

EXETER STRATEGIC BOARD FUNDING SUB-GROUP

Wednesday 7 November 2018

Present:

Councillor Edwards (Chair)
Councillors Aves, Bialyk and Sutton

Also Present:

Programme Manager - Communities (ECC), Communities and Commissioning Manager (DCC), and Assistant Democratic Services Officer

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APOLOGIES

Apologies were received from Councillor Hannaford.

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MINUTES OF MEETING HELD ON 6 SEPTEMBER 2018

The minutes of the meeting held on 6 September 2018 were agreed.

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CROWDFUND EXETER PROJECTS SUPPORTED SO FAR

Discussion was held on the Crowdfunder charge of 8% (5% to Crowdfunder and 3% to the payment company) of the total amount raised to the group that have applied for funding. Groups should be aware of this in their initial planning stages and setting their target to cover these costs. The charge covers the platform, worldwide exposure, support and advice. In addition, Crowdfunder will identify other charitable trusts if the project meets their criteria.

There is the potential for projects to be topped up by Devon County Councillors Locality Budget funds if they are struggling to meet their target.

It was felt that there was still some misunderstanding around crowdfunding, and suggested that a briefing could be held for Portfolio Holders, Exeter Strategic Board and possibly a Members Briefing. Two workshops had been held in Exeter to provide further explanation of the process for community organisations, but a further session could be arranged if required. This was a change in culture for community groups and some encouragement would be required to help them take this forward. As part of the process, groups need to put forward a project proposal, produce a short video, and work as a group to share information on the campaign on Facebook, Twitter etc to promote and share to a wider audience. Groups could also find ways of encouraging people to donate, for example, offering free refreshments if they pledge £10, a year's membership if they pledge £50 etc.

Guidance and information was available on the Crowdfund website, but in addition, Devon County Council have made £2,500 of funding available in Exeter to CoLab to provide early stage support. Only 2-3 groups had used this facility to date. As part of the grants review work within Exeter City Council, there are proposals to fund infrastructure support for community groups which would include using crowdfunding platforms as part of their fundraising.

A table of projects put forward to Crowdfund Exeter was circulated with the agenda.

Organic Arts

This farm based arts organisation which works with people from across Exeter was looking for funding towards a barn conversion to be able to create dry space for activities. It was noted that around 80% of users were from Exeter. The project had raised its target of £8,000, with the Exeter Crowdfund fund contributing £2,500.

Free Movement

This is a group in Exeter which runs keep fit activities in parks. Funding was requested for new equipment and to extend into more parks in Exeter. Positive feedback had been received. The project had set a target of £5,300 and had raised £5,876. £2,500 was pledged from this fund.

Devon Recovery

This project was to create a book of reflective poems on mental health suffering. The Programme Manager Communities advised that this did not fit the criteria as it was wider than the Exeter area. However, £7,061 was raised and they had reached their target without a contribution from Exeter Crowdfund.

Exeter Respect CIC

Respect had set a target of £20,000. The organiser had been referred to CoLab as the target was too high to achieve in four weeks. The campaign is now closed on Crowdfund Exeter with a view to reconsidering options with a more realistic target. It had been suggested that the project should relate to just one particular aspect of the festival, such as the music stage. Again, it was suggested that some form of encouragement could be used to boost donations, eg offer free entry to the festival for a £10 pledge or a £20 pledge would get a free t-shirt.

Projects in planning stages

The Programme Manager Communities reported on some projects that were in the planning stages:

- Armed Forces Community Support Hub for Devon with a target of £10,000. This could be supported jointly with Devon County Council, and other district authorities could be contacted for support if it is Devon-wide.
- Exeter Trees – to educate people about trees and green spaces in Exeter. However, this would not currently meet the criteria as it is an individual leading it. Guidance would be provided regarding linking into another project.
- Explore Youth Group – LGBT group in the city.
- Exeter Hawks Wheelchair Rugby Group.
- Mindful of Bass – a music event fundraiser in aid of mental health. Again, this would not currently meet the criteria as it is an individual, but contacts could be provided for other mental health projects such as Recovery Devon.

Further information would be circulated when it becomes available.

Crowdfund Exeter costs

The cost for hosting the Crowdfund Exeter pilot was currently paid for by Devon County Council and Devon and Cornwall Police at a cost of £30,000. If the pilot is

extended to future years the costs will have to be shared, although the overall cost would reduce to £25,000. If other districts wanted to join the scheme, then costs could be shared between all. This pilot runs to the end of March 2019, and it was anticipated that a review would take place in the New Year.

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REVIEW OF CROWDFUND EXETER CRITERIA

The criteria for Crowdfund Exeter was circulated with the agenda and discussion was held on changes to this to make it clearer to understand.

The Terms and Conditions were also agreed.

It needed to be made apparent that this was Devon Communities Together funding.

In relation to evidence of money spent, Programme Manager Communities would check with Crowdfunder that updates are sent through and yearly reports will be provided.

(The meeting commenced at 2.35 pm and closed at 3.52 pm)