

## Code of Conduct

### Mall Charity Collectors

Visitors to Bloomfield Shopping Centre are renowned for their generosity, however this generosity must not be taken for granted nor must it be forgotten that Bloomfield is first and foremost a shopping centre.

It is in everyone's interests that our customers' experience of the centre is enjoyable and hassle free. Relaxed and happy customers not only form positive relationships with our shopping centre and its retailers but are also more likely to give to your charity.

To this end we have formalised a few common sense principles into this Code of Conduct for Mall Charity Collectors.

- Do not block customers' way nor pursue them once they pass. Can you touch the table? If not you have strayed too far from your stand and must return within touching distance.
- No bucket shaking.
- Listen to customers. "No, no thank you or I give elsewhere etc." means a customer is not interested and should be thanked and allowed to carry on with a smile and no further comment. You may be disappointed but it is simply unfair to show this.
- Use appropriate language, remembering that words or phrases that used to pass for terms of endearment may now be regarded as derogatory. Do not assume that everyone is happy to be addressed as if they are your best friend!
- Think of what you are saying when you engage with customers. They may be experiencing personal difficulties which make them vulnerable. For example, asking loudly if a customer knows anyone who has suffered from cancer can remind them of a reality they are hoping to leave behind if only for an hour or so when they are out shopping. Explaining the services and benefits your charity provide is a much more positive approach and less likely to offend.
- Remember who you have approached and do not ask them again. This is not an easy task with the thousands of people who will come past your stand each day but it is none the less essential.

We will tell you if we witness or receive reports of any failure by you to adhere to these principles or any other aggressive sales tactics and will happily discuss means of adjusting your methods to ensure compliance. However, repetition will leave us with no alternative but to end our relationship.

We trust you agree that these rules are far from onerous and mean our customers are treated the way you would like to be treated. They are intended to work for everyone's benefit and if stuck to that should be the result.

End