Fundraising Strategy

RESPONSIBLE COMMITTEE: TOWN VISION SUB COMMITTEE

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

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Current Document Status			
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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 funding 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 funding 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 funding 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 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, to engage residents and bring in donations from the local community.

4. Funding Application Prioritization

To maximize impact and ensure efficient resource allocation, STC funding applications will be prioritized 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 prioritized 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 organize 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

Duration	Each meeting will be up to 1 hour per organisation
Agenda	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.
Meeting Locations	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
- 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.

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- 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 organizations that may need it.

- Less than 48 hours before the session: Cancellations made within 48 hours of the scheduled session may result in a missed opportunity fee or a rescheduling fee. Please understand that this policy is in place to respect the time of both parties and the availability of slots.

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 organization 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 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

Information Sharing	Both the Town Council and local organisations will have an opportunity to provide updates on relevant news, projects, and funding opportunities.
Building Relationships	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.

Funding Identification	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 Funding

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

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

8. Monitoring and Evaluation

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 raised with the relevant STC committee for approval.

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