



Haringey Council

Report for:	Cabinet Member for Environment	Item Number:	
Title:	Site Management Agreement to Control Direct Debit Face to Face Fundraisers. This is the collection of direct debit information as opposed to money collections which are not covered by the PFRA.		
Report Authorised by:	Stephen McDonnell – Deputy Director of Place and Sustainability		
Lead Officer:	Daliah Barrett – Licensing Team Leader		
Ward(s) affected: Crouch End, Muswell Hill, Highgate, Noel Park.	Report for Key/Non Key Decisions: N/A		

1. Describe the issue under consideration

- 1.1 The Crouch End Area Committee has voiced concerns regarding the actions of charity collections in the town centre. Residents have complained about the hostile and at times relentless attempts at engaging passers by, which has caused distress to some users of the local shopping area. Residents claimed that the level of fundraising in the proximity was deterring people from shopping in the area for fear of being approached time and time again.
- 1.2 Unlike street collections which are currently regulated by the Metropolitan Police in London under the Police, Factories etc Miscellaneous Provisions Act 1916, (The Mayor also has powers to grant permission for street collections in the borough at certain times of the year), there are no provisions currently to regulate the face to face (direct debit) fundraisers.

2. Background information

- 2.1 The Charities Act 2006 was supposed to provide a level of compliance and enforcement across this area but this legislation has now stalled in parliament and it is not clear when or if the relevant sections will ever become law. The Government has however encouraged local authorities to deal with face to face collectors through entering into an agreement with the Public Fundraising Regulatory Association (PFRA).



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2.2 The Licensing Team has made contact with the PFRA, met with them to visit the main shopping areas in the borough and to assess the number of charities operating in the borough. In order to try and manage the situation and provide some sort of regulation the PFRA have said that they are able to enter into a Site Management Agreement with Haringey for all the main shopping areas. Please note that the PFRA agreement is only in relation to fundraising regarding the collection of direct debit information, it does not cover fundraising done by collecting money on the streets

2.3 The Public Fundraising Regulatory Association is a charity led self regulatory membership body for all types of face to face fundraising. The PFRA have a dual role as a regulator in being the bridge between councils and charities practising face to face fundraising, maintaining professional standards and ensuring fair allocation of fundraising activities on the ground.

2.4 PFRA maintain and improve professional standards in the face to face fundraising sector by enforcing the Institute of Fundraising's Face to Face Activity Code of Fundraising Practice, running mystery shopping programmes, and ensuring their members complete an accreditation process. They also have a complaints process that can be initiated by anyone who feels a fundraiser has transgressed the code of practice.

A major part of PFRA's role is to ensure the sustainability of face to face fundraising and that it is practised in a controlled way. They run a fair and equitable site allocation programme and work with local councils to negotiate 'site management agreements' (SMAs) that contain guarantees about the locations and times that fundraising can take place.

2.5 The aim of the Site Management Agreement (SMA) is to facilitate face to face fundraising in a given location with the full agreement of the council.

2.6 If agreed to, the Site Management Agreement will cover the main shopping areas in Crouch End, High Road Wood Green between Turnpike Lane tube station and Wood Green tube station and also Muswell Hill Broadway. The agreement will:

- Delineate the location in which fundraisers may work, this is very specific.
- Specify which days of the week fundraisers may attend. The SMA for instance would preclude fundraisers from working on market days. The SMA, if approved, will allow fundraisers to attend four times a week in 2 locations.
- Specify how many fundraisers may attend.
- Include various other criteria and stipulations, such as distances that must be maintained from shop doorways and frontage

2.7 The PFRA runs a diary that ensures only one charity turns up at any one time, operates according to the terms of the SMA and complies with the Institute of Fundraising Face to face Code of Fundraising Practice. A copy of the code is attached at Appendix 2 to this report.

2.8 Once an SMA is in place it should minimise the administration for all concerned, providing just one channel for information, as Town Centre Managers and Neighbourhood Action Officers will only need to deal with one organisation, the PFRA, instead of dealing with each individual charity and fundraising organisation separately.

Should PFRA members breach the terms of the SMA – for instance by straying outside the delineated areas or sending too many fundraisers – the PFRA offers a single point of contact



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for the local authority to rectify this, and they claim to be able to usually ensure any breaches are put right within the hour.

3 Recommendations

3.1 That Haringey Council enter into a Site Management Agreement with the Public Fundraising Regulatory Association for the areas identified in this report.

4 Other options considered

Not to enter the agreement.

5 Comments of the Chief Finance Officer and financial implications

5.1 There are no costs involved in Haringey entering into this agreement.

6 Head of Legal Services and legal implications

6.1 There are no legal implications arising out of this report. As a voluntary decision outside any specific statutory function it is considered to be an executive decision by default being within the portfolio of the Cabinet Member for Environment.

7 Equalities and Community Cohesion Comments

7.1 The proposed agreement does not have the potential to cause negative impact or discriminate against different groups in the community.

8 Head of Procurement Comments

No Procurement issues raised by this report

9 Use of Appendices

Appendix 1 – Site Management Agreement template

Appendix 2 – Face to Face Rule Book.

10 Local Government (Access to Information) Act 1985

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