

29 November 2017

Report of	Head of Environment Services	Author	Jon Ruder
Title	Site Management Agreement/ Collection of Direct Debit details		
Wards affected	Castle		

This report concerns the use of market and street trading pitches for the promotion of charities and the collection of direct debit details

1. Decision(s) Required

- 1.1 To determine whether charities can continue to use market and street trading pitches to carry out promotional work including the collection of direct debit details (commonly called chugging).

2. Reasons for Decision(s)

- 2.1 To control, as far as is possible, face to face fundraising in the town centre.

3. Alternative Options

- 3.1 The alternative option is to take no action and to allow the situation to continue as it does currently.

4. Supporting Information

- 4.1 In November 2017 the Committee approved the Site Management Agreement between the Council and the Public Fundraising Regulatory Association. This agreement limits the face to face collection of direct debit details to Mondays, Tuesdays and Wednesdays between 9am and 7pm in the High Street and Culver Street. The number of collectors is limited to 6 with no more than 4 collectors permitted on any individual street. There are regulations and a rule book by which the collectors must abide.

5. Detailed Considerations

- 5.1 In recent months it has come to our attention that some charities has been seen collecting in the town centre in contravention of the Council's policy/agreement on Chuggers. Following investigation with the PFRA it appears that these are private collectors who operate outside of the Agreement; they do so by siting themselves on/in privately owned spaces or by using other means to gain a presence in the town. The effect of this is to circumvent the Council's agreement in relation to chugging.
- 5.2 Discussions have taken place with the Market & Street Trading Manager who has confirmed that street trading licences are being granted to enable charities to promote their work and that market and street trading pitches are being used for charity promotion.

- 5.3 Clearly the Council does not wish to stop charities promoting their work but it is considered that booking a pitch from which to carry out chugging activities circumvents the Council's policy and should be stopped. In the circumstances witnessed by the Licensing Team, the Friday market stall amounted to a pedestal from which fundraisers were seen to conduct chugging activities.

6. Proposals

- 6.1 It is proposed that this loophole should be closed by requiring such applicants to erect a physical structure on the pitch and remain within the confines of the pitch; this will ensure that those wishing to carry out promotional work will be able to do so whilst restricting chugging activities and making it easier for staff to police.

7. Strategic Plan References

- 7.1 Action to control the activities of face to face collectors in the town centre promotes the Council's strategic plan in making it a welcoming place to be.

8. Financial Implications

- 8.1 There may be a slight reduction in income of approximately £2300 as a result of fewer licences and pitches being sold.

9. Consultation, Publicity, Equality, Diversity, Community Safety, Human Rights, Health and Safety, and Risk Management implications

- 9.1 There are no consultation, equality, diversity, community safety, human rights, health and safety and risk management implications.