

The future for charity fundraising innovation, public trust, data protection and the impact of new regulation 31st October 2019

CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, <u>apart from where it is indicated that the text was supplied by the speaker</u>, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

Contents

About this Publication	3
Agenda	4
Session Chair's opening remarks Lord Bichard, Non-Executive Chairman, National Audit Office (transcript)	6
Priorities for the Fundraising Regulator and the updated Code of Fundraising Practice Gerald Oppenheim, Chief Executive, Fundraising Regulator (transcript)	7
Questions and comments from the floor (transcript)	10
Key developments in fundraising and priorities for the sector Alex Xavier, Director, Membership, Compliance and Professional Development, Institute of Fundraising (transcript)	14
<u>'Authenticity in Building Trust for Charities'</u> Nicola Tallett, Director of Engagement, Oxfam GB (transcript)	17
Questions and comments from the floor (transcript)	19
Innovation in fundraising - utilising technology and platforms, improving trust and building partnerships	
Zoe Amar , Director, Zoe Amar Digital and Chair, Charity Digital Code of Practice (<i>transcript</i>) Ursula Dolton , Chief Technology Officer, British Heart Foundation (<i>transcript</i>)	23 25
Colm Lyon , Founder and Chief Executive Officer, fire.com and Member,	23
UK Finance Payments Products & Services Board (transcript)	27
Di Gornall, Director, Fundraising, Centrepoint (transcript)	30
Questions and comments from the floor (transcript)	31
Session Chair's closing remarks Lord Bichard, Non-Executive Chairman, National Audit Office (transcript)	37
Session Chair's opening remarks Ursula Dolton, Chief Technology Officer, British Heart Foundation (transcript)	38
Data protection enforcement and regulation - an update	
Richard Sisson, Senior Policy Officer, Information Commissioner's Office (transcript)	39
Questions and comments from the floor (transcript)	43
Digital marketing and fundraising - emerging issues and trends John Mitchison, Director of Policy and Compliance, Direct Marketing Association (transcript)	48
Data protection and fundraising - GDPR compliance, consent and best practice for data processing and use going forward	
Rowenna Fielding, Data Protection Lead, Protecture (transcript)	53
Carla Whalen , Senior Associate, Charity and Social Business Team, Russell-Cooke (<i>transcript</i>)	55
Katie Simmons, Director, Fundraising Strategy, British Red Cross (transcript)	57
Amanda Griffiths, Head of Communications Planning, Royal Mail MarketReach (transcript)	59
Questions and comments from the floor with John Mitchison, Director of Policy and Compliance,	
Direct Marketing Association (transcript)	61
Session Chair and Westminster Social Policy Forum closing remarks	
Ursula Dolton, Chief Technology Officer, British Heart Foundation (transcript)	66
Jonny Roberts, Head of Forward Planning & Political Research, Westminster Social Policy Forum (transcript)	67
<u>Comments</u>	
Louise Bland, Head of Innovation and Delivery, Compassion UK	68
Mohammed Ali, Chair/Trustee, Poverty Alleviation Scholarship Foundation	68
List of Delegates Registered for Seminar	69
Contributor Biographies	74
	-

Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please note that not all speakers are able to grant permission for us to include their slides.

About this Publication

This publication reflects proceedings at the Westminster Social Policy Forum keynote seminar: The future for charity fundraising - innovation, public trust, data protection and the impact of new regulation held on 31st October 2019. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Social Policy Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Social Policy Forum are acknowledged. We would also appreciate being informed.

Westminster Social Policy Forum

UK Headquarters 4 Bracknell Beeches Old Bracknell Lane West Bracknell Berkshire RG12 7BW

T: 01344 864796 F: 01344 420121 publications@westminsterforumprojects.co.uk

Directors Peter van Gelder Chris Whitehouse