



Public Fundraising *Regulatory* Association



9 June 2010

Press release

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## **PFRA and TSI announce joint initiative to map cold calling control zones**

The Public Fundraising Regulatory Association and the Trading Standards Institute (TSI) today [Tuesday June 15] announce a joint initiative to 'map' Cold Calling Control Zones (CCCZs) throughout the UK and issue guidance on how and when they apply to charity fundraising.

PFRA and TSI have decided to work together after the Institute of Fundraising revised its code of practice on face-to-face fundraising to include new recommendations on fundraising within CCCZs. The revised code says that charity fundraisers should observe CCCZs that are set up in accordance with Trading Standards Institute guidance.

But it also says that fundraisers may enter CCCZs that are not set up according to TSI guidance provided they have:

- conducted a reputational risk assessment
- established a policy on fundraising in CCCZs that has been approved by their trustees.

Mick Aldridge, PFRA's ceo, says: "As the organisation that is tasked with enforcing the code of practice, we need the most up-to-date picture we can get of how many CCCZs exist, where they are, and whether they conform to TSI guidance. Doorstep face-to-face fundraising has been increasing over the past two years and we expect this trend to continue. That's why we are keen to work with the TSI to establish with confidence the limited number of areas where charities ought not to fundraise."

TSI's chief executive Ron Gainsford says: "No cold calling zones are a very important area of work that TSI launched in 2005 – it has since then steadily grown in popularity among consumers who want to have a say on whether they get cold called on their doorstep or not. We are very pleased about the revised code of practice and look forward to continue working with PFRA to achieve a clearer and more uniform relationship between doorstep charity fundraising and CCCZs."

As a start, both organisations have agreed to share all the current information they have on CCCZs. PFRA will then compile this into a single document. The next stage will be to decide

whether it will be necessary to engage a consultancy to fill in the gaps. TSI has also agreed to allow PFRA to circulate a survey to all its members.

Later this year, PFRA will also begin work on two further projects to allow its members to discharge their code obligations:

1. Off-the-shelf policy on fundraising in CCCZs that members will be able to adopt lock, stock and barrel, or adapt to their specific needs
2. *Pro forma* risk assessment template, guiding PFRA members through the factors they will need to consider when conducting the risk assessment required by the code of practice.

Trading Standards Institute guidance on CCCZs stipulates, among others:

- CCCZs should only be considered when supported by a “real” local need to stop sellers/callers – such as to prevent distraction burglaries, protect the elderly from bogus callers etc
- The size of a CCCZ should be “relatively small” and “easily defined by its boundaries”, such as a *cul-de-sac*, small estate or neighbourhood watch area.
- The CCCZ must have the “wholehearted support” of residents. Consultation with residents is the first step.

The PFRA is exhibiting at the Trading Standards Institute conference (stand N6) in Edinburgh from June 15-17. PFRA is a corporate affiliate member of the TSI.

## **ENDS**

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

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To arrange an interview with Ron Gainsford, 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, TCMs and 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 2010 he was voted 'the Most Influential Person in Fundraising' by readers of *Fundraising* magazine.

## **Trading Standards Institute**

The Trading Standards Institute (TSI) is a training and membership organisation that has represented the interests of the Trading Standards profession since 1881 nationally and internationally. We aim to raise the profile of the profession while working towards fairer, better-informed and safer consumer and business communities. The TSI press office can be contacted on 0845 608 9430.