**The White Lion, Pailton**

**Funding Strategy Update – November 2023**

The fundraising strategy is a live document and gives an overview of how the match funding required for the capital delivery and activities at the White Lion is going to be raised. It is created by the fundraising consultant, owned by Pailton Parish Council and managed by Pailton White Lion Working Group (PWLWG) and shared with other key partners and funders.

The document has been updated throughout the development phase of the project reflects the match funding needed, potential sources and progress of the matched funding needed for the delivery project. As a live document, it will change as bids are submitted, decisions are made and new opportunities arise.

The PWLWG, on behalf of Pailton Parish Council, review the strategy regularly with the aim that they are all up to date and informed on the fundraising opportunities, decisions and challenges. This supports them in any decisions needed to mitigate fundraising risks at the earliest possible stage with the fundraising consultant and other members of their professional team.

**Background**

The White Lion is a much-loved 18th century coaching inn, at the heart of the village of Pailton, North Warwickshire (CV23 0QD) It is Listed Grade II and has been at the heart of its community for over 300 years and has a prominent location and site on the village’s main street which has a strong visual and heritage focus for the village and the community.

Over this time, the pub continuously changed and adapted to meet local needs. However, Pailton’s village shop closed in 2008 and the pub followed when it was closed in 2014. The building is now in poor repair, its condition is fragile and deteriorating – without a plan for restoration now, this building, so important to the identity and history of the village, will be lost and Pailton will continue without a heart in the community, neither a shop nor a pub or a hub.

The aim of the community led project to Save the White Lion is to restore and renew the building and grounds and establish a sustainable community business at the heart of the village.

Pailton Parish Council purchased the White Lion with the support of the community with Public Work Loans Board funding. So the White Lion is already owned by Pailton Parish Council. A

Working Group has been set up to lead the project with the intention that the CIC that has been set up will manage and run the community business. Pailton Village CIC governing document is already drafted and has the following objectives:

*The objects of the Company are to carry on activities which benefit the community and in particular (without limitation) to redevelop lands and property owned by the parish council on behalf of the community, that are rented to the Company. To realise the economic potential of council owned property for the benefit of the community by whatever means may be viable from time to time. To reinvest Company profits in the businesses in the council owned property. To use any excess profit for the benefit of the village, council and residents of Pailton and surrounding villages. To establish a vibrant economic, social and wellbeing-oriented hub for the residents of Pailton and the surrounding area.*

Currently the main funding options are being pursued through Pailton Parish Council. This is because Pailton Village CIC were reviewing and updating their membership and objectives as part of the development stage. When this is completed funding options through them will be able to be pursued and potential funding options have been and will continue to be noted and pursued.

**Original Proposed Scheme**

Following extensive community consultation to establish local residents’ priorities for its future use . The vision is that the White Lion will continue to serve and support the community by providing:

* A community shop/post office
* Pub and café/restaurant, which will extend into the grounds with outdoor space
* Workspace for artisan producers and/or makers in the Brewhouse
* Overnight/holiday accommodation on the upper floors
* Community space for farmers’ and makers’ markets and a wide range of community activities.

**Funding Requirements at Stage 1**

At the time of the National Lottery Heritage Fund (NLHF) Stage 1 submission the total estimated costs to deliver the project were estimated as £1,752,050.

At this stage the match funding needed was identified as £345,000, which would be sought through an application to the Community Ownership Fund, Architectural Heritage Fund and local funder Lutterworth Community Area Fund.

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| **Match Funding Options At Stage One** | **Target** |
| National Lottery Heritage Fund | £1,095,550 |
| Pailton Parish Council- own resources via Public Works Loan Board | £222,500 |
| Match Funding \* | £337,500 |
| Volunteer | £34,000 |
| Increased Maintenance and Management | £62,500 |
| **TOTAL** | **£1,752,050** |

*Match Funding \* was identified as the Community Ownership Fund (up to £250,000) and the Lutterworth Area Community Projects Limited in the region of £175,000*

**Updated Funding Requirement of Delivery Phase at RIBA Stage 3**

At RIBA Stage 3 the project costs were reviewed and updated by the quantity surveyor. The delivery phase funding required for the scheme delivery had increased to £2,933,966. This represents a total increase of £1,181,916 from Stage 1.

Following discussion with the National Lottery Heritage Fund at the Mid Stage Review the Stage 2 submission would be with the following grant request and match funding requirement.

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| **Delivery Phase Match Funding Requirements** | **Target** |
| National Lottery Heritage Fund | £2,040,170 |
| Pailton Parish Council- any further amount to be confirmed | £64,875 |
| **Match Funding** | **£730,421** |
| Volunteer | £36,000 |
| Increased Maintenance and Management | £62,500 |
| **TOTAL** | **£2,933,966** |

*\*A National Lottery Heritage Fund award request of any less would increase the match funding requirement. So £730,421 represents the lowest figure needed with the current delivery phase cost and still over doubles the original match funding requirement of £337,500.*

**Review of the Stage 1 Match Funding Identified**

It is also important to review the original match funding sources originally identified and to ensure any changes with these programmes are monitored and considered and the funding strategy reviewed in light of changes.

**Community Ownership Fund (COF)**

The Community Ownership Fund is administered by the Department for Levelling Up, Housing and Communities. It has £150m to distribute across the UK by March 2025 through up to eight rounds of competitive funding.

In May 2023, parish councils became eligible to apply directly for the first time this has meant that Pailton Parish Council could be the lead applicant. In addition the maximum level of grant requested has significantly increased from a maximum of £250,000 to £2m. However, it should be noted that most projects are still receiving in the region of £250,000 and any project wishing to make a grant request over £250,000 would need to demonstrate substantial benefits beyond their immediate local community to be successful. To date grants at this level have had regional impact.

Pailton Parish Council submitted an Expression of Interest in June 2023 and their project has been deemed eligible and they have been invited to make a full application. Full applications can only be made during open windows. Pailton Parish Council will be applying to the next open window Round 5. The Department of Levelling Up, Housing and Communities does not publicise when their next window for bids will be open but it is likely to be late November/early December 2023 with decisions cMarch 2024.

The Community Ownership Fund still represents the key significant funding opportunity for this project. The previous grants awarded, especially those to similar project and for requests over £250,000 and those with similar community pub/hub projects have been carefully reviewed. As well as wider feedback on Community Ownership Fund project and funding programme.

**Lutterworth Area Community Projects Limited (LACPL)**

This fund has been set up by GLP (formerly Gazeley) who are the developers and owner of Magna Park, the nearby large distribution park in response to the on-going expansion of the park. The fund aims to support local community and voluntary organisations deliver projects within a defined the geographical area surrounding Magna Park. The funding is available until March 2025, but will close earlier if the funding is fully allocated. While they say funding requests can be up to £175,000 they clearly fund community projects at a much lower amount. Their website state that currently £542,848 (46%) of the funding has been allocated with £635,172 (53%) remaining. A more accurate update on the remaining amount is being sought.

Pailton falls within the geographical area for support and the Pailton Parish Council was an eligible applicant and submitted a bid for maximin grant support of £175,000 for the White Lion project. The project has been successful but at lower amount of £25,000.

The fund has been approached to explore the opportunity to Pailton Parish Council being able to submit a further bid and to ascertain any precedents they have of supporting projects at an increased amount especially given the wider economic situation.

**Architectural Heritage Fund (AHF)**

The other funding option mentioned in the Stage 1 bid was the AHF. This charity support and promotes the conservation and sustainable reuse of historic building for

the benefit of communities. They can offer both grants and loans to parish councils and not for profit organisations, such as Pailton Village CIC, to develop their projects.

Unfortunately the Transforming High Streets Programme that AHF was delivering which offered larger capital delivery funding, has now closed. While they do offer loans, which can be used for capital delivery, given Pailton Parish Council already has repayable funding through the Public Works Loan Board, the loan option is not currently being considered. However, AHF should be monitored in case any further capital funding programmes are announced.

**Potential Other Delivery Phase Funding Options**

With the required delivery phase match funding increasing from £337,500 to £730,421 wider funding sources and opportunities have been identified.

**Delivery Phase Proposed Fundraising Target and Timeframe**

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| **Funding Source** | **Funding Target** | **Timeframe** | **Comments** |
| Lutterworth Magna Park Area Community Project. | £25,000 | Secured | Already secured by Pailton Parish Council. Approach made to ascertain if any further application could be made. |
| Community Ownership Fund (COF) | £485,000 | Autumn 2023 COF dates still to be confirmed | Full bid is being submitted in the next round. Anticipated it will open late November early December 2023 with decisions cMarch 2023. Spend within 12 months of offer letter. |
| FCC Community Foundation | £50,000 | March 2024 | Quarterly deadlines with a 3-month assessment time. Funding for outside space/facilities. Strict 12 months spend. |
| Heart of England Community Foundation | £5,000 | January 2024 onwards | Smaller community funding pots available here through a variety of smaller regional funders with c£2k-£10,000 limits. |
| The Pilgrim Trust | £10,000 | Stage 1 Autumn 2023 with aim for March/April Committee 2024 | Stage One application being made |
| Royal Countryside Trust | £10,000 | Only 2 rounds per year aiming for Spring 2024 | Funding for the community shop/post office. Spend within 12 months. |
| Local Funders: Janet and Bryan Charitable foundation | £20,000 | Expression of Interest | Outcome November |
| Local Funders: Warwickshire Social Fabric Fund | £20,000 | Expression of Interest being made | In discussions regarding the Expression of Interest |
| Local Funders: Rugby Group Benevolent Fund | £25,000 | Expression of Interest made | Feedback December 2023 |
| Local Funders: WMCA Inclusive Communities | £25,000 | Launching soon | To be reviewed when details are known |
| Local companies | £10,000 | Ongoing | A modest target has been set against this and approaches being made already to Cemex and others are in the pipeline. |
| Community Fundraising | £45,421 | Ongoing | Ongoing community fundraising target through events and crowdfunder planned in early 2024. |
| UK Shared Prosperity Fund/ Coventry and Warwickshire Growth Hub |  |  | Rugby Borough Council UKSPF for Year 3 and opportunities for with Coventry and Warwickshire Growth Hub are being explored but no figure is given to these at this stage. |
| **Fundraising Total** | **£730,421** |  |  |

**Next Steps November 2023 to March 2024**

* The key major submissions will be progressed and made November and December 2023 which can be led by Pailton Parish Council.
* Any funding opportunities via Pailton Village CIC will be pursued or timetabled for 2024.
* Any additional opportunities will be raised, discussed with Pailton Parish Council and where appropriate an application will be made.
* Ongoing community fundraising target through events and crowdfunder planned in early 2024.
* The Funding Strategy will be updated to reflect outcomes and new opportunities as they arise.

Alison Berwick, November 2023.