

19 DEC 2008

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

BRACKNELL FOREST BOROUGH COUNCIL

Donated To:

08 DEC 2008



Public Fundraising Regulatory Association

Site Management Agreement between PFRA and Bracknell Forest Council.

The purpose and spirit of this Site Management Agreement is to facilitate Face-to-Face Fundraising in a given location and provide balance between the right of the charity to fundraise and the right of the public to go about their business without any impression of inconvenience.

Once an agreement is in place it should minimise the administration for all concerned, providing just one channel for information and support, as Licensing Officers & Town Centre Managers only have to deal with one organisation, the PFRA, instead of dealing with each individual charity and fundraising organisation separately.

The PFRA continually strives to work positively with each Local Authority to develop constructive and deterministic business relationships with all parties.

Statement of Conformity

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

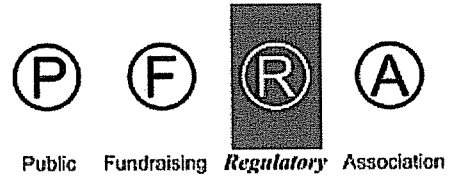
Access Details

- 2) This agreement pertains to Face-to-Face Charitable Collections to:

Bracknell – Fundraisers should **only** be positioned on the High Street and Charles Square avoiding connecting streets **and** where such streets are narrow;

Sandhurst;
and
Crowthorne.

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3) Canvassers should be positioned in such a way to offer an adequate 'comfort zone' to those users of the town centre who do not wish to engage. Teams should be limited to a maximum of 4 canvassers and 1 Team-Leader per team, evenly spread with each individual member at least 5-metres from the next member, so as to avoid 'clustering' or the creation of 'slaloms'.

4) The number of visits PFRA Members can make to each of the towns is 50 per year. This equates to 1 visit per week and each of the sites will remain unused for 2 non-consecutive weeks of the year.

5) Exclusion Dates are to be announced by local Licensing Officers and/or Town Centre Management (e.g. Market Days, Special Promotions Days, etc.)

Information Required

6) Reporting:

PFRA Allocations Officer will maintain and manage the diary schedule.

Copies of the diary are to be made to

Bracknell Forest Council – Licensing Team:

licence.all@bracknell-forest.gov.uk

Bracknell Forest Town Centre Management:

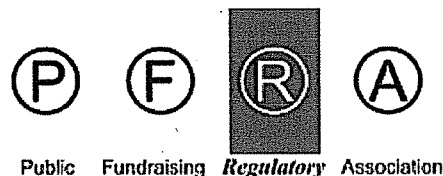
graham.mountford@bracknell-forest.gov.uk

7) Diary/Schedule Information will also provide:
Contact details for PFO; and
Charity being fundraised for.

Dedicated to Quality, Integrity and Transparency in Public Fundraising

www.pfra.org.uk

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Working Together

- 8) The local authority agrees to work with the PFRA to publish information regarding the scheme including explanations on what is Face-to-Face Fundraising, the PFRA Code of Practice and facts about Direct Debit.
- 9) The PFRA will inform the local authority of any complaints and conversely all feedback will be forwarded to the PFRA.
- 10) The PFRA will police member organisations, through a programme of random spot-checks, to ensure fundraisers' adherence to the Code of Practice and this Site Management Agreement.

Signed For and On Behalf Of PFRA:

A handwritten signature in black ink, appearing to be 'A. Smith', written over a horizontal line.

Dated:

11th December 2008

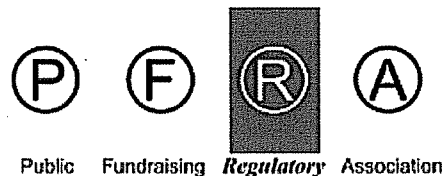
Signed For and On Behalf Of Bracknell
Forest Council:

A handwritten signature in black ink, appearing to be 'J. G. ...', written over a horizontal line.

Dated:

3 December 2008

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Appendix 1

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.