

# Public Document Pack

## SALTASH TOWN COUNCIL

### Minutes of the Meeting of the Town Vision Sub Committee held at the Guildhall on Thursday 23rd January 2025 at 6.30 pm

**PRESENT:** Councillors: R Bickford, R Bullock, S Gillies (Vice-Chairman), M Griffiths (Chairman), J Peggs and B Stoyel.

**ALSO PRESENT:** S Burrows (Town Clerk / RFO), D Joyce (Office Manager / Assistant to the Town Clerk) and F Pretty (Development and Engagement Manager).

**APOLOGIES:** None received.

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#### **43/24/25 HEALTH AND SAFETY ANNOUNCEMENTS.**

The Chairman informed those present of the actions required in the event of a fire or emergency.

#### **44/24/25 DECLARATIONS OF INTEREST:**

a. To receive any declarations from Members of any registerable (5A of the Code of Conduct) and/or non-registerable (5B) interests in matters to be considered at this meeting.

None.

b. The Town Clerk to receive written requests for dispensations prior to the start of the meeting for consideration.

None.

#### **45/24/25 PUBLIC QUESTIONS - A 15-MINUTE PERIOD WHEN MEMBERS OF THE PUBLIC MAY ASK QUESTIONS OF THE TOWN COUNCIL.**

None received.

**46/24/25**      **TO RECEIVE AND APPROVE THE MINUTES OF THE TOWN VISION SUB COMMITTEE HELD ON 24 OCTOBER 2024 AS A TRUE AND CORRECT RECORD.**

Please see a copy of the minutes on the STC website or request to see a copy at the Guildhall.

It was proposed by Councillor Griffiths, seconded by Councillor Gillies and **RESOLVED** that the minutes of the Town Centre Vision Sub Committee held on 24 October 2024 were confirmed as a true and correct record.

**47/24/25**      **TO RECEIVE A RECOMMENDATION FROM THE POLICY AND FINANCE COMMITTEE AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

Members received the recommendation from the Policy and Finance Committee as follows:

**RECOMMENDATION:**

125/24/25      **TO RECEIVE A REPORT ON THE LEVEL OF TOWN COUNCIL GENERAL RESERVES, CONTINGENCY AND EARMARKED RESERVES AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

It was proposed by Councillor P Samuels, seconded by Councillor Stoyel and **RESOLVED:**

1. To note the advice of the Proper Officer / RFO to Saltash Town Council (as attached and received at the meeting);
2. To **RECOMMEND** to the Town Vision Sub Committee to review budget code 6280 EMF Town Vision against future spend under the Sub Committees Terms of Reference;
3. To retain the level of General Reserves and Contingency stated in the report (as attached);
4. To note the Ear Marked Reserves (EMF's) of the Town Council are justified on the projects to be delivered in the near future (as attached);
5. The RFO continues to review the level of Town Council General Reserves, Contingency and Ear Marked Reserves on an annual basis reporting back to the Policy and Finance Committee for consideration.

The Chairman confirmed that agenda item 6 would be received under agenda item 7 due to the nature of business to be considered.

**48/24/25**      **TO RECEIVE THE TOWN VISION BUDGET STATEMENT AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

Members discussed the recommendation received from the Policy and Finance Committee to review budget code 6280 EMF Town Vision against future spend under the Sub Committee Terms of Reference.

Members agreed that the Sub Committee had evolved into a monitoring body for key initiatives, including the Climate Change Strategy and the Town Council Business Plan. Therefore, a large budget was deemed unnecessary. However, it was acknowledged that a modest budget would be required to cover potential future expenses.

Members were reminded that the original budget was allocated to identify areas requiring funding to bring projects to fruition. Therefore, the Chairman proposed that the funds could be reallocated to the Services Committee to support the maintenance work at Victoria Gardens, should the Town Council approve the Lease.

It was proposed by Councillor Peggs, seconded by Councillor Stoyel and resolved to **RECOMMEND** to the Services Committee to be held on 13 February 2025 to vire £9,000 from budget code 6280 EMF Town Vision to budget code 6588 EMF Victoria Gardens to contribute to the maintenance work at Victoria Gardens, subject to signing off the Lease.

**49/24/25**      **TO CONSIDER RISK MANAGEMENT REPORTS AS MAY BE RECEIVED.**

Nothing to report.

**TO RECEIVE THE TOWN COUNCIL BUSINESS PLAN DELIVERABLES FOR QUARTER THREE AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

The Chairman provided a verbal overview of the deliverables for quarter three from October through to December 2024, as contained and circulated in the reports pack.

Members received, reviewed and discussed each Committee and Sub Committee's deliverables in detail.

It was proposed by Councillor Griffiths, seconded by Councillor Gillies and **RESOLVED:**

1. To note the deliverables for quarter three for the Library, Station, Planning and Licensing and Services with no additional changes;
2. To **RECOMMEND** to the Policy and Finance Committee to:
  - a. Add additional wording under Strategic Priority 5 'Actions' – The Town Vision recognises that Saltash Town Council embeds climate change decision making across all Committee and Sub Committees;
  - b. Request the Town Clerk increases the score for Strategic Priority 5 'Q3' from 1 to 3;
  - c. To enhance the promotion of the Town Council Match Funding Play Park Policy, supporting the advancement of the 'Actions' outlined in Strategic Priority 6;
  - d. Request the Town Clerk increases the score for Strategic Priority 6 'Q3' from 1 to 3.
3. The Town Vision Sub Committee recognised the importance of the Civility and Respect Pledge, for Officers and Town Councillors, and because of the importance of this pledge it is **RECOMMENDED** under Strategic Priority 1 of the Personnel Committee deliverables, to revisit the Civility and Respect Pledge at the Full Town Council meeting to be held on 6 February 2025 and quarterly going forward.
4. To **RECOMMEND** to the Personnel Committee to;
  - a. Accelerate the improvement of staff restrooms and changing facilities at the Guildhall under Strategic Priority 2.
5. To **RECOMMEND** to the Property and Maintenance Sub Committee to;
  - a. Request the Town Clerk increases the score for Strategic Priority 1 'Q3' from 1 to 2 due to funding for the Community Infrastructure Levy Fourth Round being secured.

51/24/25

**TO RECEIVE THE TOWN COUNCIL FUNDRAISING DATABASE AND TRACKER AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

The Development and Engagement Manager (D&EM) provided Members with a verbal overview of the Fundraising Database and Tracker contained within the circulated reports pack.

The information gathered over time on funding available will provide a comprehensive overview, detailing which Committee and Sub Committee's funding aligns with, as well as identifying the internal projects and external organisations they correspond to.

The tracker and database provide a clearer insight into the range of available funding initiatives, identifying opportunities that may be well suited for community engagement and collaboration with external organisations to secure funding.

It was **RESOLVED** to note.

52/24/25

**TO RECEIVE A DRAFT FUNDRAISING STRATEGY AND CONSIDER ANY ACTIONS AND ASSOCIATED EXPENDITURE.**

The Chairman spoke of the need for co-ordination across the Town Council when applying for funding.

Members reviewed the Fundraising Strategy presented at this evening's meeting, emphasising its significance as a key component of the Business Plan and in achieving the Strategic Priorities committed to by the Town Council.

The D&EM provided an overview, emphasising the fast turnaround required for funding applications, referring to a recent opportunity that was within a three-week timeframe. The D&EM spoke of her concerns regarding delays in applying could result in missed opportunities, underscoring the importance of officers acting with authority and trust when applying for funds for impactful projects.

The D&EM spoke of smaller funding pots of up to £1,000, to be applied for by the managers, while larger applications will be managed collaboratively with the D&EM and the manager, signed off by the Town Clerk.

It was proposed by Councillor Griffiths, seconded by Councillor Stoyel and resolved to **RECOMMEND** to approve and adopt the Fundraising Strategy, as attached, to Full Town Council to be held on 6 February 2025, subject to changes made at this evenings meeting.

**53/24/25 PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960:**

To resolve that pursuant to Section 1(2) of the Public Bodies (Admission to meetings) Act 1960 the public and press leave the meeting because of the confidential nature of the business to be transacted.

**54/24/25 TO CONSIDER ANY ITEMS REFERRED FROM THE MAIN PART OF THE AGENDA.**

None.

**55/24/25 PUBLIC BODIES (ADMISSION TO MEETINGS) ACT 1960:**

To resolve that the public and press be re-admitted to the meeting.

**56/24/25 TO CONFIRM ANY PRESS AND SOCIAL MEDIA RELEASES ASSOCIATED WITH ANY AGREED ACTIONS AND EXPENDITURE OF THE MEETING.**

None.

**DATE OF NEXT MEETING**

Thursday 24 April 2025 at 6.30 pm

Rising at: 8.31 pm

Signed: \_\_\_\_\_  
Chairman

Dated: \_\_\_\_\_

# FUNDRAISING STRATEGY

Responsible Committee: Town Vision  
Developed by: Development and Engagement  
Manager

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*This is a policy/procedure document of Saltash Town Council to be followed by both Council Members and Employees.*

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<b>Current Document Status</b>			
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		Development and Engagement Manager			

<b>Document Retention Period</b>
Until superseded



## **Saltash Town Council Fundraising Strategy**

**2024-2027**

### **Introduction**

Saltash Town Council has significantly enhanced its efforts to deepen its understanding of the funding landscape to support both the community and Council-led projects. In pursuit of this goal, the Council has appointed a Development and Engagement Manager, whose primary focus will be to identify funding opportunities and foster meaningful engagement within the community.

This fundraising strategy sits within the town vision sub committees' terms of reference and has been developed to align with and support the 2024-2027 Business Plan, aiming to strengthen coordination between the Town Council, funding applications, and delivery of meaningful projects for the community.

### **1. Decision Making**

#### **1.1 Internal STC Departments**

**1.1.1 Town Council Participation:** The Saltash Town Council members will play an active role in the fundraising strategy, helping identify projects that need support, advocating for the necessary resources, and communicating this with the Development and Engagement Manager (DEM).

**1.1.2 Development and Engagement Manager:** The DEM will act as the main staff member to source and apply for funding on behalf of STC. They will keep an up-to-date fundraising database that will show the active status of any application, what project it refers to, financial reports, and any other relevant information regarding the funding process.

The fundraising database can be found on the internal data drive for staff members, and an online version will be available on the Town Vision section of the STC website for STC members and the public.

Additionally, the DEM will review the monthly budget reports released by the Finance Officer, maintaining records of available funds, STC operational costs, EMFs, and ongoing projects. This will provide a comprehensive understanding of STC budgets, with the DEM working on an ad hoc basis with the Finance Officer as needed.

### **Application Authorisation**

Given the time-sensitive nature of funding application deadlines, some bids may require a quick turnaround. Therefore, the DEM will have the flexibility to submit a bid deemed beneficial for STC, without the need for committee approval, provided it is discussed with, and signed off by, the Town Clerk.

**1.1.3 Library, Services, Finance & Admin:** The individual department line managers of STC will be allocated authority, through agreement with the DEM, to apply for funding of up to £1,000 where application eligibility and requirements are lower. If any department wishes to apply for higher amounts of funding, this will be agreed between the DEM, and signed off by the Town Clerk, before any funding application process goes ahead.

The request can be presented to the relevant subcommittee; however, the DEM acknowledges the tight timeframes required for most funding applications. Therefore, agreement between these two members of STC will support any short application timeframes and ensure funding application deadlines are not missed. Allowing ample time for staff to apply for funding avoids funding opportunities being missed and supports the overall vision and strategic objectives of the Business Plan (2024-2027) that aims to make Saltash prosperous in all aspects.

**1.1.4 Town Clerk (TC):** The TC will be responsible for signing off any funding reports or requests from department line managers to apply for larger amounts of funding.

## 2. Identification of Funding

2.1 STC have successfully acquired funding from multiple sources and handled funding for projects such as (2022-2025):

- Cornwall Council Vitality Funded Open Space project, managing funds of £84K
- Town and Waterside Connectivity Project – CLUP (SPF), managing funds of £79,500
- CIL funding for two play areas on Pillmere, managing funds of £95K
- Cornwall Council Town Delivery Funding, managing funds of £30K
- Cornwall Council Accelerator Funding, managing funds of £21K
- CIL funding for a play park and sensory garden at Waterside, managing funds of £100k

The Development and Engagement Manager will continuously work to find new funding opportunities and databases/tools to help widen the funding landscape and find relevant funding opportunities to support the STC community. The tools that are currently being used are Grant360, Funding Newsletters, Grant Finder, Government Updates, Networking, and Funding Tracker D2N2.

## 3. Fundraising Methods

**3.1 Grant Applications:** The DEM will prepare competitive grant applications to secure a wide range of funds for STC projects that support the overall social, economic, and environmental initiatives of the STC Business Plan (2024-2027).

**3.2 Community Fundraising Events:** The DEM and Communications and Engagement Officer (CEO) will work together to form an overall fundraising event strategy that can be implemented through local events to raise funds for specific projects.

**3.3 Local Sponsorships:** The DEM and CEO will work together to engage with local businesses who may wish to sponsor public events or contribute to specific infrastructure projects following the current **STC Communications Policy and Strategy**.

**3.4 Crowdfunding Campaigns:** For smaller community projects, STC will consider running crowdfunding campaigns, led by the DEM and CEO, to engage residents and bring in donations from the local community.

#### **4. Funding Application Prioritisation**

To maximise impact and ensure efficient resource allocation, STC funding applications will be prioritised based on the following criteria:

- a)** Applications that directly support STC's overall vision, Business Plan (2024-2027), and long-term objectives will take priority.
- b)** Time-sensitive applications, especially those with imminent deadlines.
- c)** Applications that are realistic and achievable within the available resources will be prioritised over those requiring significant additional investment.
- d)** Projects involving strategic partnerships or collaborations will receive higher priority due to their potential for increased funding and success.

This approach ensures that funding is allocated effectively to projects with the highest potential for success and alignment with STC priorities.

## 5. Community Engagement

### 5.1 Quarterly Engagement Weeks

The Development and Engagement Manager will organise engagement weeks dedicated to meeting with local community organisations. These meetings serve to foster ongoing connections and provide an opportunity for reciprocal updates—allowing both the Town Council and community organisations to share relevant news, projects, and developments. This initiative helps ensure that the Town Council stays informed about the current activities and needs of local groups, enabling proactive identification of appropriate funding opportunities to support their projects.

By maintaining these regular touchpoints, we not only strengthen relationships with community organisations but also position the Town Council as a supportive partner in the local network. This approach builds mutual trust, enhances collaboration, and allows for better alignment of resources, while showcasing the Town Council’s commitment to supporting and engaging with the community.

#### 5.1.1 Engagement Week Details

##### a) Meeting Format

<b>Duration</b>	Each meeting will be up to 1 hour per organisation
<b>Agenda</b>	Meetings will follow a structured agenda, allowing both the Town Council and the community organisations to provide updates, discuss upcoming projects, and explore potential funding sources.
<b>Meeting Locations</b>	Meetings can be conducted in various formats, based on convenience and preference: In person at the chamber or their premises, or virtual via teams/phone call.

## **b) Quarterly Schedule**

Engagement weeks will occur four times per year, following the schedule below:

- January
- April
- July
- October

## **c) Booking Process**

### ***Initial Contact***

**Step 1:** Organisations interested in booking a session for Engagement Week's should contact the Development and Engagement Manager via email or phone and include a brief description of the topics they'd like to discuss (e.g., funding opportunities, project updates).

- Email: [Fundraising@saltash.gov.uk](mailto:Fundraising@saltash.gov.uk)
- Phone: 01752 844846

**Step 2:** Upon receipt of the inquiry, the Development and Engagement Manager will send an acknowledgment email confirming the booking request. Additionally, they shall outline available dates, times, and locations for sessions. Locations will include:

- Virtual via teams/phone call.
- In person at the Guildhall/Chamber
- In person at their premises

### ***Booking Confirmation***

**Step 3:** Once the organisation selects a preferred date and time, the booking will be confirmed via email, to include:

- The scheduled date and time for the session.
- The chosen location for the session.
- A meeting agenda that serves as a reminder of the topics they requested to discuss, and any additional information or preparation they may need to bring (e.g., project proposals, funding application drafts).

**Step 4:** Instructions for accessing the session will then be sent via email.

- If it's in person, confirmation of the venue and any health & safety guidelines will be shared.
- For virtual meetings, a link to the meeting platform will be shared.

### ***Pre-Session Preparation***

**Step 5:** A reminder email will be shared with participants of the engagement weeks 48 hours before the scheduled session.

### ***Cancellation Policy***

This will be shared with organisations along with their confirmation email of their appointment. ***Please see below the cancellation policy template:***

We understand that plans can change, and we want to make sure that our sessions are as convenient and productive as possible. Please review our cancellation policy below:

#### **1. Cancellation Notice**

- More than 48 hours before the session: If you need to cancel or reschedule your session, please notify us at least 48 hours in advance. This allows us to offer the slot to other organisations that may need it.

#### **2. Rescheduling**

- If you need to reschedule, we kindly ask for at least 48 hours' notice. We will do our best to accommodate a new time, based on availability, but rescheduling is subject to our current schedule.

#### **3. No-Show**

- If the organisation does not show up for their scheduled session without prior notice or cancellation, it will be considered a "no-show." In such cases, we may not be able to offer a rescheduled session, and a fee may be charged for the missed appointment.

#### 4. Emergency Cancellations

- We understand that emergencies can happen. If you need to cancel due to unforeseen circumstances, please inform us as soon as possible. We will try to accommodate a rescheduled appointment, depending on availability.

#### 5. Cancellation by Saltash Town Council

- In the rare event that we need to cancel a scheduled session, we will notify you as soon as possible. We will offer to reschedule the session at a mutually convenient time, or, if rescheduling is not possible, we will discuss alternative arrangements.

#### 6. How to Cancel or Reschedule

- To cancel or reschedule your session, please email [Fundraising@saltash.gov.uk](mailto:Fundraising@saltash.gov.uk) or contact us by phone at **01752 844846**. We kindly ask for your full name, organisation name, and session details when contacting us.

#### d) Objective of Meetings

<b>Information Sharing</b>	Both the Town Council and local organisations will have an opportunity to provide updates on relevant news, projects, and funding opportunities.
<b>Building Relationships</b>	The goal is to strengthen relationships with local groups, ensuring the Town Council is well-informed about their activities and able to provide support where needed.
<b>Funding Identification</b>	The Development and Engagement Manager will use these meetings to stay updated on each organisation's current and upcoming projects, enabling them to share appropriate funding opportunities.



### **e) Acknowledgement of Support**

Community organisations that successfully receive funding through opportunities shared by STC, will agree to inform STC and will be encouraged to highlight STC's role in helping them find the funding, whether through social media, word of mouth, or other communication channels, and to use STC's modern logo where possible to reflect their participation in the funding process.

### **f) Key Considerations**

All shared information will be handled appropriately, following STC's current **Data Protection and Freedom of Information policy**.

Saltash Town Council is registered with the Information Commissioner's Office (ICO) as a Data Controller. Town Council Officers, staff and Town Councillors are Data Processors and have a responsibility to maintain records and process data in accordance with the current General Data Protection Regulations. Breaches of the regulations may lead to the Town Council being subject to investigation by the ICO, a potential fine and loss of reputation. Anyone – Town Council Officers, staff and Town Councillors – should also remember that correspondence issued may be subject to release under a Freedom of Information request.

## **6. Communication Plan for Fundraising**

The Development and Engagement Manager, and the Communications and Engagement Officer will handle the key communications in line with the current **STC Communications Policy and Strategy**.

Specific communication tasks within the funding strategy will include:

**6.1** Weekly funding updates to be shared on Facebook and Instagram to share opportunities with the community.

**6.2** LinkedIn will be used to share updates on successfully completed projects and to connect with funding providers and project stakeholders relevant to those initiatives.

**6.3** Relationships with local press, radio stations, and newspapers, will aim to be developed to provide updates on successful projects that have secured funding.

**6.4** Reports will be created after each engagement week on the use of funds and the status of projects to share with STC and build trust and encourage ongoing support with local organisations.

**6.5** The engagement weeks will be communicated through the usual STC communication platforms to allow all Saltash communities to have the opportunity to apply for a slot. A communication strategy for the engagement week's will be included in the overall STC social media strategy that will be developed by the CEO.

## **7. Training**

**7.1** The DEM will actively identify, and undertake, relevant training opportunities related to funding and share them with STC staff.

## **8. Legal and Compliance Considerations**

The DEM will ensure compliance with all relevant regulations related to public financing, including tax laws, and grant requirements.

## **9. Monitoring and Evaluation**

**9.1** The DEM will review the funding strategy quarterly, in line with the engagement weeks, to review the funding strategy's effectiveness and adjust as necessary. Any adjustments will be made and signed off by the Town Clerk and relevant STC committee.