

Body: General Licensing Committee
Date: 18th January 2010
Subject: Public Fundraising Regulatory Authority & Regulation of Direct Debit Charity Collectors

Report Of: Karen Plympton, Licensing Manager
Ward(s) All
Purpose

- 1) To advise the General Licensing Committee of the current position regarding direct debit charity collectors in the Town.
- 2) In conjunction with the Public Fundraising Regulatory Authority (PFRA,) the Town Centre Manager and the Councils Licensing Manager, to better regulate the activities of direct debit charity collectors.
- 3) Adopt the Site Management Agreement developed in conjunction with those outlined above.

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1. Introduction

- 1.1 Members will be aware that a number of direct debit charity collectors operate in the Town Centre. Currently, these collectors cannot be regulated by the Local Authority, and there is no charge levied with the functions. However, charities generally contact the Licensing Team to inform the Authority of their intention to operate in the Town.
- 1.2 The Licensing Team will then inform the charity if there are any other direct debit collections taking place on that day, since charities generally require exclusivity in order to receive the maximum return for their collection.
- 1.3 Both the Licensing Team and the Town Centre Manager receive complaints about the conduct of persons employed as direct debit charity collection agents. These relate to the number of persons carrying out collections, aggressive "sales" techniques to try and get people to sign up to direct debit donations and persons causing congestion in walkways/doorways.
- 1.4 In order to try and manage the number and approach adopted by collectors and to address these complaints, the Licensing Manager and Town Centre Manager have engaged with the PFRA to act as an intermediary to manage the conduct and operation of direct debit charity collectors on behalf of the Authority.

2.0 The Public Fundraising Regulatory Authority (PFRA)

- 2.1 Face-to-face fundraising continues to be one of the most effective ways for charities to recruit new supporters.

- 2.2 Every year, in excess of half a million people pledge their support to charities through face-to-face fundraisers that they meet on the street or greet on their doorstep. The PFRA consider that there is no better way for causes to enthuse people to become donors, campaigners or volunteers.
- 2.3 The PFRA exists to make sure it all happens in the right way – politely, positively, and professionally.
- 2.4 The PFRA works with charities, professional fundraising organisations, statutory regulators, local authorities and national governments throughout the UK and regulates face-to-face fundraising in public places in all its forms.
- 2.5 Fundraising bodies become Members of the PFRA and receive accreditation. Members are required to adhere to the Institute of Fundraising Code of Practice, and monitor how and when public places are used for fundraising through active partnerships with the Local Authority. A copy of the PFRA Code of Practice is included at Appendix 1.
- 2.6 Working in partnership with the Local Authority, the PFRA aims to ensure that each of our charity members has fair and equal access to fundraising opportunities. It aims ensure that the public can enjoy a positive, safe, and informative experience of face-to-face fundraising. Where necessary, the PFRA will take action against a charity member if the Code of Practice is breached.
- 2.7 In addition to the Code of Practice, in conjunction with the Licensing and Town Centre Managers, an Eastbourne specific Site Management Agreement has been drawn up
- 2.8 The purpose and spirit of this Site Management Agreement (SMA) is to facilitate face-to-face fundraising in Eastbourne’s Town Centre, providing the balance between the right of the charity or not-for-profit organisation to operate, and the right of the public to go about their business without any impression of inconvenience.
- 2.9 Once the agreement is in place, it should minimise the administration for all concerned, providing one channel for information and support. The nominated ‘gatekeeper’ for Eastbourne Borough Council is the Licensing Manager who will only have to deal with one organisation, the PFRA, instead of dealing with each individual charity and fundraising organisation separately.
- 2.10 The PFRA Site Management Agreement and plan is included at Appendix 2. Members will note that the town is split into fundraising “zones” as follows:

Zone One:

Terminus Road – No’s 59 to 113, 90 to 130

Capacity: maximum of 3 branded/working fundraisers

Zone Two:

Terminus Road – No’s 147 to 155, 152 to 170

Capacity: maximum of 2 branded/working fundraisers

Zone Three:

Terminus Road – No’s 159 to 187, 172 to 200

Capacity: maximum of 2 branded/working fundraisers

Zone Four:

Seafront area must not be used without prior written consent of the Councils Licensing Manager, Eastbourne Borough Council.

Plus one non-branded/non-fundraising Team Leader **across all four sites.**

- 2.11 The Site Management Agreement also details the conduct of collectors, positioning and identification means.

3.0 Recommendation

- 3.1 The General Licensing Committee is asked to agree and adopt the Site Management Agreement as included in Appendix 2 as a means to better regulate the activities of direct debit charity collectors through the Public Fundraising Regulatory Authority (PFRA.)
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