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Press release
Embargoed until Wednesday 24 June

Senior police officers seek to improve ‘sensitivity’ of neighbourhood policing of F2F

- **Small number of incidents of “disproportionate attention” from policing teams**
- **Discussion between PFRA and ACPO**
- **ACPO letter to all chief constables regarding policing of F2F**

Following discussions with the **Public Fundraising Regulatory Association** (PFRA), the **Association of Chief Police Officers** (ACPO) has written to the chief constables of all police forces in England and Wales regarding the policing of face-to-face fundraising.

The letter has been sent by Cambridgeshire chief constable Julie Spence – who is head of ACPO’s Citizen Focus ‘business area’, which deals with standards and quality in policing – in response to PFRA concerns about a small number of incidents of “disproportionate attention” from neighbourhood policing teams.

The letter recounts a few incidents, reported to ACPO by PFRA, where local policing teams have used insensitive efforts to ensure the legitimacy of the fundraisers. These sometimes included “abrupt and insensitive attitudes, including occasions where conversations with the public have been interrupted”.

Ms Spence asks her colleagues to highlight PFRA’s concerns within their forces and “encourage a sensitive, diplomatic and proportionate approach where charity representatives need to be engaged”.

Details of the ACPO letter and its implications for F2F fundraising will be disclosed in more detail at the PFRA’s AGM in London on Wednesday 24 June.

Mick Aldridge, ceo of the PFRA, says: “It would be wrong to suggest that heavy-handed policing has been a widespread problem for PFRA members but there had been enough such instances to cause us concern and it was something that we hoped we could nip in the

bud. That's why we went directly to ACPO rather than only take the matter up with the forces where we had encountered problems.

"ACPO have been incredibly co-operative and I have no doubt this intervention will go a long way to ensuring a much smoother relationship with neighbourhood policing teams.

"And this advice from ACPO doesn't just cover street fundraising, it also applies to door-to-door fundraising. I think this is a particularly important development at a time when 'no cold calling zones' are attracting more interest in the fundraising sector."

The letter has received a positive reaction, with a sergeant from Surrey Constabulary already having contacted the PFRA with an offer to act as a liaison officer.

ACPO also advises that F2F teams should contact local police districts to give the neighbourhood policing teams advance warning of F2F activity in their area (most police districts have a facility on their website to enter a postcode and find the neighbourhood policing team). PFRA is happy to endorse this advice.

Aldridge adds: "It's extremely gratifying – as this sector's regulator – once again to have worked so closely and successfully with another organisation to resolve controversial and sensitive issues, as we have done before with the likes of the Association of Town Centre Managers."

ENDS

For further information or to arrange an interview with Mick Aldridge, contact:
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Notes for editors

The PFRA

The Public Fundraising Regulatory Association (PFRA) is the nationally recognised self-regulator for all forms of face-to-face (F2F) fundraising activity – direct debit solicitation or data-capture – conducted in public spaces by charities and good causes anywhere in the UK. Supported by the Office of the Third Sector and the Charity Commission but without drawing on public funds, PFRA seeks to guarantee the sustainability of F2F with the donating public by working in partnership with local authorities, town centre managers (TCMs) and business improvement districts (BIDs) to provide and enforce bespoke and free-to-user durable and Charities Act 2006-compliant local voluntary management solutions within the framework of the Institute of Fundraising national Code of Practice.

Our work and effectiveness is recognized by the Institute of Licensing, NALEO, and the Association of Town Centre Managers, all of whom occupy observer seats on our board of management. We were among the founder members of, and occupy a seat on the board of, the Fundraising Standards Board. We are a corporate affiliate of the Trading Standards Institute – committed to fair trading and consumer protection.

Mick Aldridge

Mick Aldridge has been a professional charity fundraiser since 1992, initially in telemarketing and since 2000 in the field of face-to-face fundraising. In both disciplines his focus has always been on regulatory and legal compliance. Prior to that he worked in events management, local government

policy development, retail logistics, and directly for a number of different charities. He has been involved in the PFRA since its inception in July 2000 and was a continuous member of its board until he became its second chief executive in April 2006. He is a member of the Institute of Fundraising, fellow of the Institute of Direct Marketing, and sits on the Fundraising Standards Board. In June 2009 he was voted “fourth Most Influential Person in Fundraising” (out of 50) by readers of *Professional Fundraising* magazine.

ACPO

The Association of Chief Police Officers (ACPO) is an independent, professionally led strategic body. In the public interest and, in equal and active partnership with Government and the Association of Police Authorities, ACPO leads and coordinates the direction and development of the police service in England, Wales and Northern Ireland. In times of national need ACPO – on behalf of all chief officers – coordinates the strategic policing response.

ACPO's Citizen Focus Business Area covers:

- Standards and quality
- Neighbourhood policing
- Responsiveness policing
- Customer insight
- National contact management