

Ide Parish Council

Weir Meadow & Northern Fields with Pynes Orchard Joint Projects Fundraising Group

Minutes of meeting on Zoom, Monday 26th April 2021 at 7.30pm

1. Present

- Nick Bradley (NB) - chair
- Imelda Liversage (IL)
- Cheryl Haddy (CH)
- Philip Willcock (PW)
- Trevor Gardner (TG)
- Charlotte McGregor (CLM) - secretary
- David Howe (DH)
- Jessica Paine (JP)
- Maresa Bossano (MB)
- Richard Reardon (RR)

2. Apologies

- Peter Cloke (PC)
- Stuart Brooking (SB)
- Doug Bell (DB)

3. Draft minutes of last meeting on 31 March 2021 for approval (previously circulated)

Approved as drawn

4. Chair's update

- (i) Last Thursday the Option Agreement re the purchase of The Victorian Orchard was approved and authorisation obtained to sign it. Final engrossment of Option Agreement not yet received. Work has been done to install the new mains water pipe and move the trough. Now waiting for SWW to come and put the meter in and attach the supply. We may not get the Option Agreement until the connection has been made.

(ii) Springwell Garden Centre application has been approved 21st April 2021. This will yield c.£125k to Ide Parish Council as a CIL payment. Caveats are:

- a. that it is less than half the amount we require
- b. we don't know when we will get it – we may never get it. It only becomes payable when development starts. Can't rely upon it but if we come to have to take a loan, we might structure it so that we can repay if the CIL payment is later made.
- c. PC will need to decide how best to spend it and there may be other calls on it.

JP – for the purposes of this group should we just assume that we don't have access to the CIL payment so that we fundraise the whole sum and hopefully end up with more than we need? The group agreed this was the far better approach.

CLM – if it becomes available, we may be able to use it to offer match funding which is a requirement of some grants.

5. Review of summary of action points see item 8 of minutes

Action Cheryl – to approach her contact re Facebook; a graphic designer re banner / strapline; and her son re drone work for photos for prospectus. Will also look at other campaign videos to see style and content and then think about filming.

Graphic designer has not yet been approached. Facebook – RR has made some headway – he will discuss later. Video – JP got the video from Mark who has done some further work on it. She has reviewed it and will learn how to do something similar. Is on our shared Google Drive. Is actually quite simple in format using still photography, music etc. Not complicated yet still very effective.

RR – has set up Google Drive and will resend link into chat facility so that we can keep records centrally.

Facebook – RR thinks we want a community page like the shop so that people can follow rather than a page which people join.

CH and RR then consider whether it is best to use the existing Orchard page. 103 people already following that community page. Get someone else added as an admin and change the name of the page. MB warns that Facebook won't always agree to change the name easily.

RR – will hold off until we have something to launch onto it.

CH will speak to Mark Thomas.

MB suggests that we should have a separate fundraising page so that the Orchard will have its own page going onwards.

Action: RR Facebook page will be sent up – Green Space for Ide.

Action Maresa – to organise list of potential funders. Whole group can feed into that. Identify which funder could be approached for what.

MB has looked through the PDF from last time (good funders for Parish Councils) – most N/A and lots are very small ones. The small ones should be looked to at the end when we need some extra money. Most won't fund land purchase.

Heritage Lottery Fund will fund Parish Councils and will purchase land. Has to be a project though, not just the land purchase.

Viridor landfill trust – won't fund land purchase unless it is at risk of loss to the community. Do fund environmental projects though. MB thinks we could align with the parameters of the grant (ie loss to community).

Action – MB to prepare draft applications for Heritage Fund and Viridor. Both have two stages. Orchard applications probably need to go to the Orchard working group for input as it has to be a project application – identify working partnership and the activities to be hosted there.

TG – supporting MB's suggestion that the Orchard working group must be involved to formulate the details of the project plan.

TG – querying whether someone can phone Viridor to get a steer on how best to make an application so that we can try to ensure we apply for as much as possible.

Action - MB – will try to contact a Grant Advisor to have that initial chat.

Action Richard – to talk to Ben Ervine re website and also support Cheryl to set up shared GoogleDrive.

Ben has already set up a website www.greenspaceforide.co.uk. Need to add details of the fundraising account for the donate function. NB confirms that the details of the accounts are at the end of each prospectus.

Action Nick and Trevor - finalise both prospectuses. Finalise strategy of fund raising group, with dates.

NB – Orchard Prospectus has been finalised and circulated to the group. Minor alterations to the original version.

Weir Meadow has not been circulated as we still don't have the photos. Update on figures required – in particular the cricket wicket is not going to be part of the application and neither is the cricket pavilion.

Strategy of the fundraising group also needs to be summarised and included once determined!

Action Trevor, Nick and David - Meet to plan approaches to local donors.

No progress but they will meet on 5th May 2021 to decide the best way to approach this. Will report back to the group first before making any actual approaches.

Action Doug - select and contact at least three contractors to quote for construction works on Weir Meadow.

DB has been working with NB to prepare a brief. All plans and docs are now ready. Details also ironed out:

- They have established that the gravel strip between the land and the road does form part of the parcel of land to be acquired which will need to be tarmacked.
- Tarmacked driveway into the car park.
- 10 green permeable parking spaces, 15 tarmac spaces.
- Landscaping and planting.
- Footpath leading up to Northern Fields.

Clear what they are asking people to quote for. DB has identified 5 contractors and will now invite them to quote.

Action Richard - advise on use of drones from a regulatory point of view. He has a contact who he can approach.

RR explained drone legislation – RR's contact is happy to do it for us if we want her to.

NB – recalling that Simon Rice who lives in Ide did some footage via drone of the Orchard and other parts of the village.

Action - CH will approach Simon to get some footage for both projects.

MB – suggesting we approach another villager to take some nice photos of wildlife in each area to show that we are supporting the biodiversity of the areas.

Action – MB to approach Claire Wills

Action David - to investigate Crowdfunding as a funding platform for the PC or how we might use other groups to access funding through that route.

David has sent round an email – the regulation on donation based crowdfunding is fairly straightforward. More interesting question is who is raising this money? If having partners involved, what is their stake and how do they gain it? Currently we are acquiring a parcel of land but the PC needs to think through the basis on which other partners are going to be involved. Narrow issue about funding transparency. If a fundraising group was set up to fundraise, we must be very clear that we say all monies raised are being handed over to the PC.

Other aspect which is about direct appeal. Not certain if there may be constraints on how far a PC can make direct appeals to the public for cash? We will check how far a PC has authority to go out on a crowdfunding platform to appeal for donations.

NB – we can approach DALC and NALC for specific advice. **Action - NB will make approaches to DALC and NALC for advice and guidance about legal aspects of PC fundraising.**

Crowdfunding is not a legally defined term. It is simply a platform to enable us to reach a wider audience but does this also include approaches to smaller audiences such as the village?

S137 Local Government Act – restricts ability to raise funds.

DH feels that using crowdfunding to provide facilities on the land is more appropriate rather than land acquisition itself.

DH – sub groups or separate organisations raising money for the purchase of the land which is then given to the PC but are they then acting as Agents of the PC?

CLM -asking whether this means we are also restricted from asking the village and private donors to donate? DH considering that perhaps it does. The group agreeing that seeking the advice from DALC and NALC is crucial before we do anything further – certainly can't launch an appeal until we are clear it is an authorised activity.

NB – confirms that PCs are encouraged to take responsibility for land and to look after the land. The principal of owning the land is OK but it's whether there is an illegality which we might fall foul of in raising funds directly.

NB - If we were to apply for a loan, any limitations on our ability to fund raise would support such an application. Fundraising will reduce residents' exposure to additional charge on council tax.

TG – clarifying that until we get the answer to this, we can't really finalise the Prospectuses. NB confirming that yes, this was correct but should press on to fine tune so that they are ready to go. May need to be careful with the wording re funding depending upon the advice we receive.

CH – having reviewed the document that Maresa sent through earlier today, she notes that it allows for PCs to crowdfund but may not be attractive to the general public.

DH – confirming that local authority lends legitimacy to projects who are seeking funding for specific projects as opposed to asking for funds itself.

DH explored the possibility of creating a long lease in favour of a new charity. General discussion ensued.

NB – confirming that once the PC owns the land, the idea would be that the working groups would be converted to legal bodies for the purpose of maintaining and running sites.

DH – we need to understand the structure for the future so that we can know the best way to approach the question of funding.

NB – once PC owns the land, we could gift it to a Trust.

DH – if it is the intention to get the land into the hands of an entity eventually perhaps it is best to go through the pain now so that gift aid can be claimed, also opens up opportunities to approach far more grant funders.

CLM asking DH whether the leaseback would cause a stamp duty issue – linked transaction? DH did not think so.

NB – Question to be asked – If we were to set up two charities could they both and PC all make grant application to the same fund for their relevant interests in the project? The group thought this might be possible and should certainly be considered.

Action Jess - liaise with Mark Thomas about current Orchard Facebook page, to avoid duplication or confusion.

JP obtained video and is on Google Drive. Discussed earlier in meeting.

Action Jess - contact graphic designer re strapline / logo for 'Green Space for Ide'
Graphic designer approached but is too busy.

6. Review of materials: two prospectuses and fund raising strategy.

No detailed review at this stage. See notes from discussion earlier in the meeting.

7. Review of spread sheet record.

TG – all he has done is to produce a template which can be used as a living document. It is currently an information gathering document at present.

MB has already done a search and she found that those which PC could apply to was in line with what was on the spreadsheet.

It is on GoogleDrive.

8. Review of gang chart.

No action.

9. Summary of individual tasks, with dates if appropriate.

Action Richard – To set up Facebook page– Green Space for Ide.

Action Maresa -

- prepare draft applications for Heritage Fund and Viridor in consultation with the two working parties.
- contact a Viridor Grant Advisor to have that initial chat.
- approach Claire Wills re wildlife photography for both sites.

Action Cheryl - Contact Simon Rice with regards to obtaining drone footage of both sites.

Action Nick - make approaches to DALC and NALC for advice and guidance about legalities of PC fundraising.

10. AOB

RR asking whether we should be thinking about setting dates for fundraising events to be held in the summer? To be considered at the next meeting. RR to produce a report for the group.

11. Date of next meeting

Monday 24th May 2021 at 7:30pm

Minutes approved 24/5/2021