

Alverstoke Parish Centre Regeneration Project

Fundraising Strategy V 3.0

Fundraising Strategy 2016-2024

V 3.0

1. Mission Statement

To provide a new Centre to enable local people to deliver inclusive activities for all generations which will reduce isolation, build cohesion, and provide opportunities in the community for many more people to participate or volunteer.

2. The Need and Project

The Community needs a new centre in Alverstoke where the business of the Parish can be carried out, and where clubs, groups, residents and organisations can hold meetings, social and learning events, as well as dance, exercise and rehabilitation classes.

The current building does not meet user needs, is 50 years old, and the cost of maintenance is almost outstripping income. The building does not meet current accessibility standards, and all of the services need to be replaced - drains, heating, wiring, and toilets - and the roof leaks!!

The scope of the project is to design, fund and build an energy efficient Parish and Community Centre which will meet the increasing and diverse needs of the Community and Parish into the foreseeable future.

3. Fundraising Strategy

There is a staged approach to fundraising which mirrors the critical points in the Project. These are the decision points on whether to continue, revise, or halt the project.

The Fundraising Strategy identifies potential funding streams and breaks down the funding requirement into revenue and capital by Project Phase.

3.1 Resources Needed

3.1.1 Financial statements

Grant funders will need to review our financial statements and procedures, fundraising strategy, and detailed costs. They will need to assure themselves that we have maintained due diligence in the project, keeping funds secure, ensuring that there is no unnecessary spending, and that no member of the project is personally benefitting from funds raised. All relevant project and financial information is available on the website. The statement of Due Diligence and Compliance is on the website under Project.

3.1.2. Grant Providers

We have developed a list of potential grant providers, and this is at [Annex A](#). This document is a work in progress, and additional detail will be added as it becomes available.

3.1.3. Key Information for Applications

Applications to Grant Makers will be made in the name of the Parochial Church Council (PCC). The PCC owns the building and has use of the land in perpetuity. Documents that confirm the governance of the project, and the ownership and disposition of land and building are available on the website.

An organisational chart showing the relationship from the Diocese Board of Finance, through the PCC to the management of the current Parish Centre (PCMC)) to this project Alverstoke Parish Centre Regeneration Project. The PCC have delegated authority to this project to raise funds to build a new Parish Centre, and consistency is maintained through the three members of the Project team who are also Trustees of the PCMC and the PCC. This organisational chart is on the website.

Responses to the key information and to the questions most often asked on applications have been drafted, and will be used in the application process.

Alverstoke Parish Centre Regeneration Project

Fundraising Strategy V 3.0

The entry on the Charity Commission website in the name of the PCC reflects the work of this Project to support the activities and the beneficiaries on the listing.

3.1.4 Fundraising Management Plan

The Fundraising Task is in two strands.

1. The Events Team will continue to organise events to raise funds locally, expand awareness of the Project, and to continue bringing the Community together in a way previously unseen in Alverstoke.
2. The Capital Fund team will identify potential grant makers and the documentation they require. The team will make initial contact with Grant Makers, where necessary, to determine whether the project is eligible to continue to the application process. The team will prepare documentation and make applications for Capital Grants.

3.2 Tasks

3.2.1 Capital Fund Sub-Group

1. Produce the Fundraising Strategy, and revise as necessary
2. Ensure Project, Project Authorisation and Governance Documentation are in place, and available on the Project Website
3. Identify potential grant providers, check project eligibility to apply, and documentation required for each Grant Maker
4. Prepare responses to generic questions
5. Engage experienced volunteers to help prepare applications
6. Prepare a management tool to report applications made, decisions, award, value of award, conditions and time constraints.

3.2.2 Events Management

1. Produce an annual plan of events
2. Book Hall, or alternative venue
3. Create publicity and tickets
4. Organise events (catering, supplies, set-up, manage on the day, clear away)

3.4 Funding Stages

There are two Stages in the Fundraising Strategy

1. To cover all the Pre-construction Costs prior to the Tender Stage - Planning, Detailed Design, Cost Report and Building Strategy (2016-2022), and the professional costs leading to Contract Award (2022 – 2024)
2. To cover professional costs Post Contract Award and the costs of Construction (2024)

3.4.1 Stage 1 Fundraising

To hold local events to raise awareness of the project, engage users and the wider community to support the project. Examples of events held are: monthly Coffee mornings, bi-annual Curry and Quiz nights, Strawberry Lunches, Afternoon Teas, Bridge afternoons, Barn Dances, Fashion Shows, Sea Shanties with supper, concerts in the Church, and the Alverstoke Garden Walkabout.

3.4.2 Stage 2 Fundraising

To research and apply for Capital Grants to enable Construction of the agreed design and technical specification.

The Cost Report delivered to the PCC in October 2021 estimated the Construction phase would cost £2,043,000. Since then Building costs have increased, and at June 2022 the Quantity Surveyor estimates that an additional 8.5% should be added to the original estimate, with a further 4.5% estimated increase for each of the next two years.

V 3.0 March 2022

Alverstoke Parish Centre Regeneration Project

Fundraising Strategy V 3.0

Current estimated cost for the Construction Phase is £2.4million (exc VAT)

3.5 Funding Streams

These are the funding streams identified so far.

1. Donations from individuals and groups
2. Fundraising team events for the Community
3. Sponsorship from Local Businesses
4. Proceeds of the sale of a Church property.
5. CIL Strategic Infrastructure fund – Gosport Borough Council planning and policy department
6. CIL Neighbourhood Fund – managed by Gosport Voluntary Action
7. The National Lottery Community Fund.
8. Grant Makers, Charitable Trusts that fund Capital Projects
9. Government Levelling-Up funds
10. Grants supporting new builds that are Energy Efficient and Carbon neutral
11. Grants to support provision of a Changing Space, and space to enable sports and social activities for the disabled.
12. County Councillors' Discretionary Grants
13. Donations of fixtures and fittings, paint, and other goods to reduce actual spend.
14. The Mission Opportunity Fund (max £5,000) from Portsmouth Diocese towards the costs of fixtures and fittings
15. A contingency to take out a loan (up to £100,000) at the lowest interest rate available.

3.6 Timeline for Fundraising

3.6.1 Covid19 had a severe impact on the Project timetable for the project, and consequently on the plans to raise the Capital Funds for construction. The Cost Report was not available until October 2021, and the Capital Fund team came together in December 2021.

2016	Fundraising started locally
2017	Start Research into Grant Providers – their eligibility criteria, and information required
2017	Prepare information required by Grant Providers
2019	Continue research into Grant Providers, and update list of potential Funders. Maintain effective local fundraising with numerous Community Events
2020	1st Quarter – engage with Gosport Voluntary Action, the Mayor and the Leader of the Council to determine how to access CIL Infrastructure and Neighbourhood Funds.
2020	1st Quarter – Planning Permission Granted
2021	3rd Quarter – Cost Report Produced
2022	1st Quarter – Capital Fund Team Plans in place; Engage with National Lottery and GBC Planning and Policy team, who administer the CIL Strategic Infrastructure Fund.
2022 -2023	write applications, monitor responses, engage with Grant Makers, keep Stakeholders informed.
2023	June – Halt – evaluate level of Grants pledged.

4. Review and Monitor

There are Critical Points in the Project Timeline that have a direct impact on the Fundraising Strategy.

1. **May 2019** – the Henry Riley consultancy delivered a preliminary cost estimate of £2.12 million as a worst case, based on a £per square metre value. The Project Team decided to continue to Submission of Planning application, and reassess the costs when the full Cost Report was available.
2. **March 2020** – The Plans were approved by the local authority, with conditions. This was followed by the first Lockdown due to Covid 19.
3. **March 2020** – July 2020 The team appointed a Quantity Surveyor, Structural Engineer, and Mechanical and electrical Engineers to work with the Principal Designer in developing the technical detail of the Design.

V 3.0 March 2022

Alverstoke Parish Centre Regeneration Project

Fundraising Strategy V 3.0

There were no fundraising events held in 2020, and only a few held during the Summer of 2021 due to further restrictions imposed due to Covid 19. No face-to-face meetings took place, and progress on the project slowed.

4. **October 2021.** The detailed technical specification was finalised and the full Cost Report delivered to the PCC in October.
5. **December 2021** The project team met to discuss the Cost Report, the delay in progressing to the next Phase and the impact of the delay to applying for Capital Funds. The full Cost Report was very close to the first estimate produced by Henry Riley LLP. The Project Team decided to continue to the next stage, and this raised a serious issue that Funds would not be available to start the Build by March 2023 – one of the planning conditions. The Project Team agreed that the Capital Fund sub-group would benefit from the guidance and experience offered by a Fundraising Consultant, and the Project more likely to realise the funding target of £2million. A fundraising consultant was appointed to provide guidance, and to write applications for major Grant Makers.
6. **February 2022** - The PCC agreed to the recommended option of making a Material Start to the build, which would satisfy the local authority that the planning conditions had been met.
7. **March 2022** - The Capital Fund sub-group to revise the Fundraising strategy, and revise target dates. The team to apply for Capital Funds during 2022 into 2023
8. **June 2023** – Project Team to review responses to funding applications and decide whether to continue with whole building or staged construction

5. Income and Expenditure

5.1 Income Phase 1 – Planning, Design and Building Strategy

	Income
Donations	£80,500
Events	£46,000
Other	£29,700
Gift Aid	£8,800
Sale of Curate's house	£214,300
Total	£379,300

Notes:

1. Stated income is for the ring-fenced Regeneration account, as the current Parish Centre will maintain its own account and carry out Business as Usual until the Regeneration Project delivers a new Centre.
2. Values are rounded, and taken from accounts to the end of February 2022.

5.2 Expenditure

Phase 1 – Planning, Detailed Design, Cost Report and Building Strategy (2016 – 2022)

Phase 2 – Preconstruction to Contract Award (2022 - 2023)

Phase 3 – Post Contract and Construction (2024)

Phase	1	2 (estimate)	3 (estimate)
Capital Costs	£47,800	£53,000	£2,400,000
Revenue	£12,400	£4,000	£4,000
Total	£60,200	£57,000	£2,404,000

Notes:

1. Capital: Architect, Planning Fees; Structural Engineers, Mechanical and Electrical Engineers, Professional fees and Consultancy; Construction
2. Revenue: Publicity, Events
3. Phase 1 actual costs from Accounts to end Feb 2022
4. Phase 2 and 3 estimates from Budget, Cost Report (2021) and advice on price increases from Holloway and Squire (2022).

Alverstone Parish Centre Regeneration Project

Fundraising Strategy V 3.0

6. Sustainability

The new building will produce an income from room hire fees. The annual income will cover salaries, pensions, running costs, maintenance and any mortgage/loan repayments. The intention is that the income generated will cover all running costs without support from other sources.

Detailed estimates of income and expenditure are available in the Financial Forecasts produced by the Finance Manager, and are provided separately for information **Peter's forecasts as an annex.**

The building will make use of the most eco friendly and cost-efficient power sources, taking into account the aim to be Carbon neutral, and to maximise sustainability in products that are used. The intention is to be marked as "Excellent" on the Breamm sustainability assessment.