

25/7/13

# Appendix 1 - Map(s)

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

## Ealing Broadway



## Appendix 2 - Direct Debit Guarantee

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### 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.