

Lidl pledges to stop suspicious fundraiser collecting outside Dorset store



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A man was spotted collecting money outside a Lidl in Gillingham, Dorset. The chain said he was not an official partner.

A supermarket chain will be taking steps to make sure a 'charity' stall is never allowed outside its stores again.

Warnings were posted on Facebook in September about a potentially bogus fundraiser outside a number of Lidl shops in [Somerset](#) and [Dorset](#).

Residents of Gillingham, north Dorset, spotted a man [trying to collect money for an animal charity](#) on Tuesday, September 27.

Lidl confirmed at the time the stall was not an "official" partner and said it should not have been there.

A Lidl spokeswoman said on Wednesday evening (September 28): "I can confirm that this is not an official charity partner and this activity should therefore not be taking place on our store premises.

"We are looking into this."

The discount retailer has now pledged to stop anything like this happening in Gillingham again.

A spokeswoman said: "This activity should not have taken place on our store premises and as a result our CSR team will be updating the region on our charity partner guidelines to ensure that this does not happen again."

Dorset Police said local officers had made enquiries about the individual manning the charity stall but had not been able to identify them to speak to.



The police would continue to keep an eye on the reported problems, a spokeswoman added. Other social media comments in September suggested the same charity collectors had been spotted outside Lidl stores in Warminster, Wiltshire, and [Crewkerne](#), Somerset.

Online-Technology.co.uk – 3 Key Points

- Protect the Brand, i.e. Communication Plans
- Prepare for aggressive Interviews, i.e. Specialist training
- Train nominated representatives, i.e. Communication Templates