



Fundraising and Cold Calling Control Zones



*PFRA Information Guide No1
Part of the PFRA's series of guides to*

face-to-face
fundraising

Introduction



Doorstep 'face-to-face' (F2F) fundraising is one of the most successful and recession-proof ways charities have of finding new donors.

Most people are familiar with street fundraisers – so called 'chuggers' – but what is less commonly known is that the doorstep variant recruits 50 per cent more charity donors than

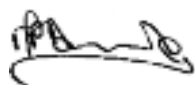
does fundraising on the high street. And it's on the increase as more charities put resources into doorstep F2F.

But doorstep fundraising faces some challenges in the near future, not least of which is the proliferation of Cold Calling Control Zones.

We have found that there is little consistency regarding charities – some councils say CCCZs do not apply to charity collections, whereas others are adamant that they do.

But the Institute of Fundraising *Code of Practice on Face-to-Face Activity* actually allows fundraisers to enter certain types of CCCZs.

That's why we've decided to produce this booklet, the first in a series of guides to face-to-face fundraising. With doorstep F2F fundraising sure to increase in the coming years, we hope that through this booklet we can facilitate exposure of the code of practice and its rules regarding CCCZs to as many trading standards officers as possible.



Mick Aldridge
chief executive
Public Fundraising Regulatory Association

What is F2F fundraising?

Face-to-face fundraising – or 'F2F' as it is known in the fundraising profession – is one of the most cost-effective and successful ways for charities to find new donors to support their causes. F2F fundraising is characterised by a fundraiser asking someone to make a regular donation – usually via a Direct Debit – to charity. This is usually done on the street or by visiting households.

F2F has been particularly resilient during the recession. Between 2008 and 2010, PFRA members reported a growth in the total number of F2F sign-ups to well over 600,000 a year and some charities report that it is the only 'donor recruitment' method that works for them.

In terms of donors recruited and income generated, visiting households is the mainstay of F2F fundraising. For every two donors recruited on the street, three are recruited by going house-to-house. Many household name charities have very big door F2F programmes while for a lot of smaller charities it is their lifeblood.

The PFRA

The Public Fundraising Regulatory Association is the charity-led self-regulatory membership body for all types of face-to-face fundraising.

PFRA is unique in the charity world in that it is the only organisation that has been set up specifically to regulate and enforce a single code of practice.

PFRA has as a dual role as a regulator. We are the bridge between councils and charities practising F2F: maintaining professional standards and ensuring fair allocation of fundraising on the ground.

Code of practice

All F2F fundraisers must comply with best practice as laid down in a code of practice drawn up by the Institute of Fundraising, which owns 29 codes of practice covering different types of fundraising.

All members of the PFRA are required to adopt the code of practice on F2F fundraising and abide by it.

To view the Code of Practice, visit <http://bit.ly/bZf3Wg>

Cold Calling Control Zones

Many councils have designated certain areas as 'Cold Calling Control Zones' (CCCZs) or 'No Cold Calling Zones'.

CCCZs are initiatives of trading standards officers that are intended to protect residents from bogus doorstep callers and doorstep crime (such as distraction burglaries).

The Trading Standards Institute has published guidelines on how CCCZs should be set up. This guidance includes:

- 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.

For further information on CCCZs see www.tradingstandards.gov.uk/glos/pdf/Cold%20Calling.pdf

OFT legal opinion

In January 2008, the Office of Fair Trading published a legal opinion that stated that CCCZs are not legally enforceable.

In a letter to the PFRA, the OFT explained:

"...the establishment of a Cold Calling Control Zone (within the power of Section 2 of the Local Government Act 2000) does not in itself create any criminal offence..."

Fundraising in CCCZs

The Institute of Fundraising's code of practice on F2F is clear on fundraisers' responsibilities with respect to CCCZs.

Charity Fundraisers must **not** enter CCCZs that have been properly set up according to Trading Standards Institute guidance.

However, they are at liberty to fundraise within CCCZs that have not been set up according to TSI guidance (for instance, a CCCZ that encompasses an entire town or county) provided that they have:

- Undertaken a reputational risk assessment
- Have a previously-agreed policy on fundraising in CCCZs.

Household collection legislation

Public charitable collections that are carried out house-to-house are controlled by the **House-to-House Collections Act 1939** and the **House-to-House Collections Regulations 1947**, which established a central licensing regime for such collections.

Licences were issued by the police until the **Local Government Act 1972** transferred the licensing role to councils (except in London, where licences are still issued by the police).

Charities can apply for a national exemption order meaning they do not have to obtain a local authority licence. Currently, 43 charities hold national exemption orders.

The 1939 Act will shortly be repealed and replaced by Part III of the **Charities Act 2006**. This will no longer require charities to obtain a licence for any form of household charitable collection.

Working with the TSI

In May 2010, the PFRA and Trading Standards Institute decided to work together on a joint initiative to 'map' Cold Calling Control Zones throughout the UK and issue guidance on how and when they apply to charity fundraising.

As the organisation that is tasked with enforcing the code of practice, PFRA needs the most up-to-date picture we can get of how many CCCZs exist, where they are, and whether they conform to TSI guidance.

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 (2010), PFRA will also begin work on two further projects to allow its members to discharge their code obligations:

1. An 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 templates, guiding PFRA members through the factors they will need to consider when conducting the risk assessment required by the code of practice.

The PFRA has spent 10 years developing extremely amicable and profitable professional relationships with town centre managers and licensing officers to ensure equitable and regulated fundraising access to high streets.

With the challenges presented by the de facto deregulation of household charitable collections in the Charities Act 2006, we are looking forward to forging equally profitable relationships with Trading Standards Officers regarding doorstep fundraising.

Useful information

Public Fundraising Regulatory Association

The self-regulatory body for all types of face-to-face fundraising. Enforces the code of practice set by the Institute of Fundraising.

www.pfra.org.uk

Trading Standards Institute

Sets guidance for the establishment of Cold Calling Control Zones.

www.tradingstandards.gov.uk

Institute of Fundraising

The umbrella body for all types of fundraising in the UK. Devises and owns 29 codes of practice for various fundraising techniques.

www.institute-of-fundraising.org.uk

Fundraising Standards Board (FRSB)

Complaints regulator for the fundraising profession.

www.frsb.org.uk





Celebrating 10 years of excellence in

face-to-face *fundraising*

The PFRA's *Information Guides to Face-to-Face Fundraising* are published by the Public Fundraising Regulatory Association.

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