



WESTMINSTER
SOCIAL POLICY
FORUM

Next steps for charity fundraising: new approaches, Fundraising Preference Service and preparing for EU GDPR 31st October 2017

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, apart from where it is indicated that the text was supplied by the speaker, 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

<u>About this Publication</u>	3
<u>Agenda</u>	4
<u>Chair's opening remarks</u>	
Baroness Barker , Liberal Democrat Lords Principal Spokesperson for the Voluntary Sector (<i>transcript</i>)	6
<u>Charity fundraising in the new regulatory environment</u>	
Stephen Dunmore , Chief Executive, Fundraising Regulator (<i>text submitted by speaker</i>)	7
Questions and comments from the floor (<i>transcript</i>)	11
<u>Trust and innovation: Code of Practice, implementing the Fundraising Preference Service and new approaches</u>	
Briony Gunstone , Associate Director, YouGov (<i>transcript</i>)	14
Daniel Fluskey , Head of Policy and Research, Institute of Fundraising (<i>transcript</i>)	16
Sarah Woolnough , Executive Director of Policy and Information, Cancer Research UK (<i>transcript</i>)	18
Lawrence Simanowitz , Charity Partner and Head of Culture + Creative, Bates Wells Braithwaite (<i>transcript</i>)	21
Questions and comments from the floor (<i>transcript</i>)	23
<u>Maintaining standards and ensuring public confidence in charities</u>	
Sarah Atkinson , Director of Policy and Communications, Charity Commission (<i>text to be submitted by speaker</i>)	30
Questions and comments from the floor (<i>transcript</i>)	31
<u>Chair's closing remarks</u>	
Baroness Barker , Liberal Democrat Lords Principal Spokesperson for the Voluntary Sector (<i>transcript</i>)	33
<u>Chair's opening remarks</u>	
Daniel Fluskey , Head of Policy and Research, Institute of Fundraising (<i>transcript</i>)	34
<u>Preparing fundraising organisations for EU GDPR: compliance, supporting smaller charities and implications of the Data Protection Bill</u>	
Stefano Debolini , Associate, Sheridans (<i>transcript</i>)	35
Mark Foulsham , Chief Digital Officer, Scope (<i>transcript</i>)	37
John Mitchison , Head of Preference Services, Compliance and Legal, Direct Marketing Association (<i>transcript</i>)	39
Rowenna Fielding , Data Protection Lead, Protecture (<i>transcript</i>)	41
David Ainsworth , Editor, Civil Society News (<i>transcript</i>)	44
Questions and comments from the floor (<i>transcript</i>)	47
<u>Chair's and Westminster Social Policy Forum closing remarks</u>	
Daniel Fluskey , Head of Policy and Research, Institute of Fundraising (<i>transcript</i>)	53
Michael Ryan , Deputy Editor, Westminster Social Policy Forum (<i>transcript</i>)	55
<u>Press Links</u>	56
<u>List of Delegates Registered for Seminar</u>	57
<u>Contributor Biographies</u>	63

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: Next steps for charity fundraising: new approaches, Fundraising Preference Service and preparing for EU GDPR held on 31st October 2017. 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