



THEBRUNEL SHOPPING CENTRE CHARITY AND COMMUNITY SUPPORT

Why do we have a policy standard?

The Brunel is proud of its charitable and community giving achievements, which bring potential benefits to many people and the community in which the centre is based.

We know that this element of our Corporate Social Responsibility programme brings a sense of self-achievement and pride in our workplace, and we encourage employees to get involved with initiatives as set within this policy standard, including procedures and good practice guidance.

A charities policy standard is necessary to protect our business, employees and the general public from illegal practice, including unscrupulous appeals and the possible misappropriation of funds, to minimise the risk of prosecution, harm to individuals or negative media attention.

The policy standard also ensures that charity partners meet our values and ethical standards, and that they conform to charities legislation and regulations. Everyone at The Brunel is responsible for making sure that they understand and adhere to the policy standard, procedures and good practice guidance within this policy standard, which should be applied to any request for charity or community support involving cash donations, the raising of funds, or gifts in kind. The centre will require proof of the monies raised/donated from charities taking space in the centre or working in partnership with the centre.

In our experience most activities are undertaken with the best of intentions, and with a heartfelt desire to make a difference. It is easy to be drawn in to an innovative fundraising idea, which does not comply with this policy standard, as well as other regulatory and legal requirements. Any activity may put individuals or the business at risk. For this reason we only work with recognised charities or established not for profit organisations with the accepted Governance and regulation adherences.

Definition of Local Charity and Organisations

The centre will support local charities as defined by the Charities Act 2011 defined below:

Meaning of “local charity”

In this Act, except in so far as the context otherwise requires, “local charity” means, in relation to any area, a charity established for purposes which are—

(a) by their nature, or

(b) by the trusts of the charity,

directed wholly or mainly to the benefit of that area or of part of it.

In addition the center will support local not for profit organizations including but not limited to Healthwatch, Rotary, Swindon Literary Festival, Swindon 175 and Swindon Fringe.

A promotional space has been set aside for local charities and not for profit organizations to utilize allowing them to raise awareness of their work and funds. This space is donated by the Brunel free of charge and on the proviso the organisation adheres to the center's rules governing standards, timings and health and safety. This space can be booked on a first come first serve basis through the center's commercialization company. Each local charity will be limited to one day per year usage of this dedicated space.

Contact details for commercialization company can be found on the website under commercialization

Any national charities wishing to book promotional space in the center for awareness raising or fund raising will be charged as is common practice in all shopping centers in the UK. The decision of the Centre Management as to whether to accept a charity and to charge is final.

Risks to be aware of

The following are practical examples of potential risks with regards to everyday fund raising activities:

Question: What are the risks if I work with an unregistered charity?

Answer: Charities who do not comply with legislation, including the Charities Act of 2011 and do not take adequate steps to protect themselves or their commercial partners pose risks to the business, the general public and themselves.

Consequences: Possible unscrupulous appeals, damage to our reputation and negative media attention. Misunderstandings may arise where employees have a personal interest in a charity.

Question: What are the risks if I get involved in practical fund raising activities?

Answer: Activities could be potentially unsafe and inadvertently cause harm/damage to employees/individuals, property or cause environmental risk.

Consequences: Possible prosecution of The Brunel and the charity concerned by the relevant agencies or enforcing authorities leading to negative media attention, or claims against Brunel for damage done by the injured person for their injury and loss of earnings. Both of these involve substantial management time in addition to legal costs. Incidents may not be covered by the Brunel's Public Liability Insurance.

Question: Can I sell food on behalf of charities?

Answer: Health and food hygiene regulations on the preparation of food must be applied in the preparation of food to be sold in aid of charity, in all cases. Organisations selling food must be qualified and hold appropriate health and hygiene certificates.

Consequences: Potential risk to employees and the general public's health (food poisoning) leading to a possible legal proceedings against the business, the individual and the charity.

Legal and regulatory framework (UK) The Charities Commission is established by law as the regulator and registrar for charities in England and Wales, to increase charities effectiveness and public confidence and trust. Charities registered with, and regulated by, the Charities Commission need to conform to legislation including the Charities Act of 2011.

Where a charity and a commercial company enter into an agreement, either to raise funds for the charity or raise its profile, this is known as a 'Commercial Partnership' (as defined by the Charities Commission). The Brunel adheres to the principles and good practice guidance.

Working with non-registered charities

As already described, charities registered with the Charities Commission pose the least risk as they work to a set of legal and regulatory standards and requirements, which are monitored by the Commission. As a rule, The Brunel will not consider unregistered UK charities as part of their annual sponsorship programme.

From time to time The Brunel may enter in an agreement with an organisation linked to a government department or statutory authority. If this is the case, any funding which we give should not be used to replace that which is provided through public funds and evidence of additional benefits to people or communities must be given.

All organisations should be affiliated to some sort of governing body, e.g. education authority, employment services or housing schemes.

Annual Charity

The Brunel will adopt a charity every year and as a team work together to raise funds for this charity. The selection of the charity will be done by a team vote with the charity chosen being the one that received the majority of the votes.

A fund target or benefits target will be mutually agreed between the centre and the charity.

The year will commence on 1st July of one year and end 365 days later on the 30th June of the following year.

There should be a common agreement on shared values and ethical standards between The Brunel and the charity. The Brunel will agree media activities, including use of logos, advertising etc with charity partner for the year.

The exception to the annual review of charity partners are; Poppy Appeal, Children in Need, Prospect Hospice, Against Breast Cancer, Christmas Care and Comic/Sports Relief, which are ongoing appeals the centre supports either as a company or through retailer partnerships. Any one-off fundraising activity, e.g. Asian Tsunami, will be supported as and when the need arises.

We support and encourage employees who work on their own initiative to raise funds for agreed worthwhile causes, though we ask that they balance this with responsibility to protect the business, the general public and themselves, by adhering to the policies and guidance offered in this policy standard. In particular we ask them to pay attention to any fundraising

Personal Fundraising

Employees naturally have the right to get involved in 'personal' fundraising activities for charities which may not adhere to the agreed charities policy. The Brunel has no objection to employees gaining sponsorship from colleagues, though you are advised to check the credentials of charities, bearing in mind the policy standard and guidance outlined above, in particular in the area of risk.

What we don't fund or support either through partnerships or donation of free space in the centre

We aim to support charity work which has the greatest direct benefit for the cause it exists for, and it is our policy standard that we do not fund:

- Charity advertising space, unless specifically linked to a Brunel funded project.
- Arts projects, unless for the benefit of the town centre.
- Expeditions, overseas trips of adventure or experiences for individuals.
- Support to political parties or political causes with the exception of MP Surgeries.
- Promotion of specific religious ideas or views.
- Support to religious bodies, except where the project is for the benefit of the general public and Swindon community.
- Support of personal appeals by, or on behalf of, individuals.
- A charities core costs including buildings, salaries general running or management costs.
- Individual overseas projects not linked to current partners.
- Anything that would replace funds provided by government or statutory authorities, and that does not bring additional benefits to people or the community of Swindon.

Overseas Funding: As a general criteria The Brunel does not offer funding, free promotional space or give donations to overseas projects, individual communities, schools or individuals, unless linked specifically to existing partnerships

Name	Date	Revision
Jane Stewart	February 2016	Version 1.1
	November 2017	Version 1.2