

TO: LICENSING AND SAFETY COMMITTEE
11 OCTOBER 2012

PUBLIC FUNDRAISING REGULATORY ASSOCIATION STREET FUNDRAISING
Director of Environment, Culture and Communities

1 INTRODUCTION

- 1.1 The purpose of this report is to make the Committee aware of changes to the best practice regime used by the Public Fundraising Regulatory Association (PFRA) which came into effect on 20 August 2012.

2 SUPPORTING INFORMATION

- 2.1 The Council has had a site agreement with the PFRA since December 2008. This agreement governs face-to-face collections within the town centre carried out by members of the PFRA and is attached at Annex A.
- 2.2 The collection of direct debit mandates or 'face-to-face' collections taking place in the street does not require any formal authorisation from the Council as the Police, Factories etc (Miscellaneous Provisions) Act 1916 only provides for the collections of money or goods. A direct debit mandate has no particular worth at the point of collection, as it is simply a promise to make payment by issuing an order to a bank or building society.
- 2.3 The Council liaises directly with the PFRA to ensure that there are no clashes with permitted street collections, and the PFRA also investigates any complaints made by members of the public about face-to-face collections.
- 2.4 The new PFRA best practice regime for street fundraisers comprises new rules and a fines system. The PFRA compliance team will issue penalty notices to fundraising organisations that breach the rules. The rule book is available on the PFRA website, and some examples of rules are as follows:
- Fundraisers (sometimes known as 'chuggers') must not:
- i) follow a person for more than three steps
 - ii) stand within 3m of a shop doorway, cashpoint, pedestrian crossing or station entrance
 - iii) sign up to a Direct Debit anyone unable to give informed consent through illness, disability, or drink or drugs
 - iv) approach any members of the public who are working, such as tour guides or newspaper vendors.
- 2.5 Under the PFRA regime, breach of the rules will incur penalties of 20, 50 or 100 points depending on the severity of the misdemeanour. Once fundraising organisations pass a 1000-point threshold, the points will be converted into fines at the rate of £1 per point. All money paid in fines will be ringfenced to be used for further compliance and enforcement activity, such as mystery shopping, by the PFRA.

Background Papers

Police, Factories etc (Miscellaneous Provisions) Act 1916
PFRA Site Agreement

Contact for further information

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