

## The Code of Charity Retailing 2012-2013

The Code of Charity Retailing promotes good practice and high standards for charity retailing. Compliance with the Code is a mandatory part of membership of the Association for UK charity members.

The Code of Charity Retailing sets out what is mandatory in law (“must”), and what further good practice members of the Association are required to observe (“should”), as well as outlining additional good practice that is recommended but optional (“ought”).

This Code may be amended from time to time, to take account, for example, of legislative changes.

### 1. General Requirements

- 1.1 Members of the Charity Retail Association should always have regard to the purpose of the Code and seek to maximise income for parent charities.
- 1.2 Members should not bring the charity retail sector into disrepute, or undermine it, by any inappropriate or illegal activity.
- 1.3 Members should display where possible the Code of Charity Retailing (“CCR”) logo in their shops and on all materials seeking donations.

### 2. Shop Operations

- 2.1 Members must comply with existing legislation including, but not exclusively, the law on:
  - data protection
  - disability discrimination and other equality issues
  - employment
  - charities
  - health and safety
  - sale of goods
  - trading standards and consumer protection
  - waste
- 2.2 Members should at all times treat the public with care and consideration.
- 2.3 Members should provide clear information to donors and customers about the charity’s objectives and activities, if requested.
- 2.4 Members should provide appropriate training, information and support to staff and volunteers.
- 2.5 Members should take all reasonable measures to ensure the secure handling of cash, cheques and credit card payments, as well as of donations in kind.
- 2.6 Members should have clear, published policies and procedures for handling complaints.

### 3. Stock Collection

- 3.1 Members who collect goods house to house must comply with the requirements of all relevant legislation.

### House to house collections carried out directly by members

- 3.2 Members undertaking house to house collections for goods in England, Wales and Northern Ireland must hold either a National Exemption Order or a local licence to collect.
- 3.3 Members must ensure collections are not undertaken by minors (those under 16) and must ensure that reasonable steps are taken to ensure that collectors are fit and proper persons.
- 3.4 Members must ensure that all collectors are issued with identification badges and certificates of authority. Badges should always be clearly visible and certificates should be produced on request.
- 3.5 Members must ensure collection sacks comply with relevant safety standards.
- 3.6 Members should include clear contact details for their charity on all requests for donations. Personnel representing the charity, and where possible their vehicles, should be clearly identifiable. The registered charity number must appear on all printed material.

### Partnership collections

- 3.7 Where goods are collected on their behalf by a commercial organisation, members must ensure these collections comply with the relevant legislation, and that the collection is appropriately licensed. When selecting a partner company, members should establish that there are no potential conflicts of interest.
- 3.8 Members ought to be aware that these partnerships might be seen to conflict with the core charity retail objective (the sale of donated goods in-store to maximise income for the charity). Members should also consider the reputational risks to their charity – and to the sector more generally – of being involved in activities which might be seen to undermine this objective, or which might damage the public’s trust and confidence in the sector.
- 3.9 Members should ensure they are receiving the maximum possible financial benefit for their charity from such arrangements. Collection materials used in these partnerships may not display the CCR logo.

3.10 Members must ensure that appropriate remuneration statements are included with collection materials, in line with current legal requirements and Government guidance. Charity legislation also includes measures designed to safeguard a charity's name and reputation from abuse by others. Members must ensure that any agreements with commercial participators implement these measures in full.

3.11 Partnership collections undertaken by members should state prominently that the collection is not being conducted directly by a charity.

3.12 In addition:

- the name of the commercial partner should appear prominently on the front of the collection sack, along side the name and logo of the charity,
- there should be a clear statement that the collection is being undertaken by a commercial partner. Such a statement should be in line with Government guidance, and
- there should be a clear statement on collection and promotional materials about the intended use of, and destination for, these goods.

3.13 Charities should also ensure clear statements are made on collection materials detailing the benefits to both parties of such commercial partnerships.

### General requirements relating to all house to house collections

3.14 Members should take appropriate measures to avoid house to house collections overlapping in time and place with other charity collections.

3.15 Members should take care that collections are not excessively frequent or targeted repeatedly in the same area.

3.16 Members ought to ensure that collectors close gates, do not walk on gardens, collect at the times stated, make every effort to collect unused sacks, and that they are polite and helpful at all times.

3.17 Members should also ensure partner organisations comply with these and the other relevant requirements of this Code.

### Textile banks

3.18 Where textile banks are operated using a commercial partner, members should comply with the requirements of paragraphs 3.7-3.13 above, in addition to the requirements of this section. Where stock collected in banks is not intended for sale in charity shops, this should be clearly stated on the banks. Such banks should not display the CCR logo.

3.19 Members operating textile banks must ensure they comply with relevant safety standards.

3.20 Members operating textile banks should ensure they have the site owner's permission before placing their textile banks and should ensure they comply with the site owner's terms for emptying banks, and the cleanliness and maintenance of surrounding areas.

3.21 Members ought to ensure their banks remain in a good state of repair. In addition, members ought, as a matter of course, to ensure banks and their locale are well-presented.

### Collections of cash

3.22 Cash should not normally be collected as part of the house to house collection of goods. If members do collect cash alongside goods, then they should observe the Institute of Fundraising's Code of Practice for cash collections and comply with the legislative requirements for cash collections.

3.23 Minors (those under 16) must not in any circumstances collect cash.

## 4. Sustainability and corporate responsibility

4.1 The charity retail sector already contributes significantly to environmental gain by diverting large volumes of material from the waste stream, and promoting reuse and recycling. Notwithstanding this, members ought to be aware of their wider corporate responsibilities and ensure their activities are sustainable. It is for individual members, within the limits of the law and the spirit of this Code, to determine which, if any, actions they might take to promote environmentally responsible behaviour.

### Notes

This Code is based on law current at January 2012. It may be amended from time to time, to take account, for example, of legislative or policy changes during the year.

Detailed guidance, support and information for members can be found in the Members' Handbook.

Breaches of the Code by a member will be considered by the Board of Directors. Where appropriate, the provisions and procedures of the Association's Disciplinary Codes will be used. Where breach is by a non-member, appropriate legal steps may be taken.