

Site Management Agreement between PFRA and LB Redbridge

The purpose and spirit of this Site Management Agreement (SMA) is to facilitate face-to-face fundraising in a LB Redbridge and provide balance between the right of charities to fundraise and the right of the public to go about their business without an impression of undue inconvenience. For the avoidance of doubt, this document does not constitute a legal contract.

Once an agreement is in place it should minimise the administration for all concerned, providing just one channel for information and support, as nominated “gatekeepers” only have to deal with one organisation, the PFRA, instead of dealing with each individual charity and fundraising organisation separately.

This SMA also recognises and accommodates the fact that other legitimate activities also operate on the Public Highway, including events and activities organised by the Local Authority or authorised public bodies (e.g. Police).

1. IoF National Code of Practice: Statement of Conformity

- i) All fundraisers will carry and abide by the PFRA / Institute of Fundraising abridged code of practice.

2. Frequency of Visits

- i) Fundraisers will not visit the **High Road, Ilford** Site covered by this SMA on more than **3** days out of **7** Monday to Sunday, and Sunday and Monday shall not be used consecutively.
- ii) Collections will only take place between the hours of 8.00am and 9.00pm Mon-Sat / 10.00am-9pm Sundays & Public Holidays.

3. Location(s) & Placement

- i) Ilford town centre (LB Redbridge) contains **one site** delineated as follows and as shown on the accompanying map:

High Road, Ilford, being the pedestrianised space bounded by Clements Road (to the east) and the Town Hall frontage (to the west), the furthest extent to the west being demarcated by the trees installed to the east of the ornamental clock.

Please note that care must be taken at all times not to impinge on the licensed street-trader's (greengrocer's) pitch immediately to the west of this point.

Please note also that henceforward no part of **Cranbrook Road** is permitted for use.

4. Positioning within locations

- i) 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 become an obstruction to any member of the public. In furtherance of this every effort should be made to ensure that a minimum footway channel of **2.5-metres** (equivalent to the width of a wheelchair or double-buggy) is maintained between fundraisers and significant obstructions (such as kerb-sides and street furniture) at all times.
- ii) Fundraisers are at no point to be within **3-metres** of any shop entrance or, where permitted, within **6-metres** of the frontage of any licensed market / street trader. Every effort must be expended to maintain a reasonable distance of **3-metres** between fundraisers and any other legitimate street activities (e.g. Big Issue sellers, buskers, newspaper stands, promotional activities and market researching).
- iii) Where fundraisers are found to be working outside of the agreed positions / Site, they must comply immediately upon being challenged by Local Authority Officers and reposition themselves correctly or as directed on-site. Failure to do so may result in future fundraising visits being suspended by the PFRA for an appropriate duration as agreed with the gatekeeper.
- iv) LB Redbridge will monitor the activities of the fundraisers in light of its statutory responsibilities under Section 130 Highways Act 1980 and all other powers enabling it to take compliance and enforcement action when deemed necessary. However, save in the case of an emergency, LB Redbridge will raise any problems of enforcement with the PFRA in the first instance.

5. Team Sizes & Branding (“Presence”)

- i) Only one collection agency/charity/non-profit organisation will be permitted to operate in **High Road, Ilford** on any one day.
- ii) Fundraising Teams will be limited to **6** branded (uniformed) fundraisers (but see point **iii**) immediately below), exclusive of unbranded but ID-wearing “non-working” Team Leaders, on each occasion. For the purposes of this agreement, momentary training interventions by Team Leaders will **not** be regarded as “fundraising”.
- iii) Fundraising Teams **must** be divided at all times into two sub-teams of three, each occupying one ‘end’ of the delineated Site, ensuring an unoccupied ‘buffer space’ broadly in front of the entrance to the Exchange shopping mall (as indicated on the accompanying map), at all times.
- iv) All fundraisers must wear visible identity cards with full details and a photograph. All fundraisers should wear tabards or other distinctive clothing that enable shoppers and other pedestrians to identify them from a distance.

6. Information Sharing & Reporting

- i) **Clash avoidance:** Wherever possible, PFRA members will seek to avoid clashes with Licensed Charitable Cash Collections. Generally, it is anticipated that a diary of cash-collections and other pre-arranged/regulated street activity will be compiled by the council several weeks/months in advance to ensure there are no potential conflicts with other collection agencies –
 - who are not members of the PFRA;
 - who may have previously approached the Council to operate in public space; or
 - where there are national flag days when an individual charity or non-profit organisation seeks to operate across many / all local authorities.
- ii) **Exclusion Dates:** Exclusion Dates (e.g. Market Days, Special Promotions Days, etc.) may be announced by LB Redbridge and will in general be flagged to the PFRA for inclusion within the PFRA Diary Management system well in advance. Where a potential clash emerges, the principal of “first booked” will prevail unless impractical to do so (e.g. crisis appeal, public demonstration). In the event of unexpected clashes between fundraising activities and other events (emergency, construction, health & safety of public or other priority statutory use of the highway), LB Redbridge will direct fundraisers to an alternative relief Site for the duration of such priority uses. It is understood that there may be rare occasions where notice of unavailability of certain

specific sites will only be available at very short notice (such as during royal visits); in which circumstances council or police officers may exercise their rights and powers to move fundraisers on without notice.

- iii) General Communications & Reporting:** The PFRA Allocations Officer will maintain and manage the diary schedule. Copies of the diary are to be made available to –

Paul Howard – Street Enforcement Officer – LB Redbridge
e-mail: paul.howard@redbridge.gov.uk
telephone: 020 8708-5456

7. Complaint Management

- i) PFRA will inform the Council of any complaints received and conversely any comments or complaints channelled through the Council will be forwarded promptly to the PFRA. Where the collection agencies themselves receive complaints it is expected that they will provide information to the PFRA and Council including information about the identities of any individual collector who has been the subject of a complaint and of the action taken (if any) by the collection agency. Where aware of complaints the PFRA will take prompt and appropriate action to report the complaints made to the charity being promoted and to deal with the complaint appropriately and effectively in order to resolve the situation as far as possible. The PFRA shall keep LB Redbridge informed of the action taken and the resolution achieved.

8. Working Together – Promoting Public Confidence

- i) LB Redbridge agrees to work with the PFRA to publicise information regarding this SMA including explanations on what face-to-face is, the PFRA Code of Practice, facts about Direct Debit security, and how persons with concerns may make official complaints (see also “7” above). Specifically LB Redbridge undertakes to ensure that all relevant local ‘stakeholders’ whether within the local authority/Town Centre Management/business consultation organisations or elsewhere are fully informed (and involved where relevant).
- ii) The PFRA will police member organisations, through a programme of random spot-checks (“Mystery Shopping”), to ensure fundraisers’ adherence to the Code of Practice and this SMA.

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



Public Fundraising Regulatory Association

9. Reviews & Amendments

- i) The parties agree to review this SMA initially not less than 6 months after signature and then not less than every 15 months thereafter.
- ii) It is further agreed that all permanent amendments to this SMA will be agreed in writing before becoming effective.

Signed For and On Behalf Of PFRA:

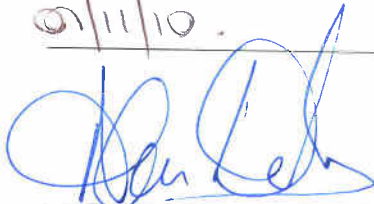

Chief-Exec.

Dated:

07/11/10

Signed For and On Behalf Of
Redbridge :

LB


ALAN DRASCO
Head of community
Protection

Dated:

28th October 2010

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.

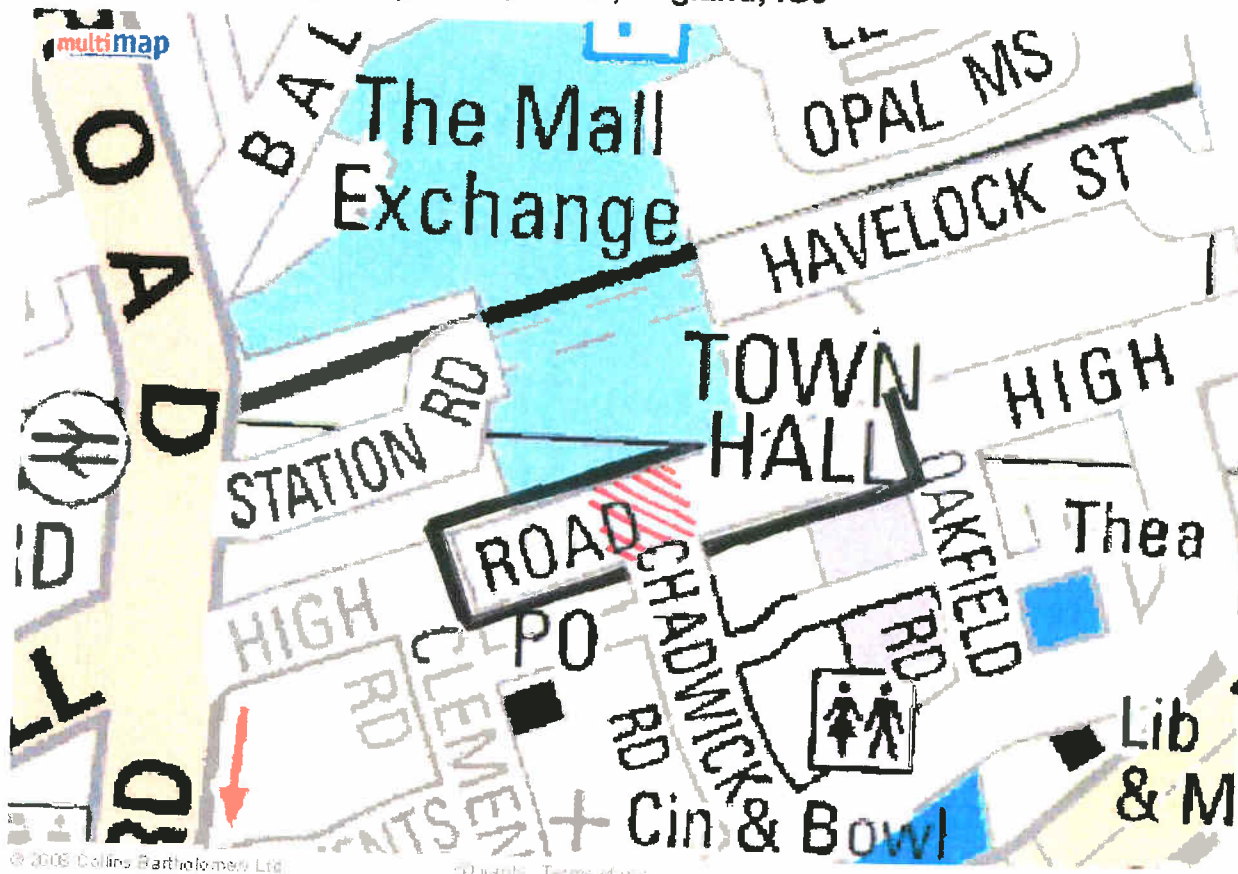


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Map of High Road (A118), Ilford, Essex, England, IG3



Nearest transport link

Your notes

Tube: Gants Hill (1.24mi, 1.99km)

Railway: Ilford (0.11mi, 0.18km)

-  = Site
-  = Buffer Zone



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