**5th Draft [12. 03. 21]**

**Introduction**

Two exciting community projects in Ide, which separate groups have been working on, have progressed to a critical stage in recent months. These are the Weir Meadow Recreation Ground and the Pynes Community Orchard projects. Both have now reached the point where they are feasible and viable. And we have first refusal, guaranteed for three years, to buy the land involved for both. This means that fundraising will shortly need to begin in earnest!

In order to purchase and undertake the initial restorative and development works at Weir Meadow and Pynes Community Orchard, around £280,000 is required. This is made up of:

**Weir Meadow & Northern Fields**

(all VAT reclaimable) £

Purchase of Weir Meadow £40,000 + VAT £8,000 48,000.00

Purchase of Northern Fields £130,000 (no VAT) 130,000.00

Stamp duty at 1% of £28,000 (= amount over £150k inc. VAT) 280.00

One approved Landscape & Ecology Management Plan -

 pro bono Richard Cottle 00.00

Three approved Surface Water Drainage Management Plans -

 pro bono Rich Cloke 00.00

Construction of car parking inc VAT estimate 24,000.00

Fencing and gates inc VAT estimate 12,000.00

Visibility Splays inc VAT estimate 4,000.00

Landscape with planting inc VAT estimate 4,000.00

Erection of re-sited pavilion estimate 2,000.00

Heritage interpretation board estimate 500.00

**TOTAL inc VAT 224,780.00**

**VAT to be reclaimed -15,166.00**

**TOTAL after VAT reclaimed 209,614.00**

**Pynes Community Orchard**

(all VAT reclaimable) £

Purchase of Pynes Victorian Orchard £65,790 + VAT £13,158 78,948.00

Initial capital for gates & fencing inc VAT 10,000.00

**TOTAL inc VAT 88,948.00**

**VAT to be reclaimed -14,824.66**

**TOTAL after VAT reclaimed 74,123.34**

**Grand Total for both projects exc VAT 283,737.34**

This is a significant sum, that will only be raised through hard work, the commitment of a core group and a clear funding strategy, which this document sets out.

**Purpose**

The purpose of this strategy is to set out the importance of a clear plan for fundraising, that identifies the different elements of funding, how they will be achieved and the amounts and time frame that is planned to successfully achieve this.

**Approach**

The fundraising approach will have two main considerations:

* **A broad based approach** - in which a variety of strands will be adopted, that include: local crowdfunding and fund-raising events, together with charitable trust applications, to maximise the opportunities available, as well as individuals' donations and sponsorship.
* **A considerate approach** - that recognises that in a vibrant village like Ide, there are always going to be competing demands for funding, so a considerate approach that prioritises funding opportunities, and works closely with other groups in the village also seeking funding, is essential. One way this will be expressed is by joint endeavour. The fund raising will be undertaken by one joint Funding Group, made up of members of both the Weir Meadow Recreation Ground and Pynes Orchard Project Groups, to maximise opportunity, share the work-load and make clear to the wider village that these projects are of equal merit.

**Strategy**

The strategy is made up of several elements. These include:

 **Charitable Trusts, Grant-making Bodies and National Lottery**

Targeted applications will be made to national, regional and local bodies and trust funds for which the Community Orchard and Weir Meadow clearly meet the criteria. Some applications may be made jointly; while for others where both projects might qualify to apply, a decision will be made as to whether one would be better placed, or whether both could apply separately.

 **Tree Sponsorship**

Local residents and interested parties will be invited to Sponsor a Tree, for the Orchard Project; and possibility for Weir Meadow too? There will be a nominal donation of £150 to cover the cost of each tree, together with a stake, protector and plaque.

There are around 100 trees and bushes to be planted within the orchard, and potentially 50 at Weir Meadow, that will bring in around £11,000 and £7,500 respectively. It is hoped that this will be a

popular way of supporting the project and for many, a way to perhaps act as a memorial to a special person, pet or memory.

 **Local Fundraising Events/Activity**

It is anticipated that a variety of fundraising events and activities will be encouraged, organised and supported within the community. This might be as diverse as a barn dance, or an apple wassail event, to individuals doing a sponsored event, or holding a fundraising coffee morning, afternoon tea event or fashion show?

 **Local Resident Donations**

Some local residents may have a special interest in the Pynes Orchard or Weir Meadow Project, for a particular reason. They may be a direct or close neighbour to the orchard and have the resources to be able to make a donation to support securing the orchard for future generations and ensure it

can never be considered for housing. Likewise, there will be many in the village of Ide and beyond, who will have a particular interest in the sporting, leisure activity that this will provide for both themselves and future generations at Weir Meadow. Donating in such a way may have tax benefits under various schemes that can be explored.

**Crowdfunding**

This is an increasingly popular way to raise funds for local projects and can sometimes go viral in a way that couldn’t be imagined. Expertise will be needed to explore this route, but will be worth pursuing. For example, many people suggest Crowd Funding projects on Facebook these days in lieu of Birthday presents or just as a good thing to do, or for a sponsored event.

**Labour/In kind**

It is recognised that not everyone is able to contribute financially, it will therefore be possible and indeed just as necessary and encouraged, to accept offers of practical help, which may be by means of time, donation of tools, etc. Indeed, it may be good to account for all the hours of labour undertaken and try to get this funded?

**Considerations**

There are a number of considerations this strategy will bear in mind. These include:

**As One – Not two** - The decision has been made to jointly approach this major fundraising project, as clearly this is the best way to proceed, to avoid competition, confusion and dissipated effort; and to make best use of the talent and resources available. But it needs to be recognised that whilst the two projects are linked, they are also very different. It will therefore be really important that messaging, communication, and effort is focussed on the differences, the similarities, the importance of working together; and also the opportunity to fund one over the other, rather than all funds being shared. Indeed, many funders will insist on this.

**Timeframe** - The Church Commissioners have indicated that they are willing to grant three-year Options to purchase the Pynes Orchard and the Weir Meadow sites; and we expect to sign those agreements by March 2021. An annual licence will continue for the Orchard during the Option period, to enable the project group to access the ground to begin restorative work, alongside the fundraising. However, the Commissioners will retain their current farming tenant on Weir Meadow and Northern Fields until the time this site is actually purchased.

**Loan Option** – Every effort will be made to raise funds to secure both projects as soon as is possible, through the fundraising activity and methods set out in this strategy. However, it is recognised that both to maintain local interest and enthusiasm of villagers and to ensure the totals required for both projects are realised comfortably within the 3 year window that has been set by the church commissioners, a Plan B is required. With this in mind, enquiries have been made regarding entering into a loan arrangement with the Public Works Loans Board. This is designed for Parish Councils to access and provides low interest rate loans that both projects would qualify for. As an illustration, if the Parish council were to take a 50 year loan from the PWLB for £130,000 for the Northern Fields, for example, and decided to pay it back by increasing the councils precept, and thus raising council tax - a common and recommended method – it would need in rough terms a £2 a month increase in council tax for the average band D household. This might be reduced by income generated from rent from sports clubs for the grounds, and rent from any tenant farmer on the Northern Fields. This is illustrative only.

**Raising the funds**

There is a great deal of work involved in raising the funds required to secure the Pynes Community Orchard and the Weir Meadow site. This will take a big effort by the Project Group and others in the village with experience, expertise and time to invest in this process. Different people will be needed to make funding applications, organise fundraising events, engage with potential donors, etc. Also, close trusted links will need to be made and built between the two project teams, as they come together, to maximise joint endeavour where possible and prioritisations where there could be a potential competition for funds.

A gang chart spread sheet is attached setting out the time line for this strategy.

A master spread sheet is also being developed to track all potential funding opportunities, a copy of which will form a further addendum to this document.

A small joint fundraising Sub-Group will now be formed, that will be made up of both formal project groups. The proposed members of the group may include:

 Nick Bradley (Chair)

Trevor Gardner

Cheryl Haddy

Jessica Paine

David Howe

Phil Willcock

Doug Bell

Charlotte McGregor

Maresa Bossano

Richard Reardon

Chairs of the two Working Groups

**Prepared by Nick Bradley & Trevor Gardner**

On behalf of the Joint Projects Fundraising Sub-Group March 2021

12/03/2021 - 5th

Attached - gang chart as Excel document