



Public Fundraising Regulatory Association

Site Management Agreement between PFRA and Greenwich Council

The purpose and spirit of this voluntary Site Management Agreement (SMA) is to facilitate face-to-face fundraising in Greenwich, Woolwich, and Eltham town centres and provide balance between the rights of charities or 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.

Statement of Conformity

- 1) All fundraisers will abide at all times by the Institute of Fundraising Face-to-Face Activity Code of Fundraising Practice, the PFRA / Institute of Fundraising abridged code of practice (Appendix 1), and any rules promulgated by the PFRA from time to time.

Access Details

Sites and team Sizes

- 1) Central Sites may be used as follows, as shown in the map at Appendix 2:

Greenwich:

Greenwich Church St – between Stockwell St and Thames St

Capacity: maximum of 5 branded/working fundraisers including the team leader (with half the team positioned on each side of the street)

Woolwich A:

Powis St – pedestrianised area, excluding the intersection with Calderwood St and directly in front of the DLR Station at Green's End.

Fundraisers are only allowed in the pedestrianised zone between the bollards and must not utilise the pavement area between the shops and the bollards.

Capacity: maximum of 5 branded/working fundraisers and 1 non-fundraising team leader (to remain within the bollards, unless vehicles are present)

Woolwich B:

Woolwich New Rd – from Spray St to Wilmount St

Capacity: maximum of 4 branded/working fundraisers and 1 non-fundraising team leader

Dedicated to Quality, Integrity and Transparency in Public Fundraising

Unit 11 Europoint, 5-11 Lavington Street, Southwark, London SE1 0NZ
www.pfra.org.uk

Eltham:

Eltham High St – from Passey PI to Archery Rd (excluding the pedestrianised area at Passey Place)

Capacity: maximum of 4 branded/working fundraisers (with 2 located on each side of the road) and 1 non-fundraising team leader

- 2) 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. Failure to do so may result in the imposition of penalties or sanctions being imposed according to rules promulgated by the PFRA.

Frequency

- 3) The sites may be used as follows:
 - Greenwich: 3 visits per week
 - Woolwich A: 3 visits per week (between 10am and 7pm)
 - Woolwich B: 1 visit per week, not to be used on the same day as Woolwich A
 - Eltham: 2 visits per week
- 4) Fundraising will only be permitted between the hours of 9am and 7pm, unless otherwise specified.
- 5) Exclusion Dates etc are to be announced by the Council (e.g specific event days) and must be pre booked as part of the PFRA Diary Management System. Any exclusion dates to give a minimum of 4 weeks notice to the PFRA from date of diary delivery.

Other Conditions

- 6) Fundraisers should be positioned in such a way as to offer an adequate 'comfort zone' to those users of the locality who do not wish to engage and should endeavour at all times not to impede the egress of any member of the public. 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.
- 7) Fundraisers are to avoid shop entrances, market stalls and street traders, promotional events, and any other legitimate street activities (e.g. Big Issue sellers, buskers, newspaper stands, market researchers).

- 8) All fundraisers must wear official tabards or other official distinctive clothing to enable shoppers and other pedestrians to identify them from a distance. All fundraisers must wear official identity cards clearly visible on the upper body with personal details and photograph of the fundraiser in accordance with the activity being undertaken at the time.
- 9) No fundraiser must leave their belongings (either personal or associated with the charity) on seating/benches in the town centres. Fundraisers should not position themselves or their belongings in such a way as to limit members of the public utilising seating.

Information Required

Nominated Gatekeeper

- 1) The nominated gatekeeper for Greenwich Council is Alison Harris and she can be contacted on 020 8921 3479. In her absence all enquiries should be made to Dave Mann on 0208 921 8323.

Required Information

- 2) The PFRA Allocations Officer will maintain and manage the diary schedule.
- 3) The PFRA will request members to notify the people listed below of scheduled visits no later than the Thursday of the week before any intended visit:

Street Trading Officer: Dave Mann
Greenwich Borough Council,
e-mail: dave.mann@greenwich.gov.uk

Eltham Town Centre Manager: Alison Harris
Greenwich Borough Council.
e-mail: alison.harris@greenwich.gov.uk

Generic Town Centre Manager e-mail : tcm@greenwich.gov.uk

Contact for Town Centre Warden Team: James Sutton
e-mail: james.sutton@greenwich.gov.uk

- 4) These contact details shall be updated as and when necessary.

Transition and continuity

- 5) 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

- 1) PFRA will log, monitor and inform the Council of complaints received on an annual basis, if requested. The Council will provide real time notification of individual complaints and cumulative volume on an annual basis. Where the collection agencies themselves receive complaints it is expected that they will provide information to the PFRA including information about the identities of any individual collector the subject of a complaint and of the action taken (if any) by the collection agency.

Working Together

- 1) The local authority agrees to work with the PFRA to raise awareness regarding this site management scheme, including explanations on what face-to-face fundraising is, the PFRA, the Code of Practice, and facts about Direct Debit.
- 2) The PFRA will monitor member organisations, through a programme of random spot-checks and other mechanisms, to ensure fundraisers' adherence to the code of practice and Site Management Agreements, from time to time.
- 3) Greenwich Council will be notified of the results of any spot checks carried out, upon request.
- 4) 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.
- 5) 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.



Public Fundraising Regulatory Association

Signed For and On Behalf Of PFRA:

Mick Aldridge, Chief Executive

Date:

20/07/2011

Signed For and On Behalf Of Greenwich Council:

Print name:

ALISON HARRIS

Job title:

ELTHAM TOWN CENTRE MGR

Dated:

14/7/2011

Appendix 1 – Abridged 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.

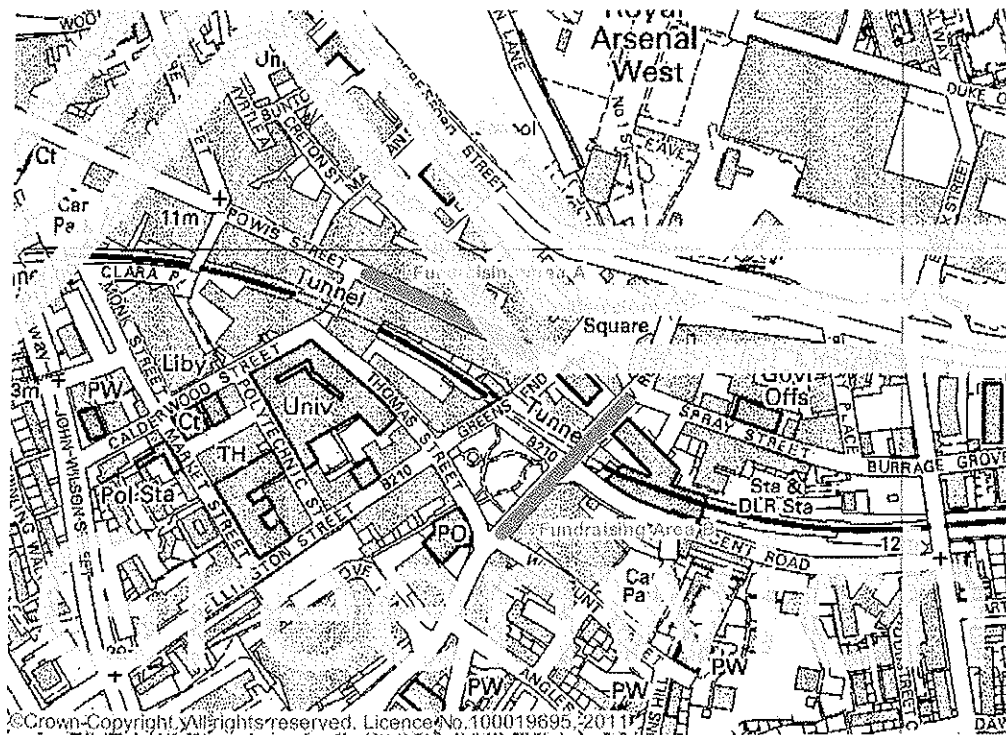


Public Fundraising Regulatory Association

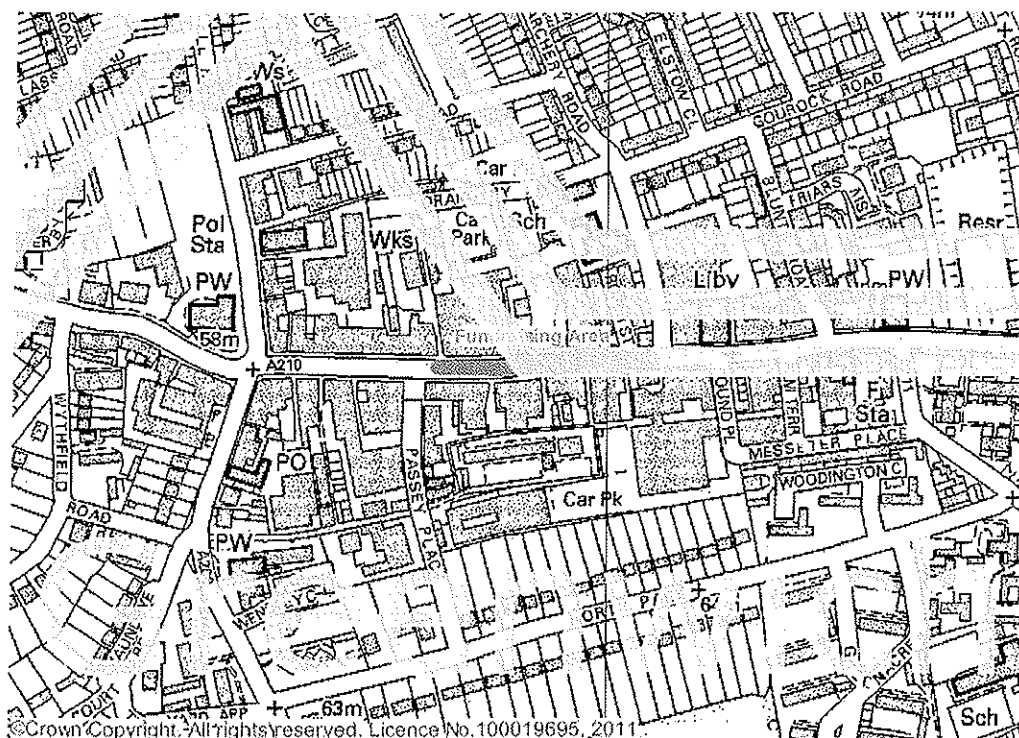
Appendix 2

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

Woolwich Town Centre:



Eltham Town Centre:



Dedicated to Quality, Integrity and Transparency in Public Fundraising

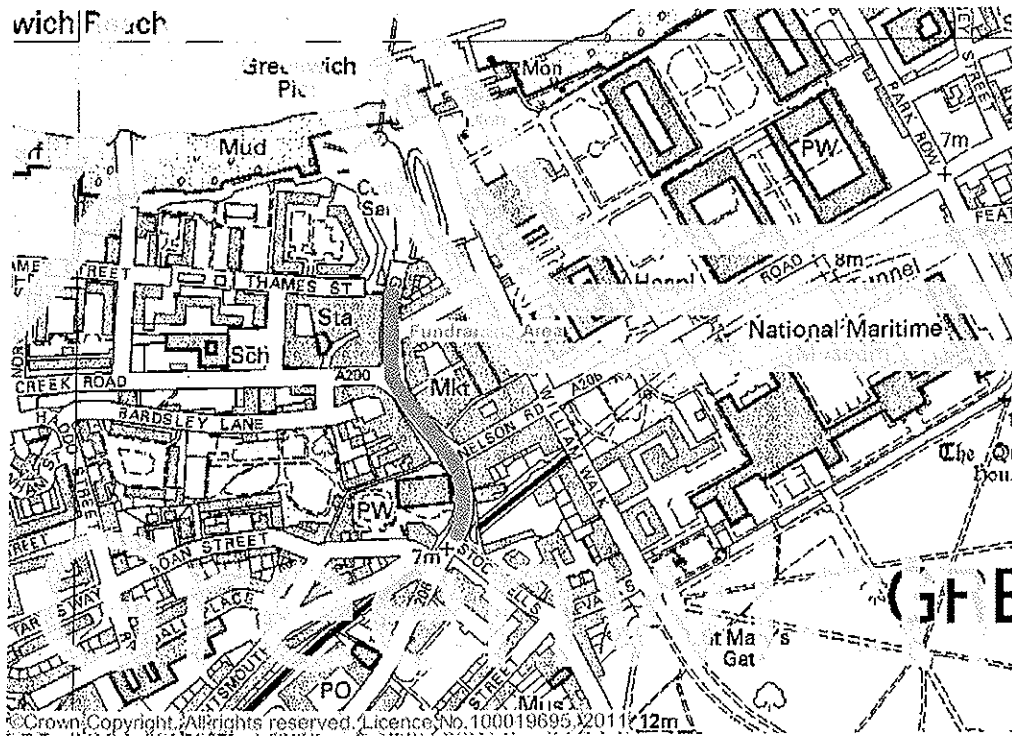
Unit 11 Europoint, 5-11 Lavington Street, Southwark, London SE1 0NZ

www.pfra.org.uk



Public Fundraising Regulatory Association

Greenwich Town Centre: Greenwich Reach



Dedicated to Quality, Integrity and Transparency in Public Fundraising

Unit 11 Europoint, 5-11 Lavington Street, Southwark, London SE1 0NZ
www.pfra.org.uk

Appendix 3

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.