

FOREST OF BOWLAND AONB JOINT ADVISORY COMMITTEE MEETING

AONB Fundraising Strategy

Recommendation:

The Committee is asked to:

- i. note the report and offer comments and if minded, approve the adoption and implementation of AONB Fundraising Strategy by the Partnership.
- ii. provide approval for the AONB Unit to implement the transfer of the Sustainable Development Fund to Champion Bowland, subject to approval by the SDF Panel and trustees of Champion Bowland.
- iii. provide approval for the AONB Unit to develop a draft proposal for an Heritage Lottery Fund Landscape Partnership Stage 1 bid (to be tabled again for further discussion at the AONB JAC meeting in October 2013).

Issue for consideration

In April 2012, the AONB JAC approved the AONB Unit to progress the development of a Fundraising Strategy for the Partnership. This strategy sets out a number of ways in which the Partnership can compensate for likely reductions in future funding, including:

1. reducing expenditure from staff, projects or SDF budgets;
2. seeking gifts from individual or corporate donors;
3. developing alternative income streams.
4. applying for grants from non-governmental bodies.