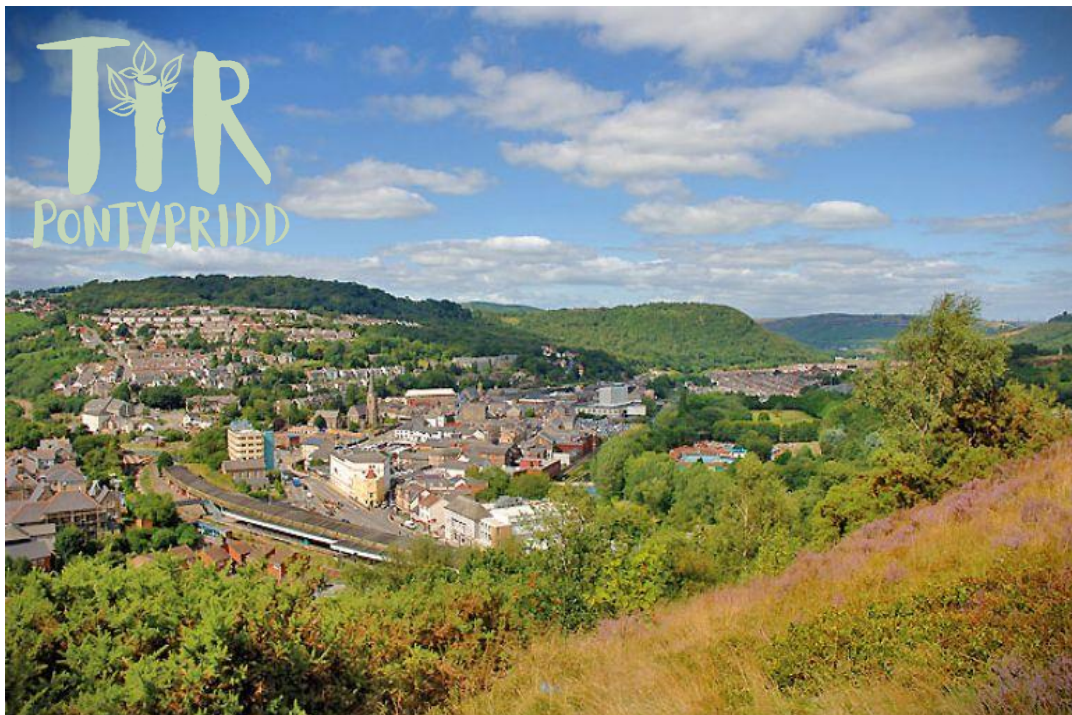


## Cymdeithas Tir Pontypridd Land Society



*The Land owned by the people for the people*

# Executive Summary

**Tir Pontypridd** (Cymdeithas Tir Pontypridd Land Society) is a community run initiative set-up to help communities in and around Pontypridd bank land against an uncertain future and utilise it to meet local environmental and social needs. We will achieve this by recruiting paying members and offering ‘investment’ opportunities.

To do this, we will identify & engage with potential members and investors who live and work in, or who otherwise have a stake in, the long-term wellbeing of the communities in and around Pontypridd and feel that land based Sustainable Development is key to delivering this.

The organisation formed during lockdown 2020 and is made up of residents with an interest in sustainable land use and environmental conservation. They have formed a small committee with a community association set of model rules. The committee is support by a panel of industry experts who live locally and provide specialist support.

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## Introduction

In May 2020, at the height of the Covid 19 Pandemic a Facebook group was set-up *to explore options for establishing up a member led legal entity for the purposes of saving money and securing investments towards the purchase of property in the Pontypridd area for community benefit*. Within a month, with little or no promotional activity, the group had gained a following of around 100 members. <https://www.facebook.com/groups/2054320881367724>

As well as being a place where ideas and information about community land ownership could be shared it also provided a means for engaging with those who might be interested in helping to set up a community group to explore further. Several polls were undertaken between June & July confirming interest in setting up a constituted group to take these ideas further.



## The Legal Structure

As a result an embryonic group met on the 16<sup>th</sup> July 2020 via zoom and agreed a basic **unincorporated community association** constitution with a model set of rules and the following aims: *To support sustainable development for the benefit of the public by the preservation/conservation of land and buildings for the relief of poverty and regeneration within and surrounding the town of Pontypridd*. All those who attended the meeting agreed to the proposed constitution and voting in the founding committee members. Several community members also agreed to offer their specialist skills in areas such as Forestry, establishing community gardens & IT support.

It was also agreed that the legal structure would allow the group to open a bank account and start recruiting members. Once the treasurer had opened the savings bank account with <https://www.dragonsavers.org/> then the chair and secretary could look into setting up the membership process. The Committee is currently comprised of: Ken Moon (Chair); Mike Powel (Vice Chair), Louise Karabulut (Secretary); Shirly Doyle (Secretary) Catrin Doyle (Treasurer); Lupin Wright (Treasurer).

<https://www.facebook.com/groups/2054320881367724/announcements>

## Committee Members

### *Ken Moon Chair of the Pontypridd Tir Pontypridd*



*Studied Geography at University before going on to gain a diploma in Permaculture Design and Sustainable Land Use and running training courses in Sustainability & Permaculture in Cardiff. He then became manager of Riverside Real Food Market for 3 securing funding to establish Riverside Community Garden. Ken later became a founding member of Community Energy Wales before joining Interlink as a Social Enterprise Support Coordinator, managing an RCT wide community energy project, and then as a Community Support Coordinator which included helping groups to secure and manage local assets that were facing closure.*

*It was in these roles that he came to recognise that if communities were going to realise their own visions for sustainability, then they would need to control what happened to the buildings & landscape around them. Ken currently works as Sustainability Futures Coordinator for the Office of Heledd Fychan MS and as a mentor for DTA Wales & Interlink. Ken has chaired several organisations and partnerships including the RCT Environment Partnership and the Valleys of Sanctuary. As well as being Chair of Tir Pontypriddhe is also chair of RCT Palestine Solidarity Campaign.*

### *Louise Karabulut Secretary to Tir Pontypridd*

*Has been teaching English to international students since 2000 in London, Istanbul, and Wales & online to China. She started teaching at the University of South Wales in 2004 designing, co-ordinating and delivering courses. Her skills include teaching languages such as English, speaks Turkish, reads French & has a foundation in Welsh. She supported an Istanbul geophysics team by editing and translating seismological research for publication and facilitating international trade of equipment and set up her own limited company for a brief but insightful period.*

*Her work in the community includes 5 seasons as youth worker at Carnival Club preparing the youth group for Notting Hill carnival and performing and teaching and supporting refugees in the local area. Louise was also instrumental in helping to set up vital community networks at the start of the Covid 19 pandemic which enabled local individuals and groups to come together as the Pontypridd Community Support Network to provide vital support in their local communities. Louise has BA in Philosophy and French, an MscEcon International Relations, and PgCert in Entrepreneurial Practice & an MA Applied Linguistics. She was recognised as the best performing student in her year in 2018 & gained a Senior Fellowship of Higher Education in 2017.*



### **Shirley Hinde** *Secretary to Tir Pontypridd*

Is a registered Dietitian & Senior Lecturer at the University of South Wales and is a Fellow of the Higher Education Academy. She has twenty-four years of post-graduate experience in nutrition and dietetics, working in clinical, public health/ community development and education settings both in the UK and S.E. Asia. Her experience includes the development of training programmes suitable for a range of participants, including members of the public, mentoring students, and supervision of research projects.

She has developed and implemented nutritional strategies within a geographical area of high deprivation and her approaches include participatory appraisals and capacity building of those working with children and young people. Her professional interests include health inequalities and food security. In addition to providing secretarial support Shirley will be advising the board on encouraging the uptake of plant-based lifestyles through sustainable land use.



### **Catrin Hanks-Doyle** *is Treasurer for the Pontypridd Tir Pontypridd*



*Is an Artist and Educator who is passionate about engaging young people in their environment and issues of sustainability, enabling them to take an active role in their community and as citizens of the world. She considers herself to be an ambassador for the Welsh language. She has taught in several primary schools including Welsh Medium settings in Cardiff and the Valleys. With A2 Connect and Arts Active she worked as a teacher mentor helping support teachers' professional development in implementing the Expressive Arts. As Lead Creative Schools Practitioner, she helped develop peoples love of the outdoors and an appreciation of nature through a variety of outdoor activities and visual arts, using Forest School and outdoor play.*

*Catrin has also worked on numerous environmental arts projects in the community including an online exhibition in collaboration with Pontypridd Museum and local children on 'what our world will look like in 100 years' time', an intergenerational project on the Pentref Perffaith / the Perfect Welsh Village, contributed a video diary for an S4C gardening series and made a short award-winning film about Eco-Anxiety 'Annwyl Plant'. As an activist Catrin has also been instrumental in working with young people to coordinate Young Friends of the Earth Pontypridd whose short film appeared on Chanel 4 news and has experience with community gardens and applying for grants. Catrin holds a Post Graduate Certificate of Education & a BA in Documentary & Video.*

*To find out more about Catrin visit her website here: <https://catrindoyle.squarespace.com/>*



## Advisory Group

### Anne-Mie Miles: Graphic Design & Branding



Anne-Mie is a visual artist and educator. Her artwork explores how we as humans experience our natural environment. She uses digital alongside traditional media in installations with a combination of drawing, sculptural work, video, stop-motion animation and/or photography. [annemiemelis.eu](http://annemiemelis.eu)

### Dr Walter Dewitte Small Holdings Advisor

Walter is a Senior Lecturer at Cardiff University where he heads up research into how cell division is integrated with growth and development in plants. Walter & Anne-Mie run a small holding together on the Graig in Pontypridd. Through this they have gained a great deal of useful knowledge of purchasing and managing small plots of land, and associated skills.



### Andrew Sowerby: Forestry & Tree Planting Advisor

Andrew is the Regional Manager for Pryor & Rickett Silviculture, chair of the Confor Wales (a not-for-profit membership organisations for sustainable forestry and wood using businesses) committee, a fellow of the Institute of Chartered Foresters and an elected member of the ICF Council. Prior to this Andrew held leading roles in the Forestry Commission and Natural Resources Wales. He lives in Pontypridd and has offered his services to the Society.



### Lisa Williams: Community Gardens & Orchards Advisor

Lisa works as a development officer for Social Farms & Gardens where she supports community growing groups across South Wales. She has a background in landscape design and horticulture.

### Pete Linnell: One Planet Development

Peter has years of traditional buildings work experience supported by an MSc in Advanced Environment and Energy Studies. Peter is also involved in the One Planet Development movement in Wales and has kindly offered his support to the committee, where it might be needed.

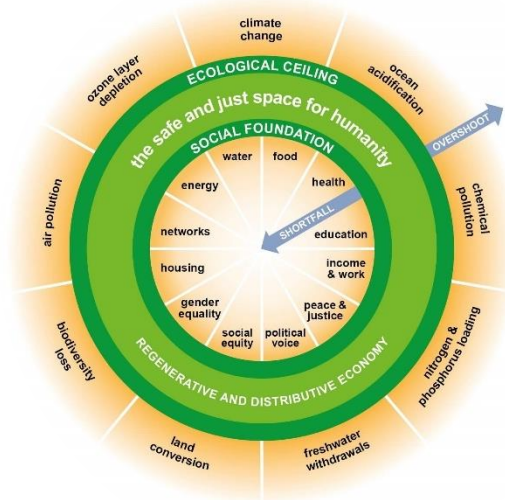


## The Vision

The long-term vision of Tir Pontypridd is to establish a community benefit society which can purchase land and property for the purposes of long-term sustainable development and community regeneration. Within 11 years the society is looking to recruit the entire 30,000 population of Pontypridd into a paying membership scheme raising between £1,080,000 - £3,600,000 per annum to support and purchase land and to fund and invest in land based and ancillary social enterprises. 10% of these figures is more likely however.

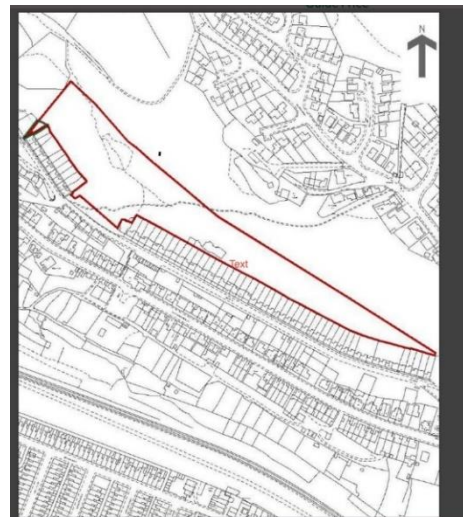
The starting point is to set up as a small unincorporated community association with 30 core members each paying £3 - £10 per month into a savings account, raising between £1,080 - £3,600 in its first year and doubling per annum, to support community land purchases. Through this approach we will be returning to the roots of the cooperative movement with a wealth redistributing membership structure based on doughnut economics.

- Overshoot: £10 per month / £114 per year
- Safe space: £5 per month / £54 per year
- Shortfall: £3 per month / £28.80 per year
- Standing Order sliding discount 5% - 20%



Using this legal structure, the association would also be able to offer its constitution and bank account in support of a community led land purchases in the Pontypridd area. The groups could then set-up their own community association to complete the land registry paperwork directly or become part of Tir Pontypridd as a sub-group with responsibility for managing the land for the benefit of the local community and wildlife.

*Example 1: In Nov 2020 the land bank group received details of a strip of land at Ael Y Bryn, Pontypridd which had recently come onto the market. The chair discussed the possibility of the land bank stepping in to secure the land on behalf of the community while they organised their own fund raising and found time to set-up their own community group. The local community group were able to quickly and raise several thousand pounds. However due to the delays in becoming established the land bank was unable to help and **the land was sold to a private bidder for circa £11,000.***



**Within 3 years** Tir Pontypridd intends to have recruited 120 paying members and be in a position to raise between £4,320 - £14,400 k per annum and supported the purchase of 3 parcels of land into community ownership. This would be done in partnership with national bodies such as Social Farms & Gardens, Coed Lleol, Renew Wales & Coed Cadw as well as local mentoring from The Friends of Graigwen Woods & Welcome to Our Woods in Treherbert.





At this stage the Tir Pontypridd would need to incorporate itself into either a Community Land Trust as either a Charitable Incorporated Organisation or Community Benefit Society. The advantage of a CBS is the ability to issue shares as a means of fundraising and recruiting additional members. A CBS can also register as a charity.

Example 2: This would put the society in a position to support the purchase of larger parcels of land such as that on the Graig, Pontypridd, on the market at £60,000. The society could either gift funds for conservation purposes or consider lending to land based social enterprises. It could also utilise its share raising function in support of a community purchase or to purchase such sites outright. Each site would be considered on its own merits and liabilities.



**Within 5-7 years** the land bank aims to have recruited 1,920 members raising around £69,120 - £230,400 per annum and supporting the purchase of 5-7 parcels of land into community ownership as well as directly owning several parcels of land or property. And to have started to support individuals and groups to manage and run their own social enterprises on such land signposting to bodies such as the Wales Co-op & Social Business Wales.

**Within 10 years** the land bank aims to have recruited almost the entire population, though 3,000 members is more likely generating £108,000 - £360,000 in annual income, holding 10 parcels of land and having invested in numerous social enterprises from small community gardens and woodland management schemes to individual small holdings and self-build housing projects. Each enterprise will be run under its own legal structure isolating the Tir Pontypridd from the commercial risks associated with each venture. Each asset developed will be encouraged to write the Tir Pontypridd into its dissolution clause so that should a self-managed site fail it will remain in community ownership.



In addition to a membership fee Tir Pontypridd will also look to raise capital towards the purchase costs and improvements for specific sites through community share offers, crowdfunder & grant funding.



## The Collaboration



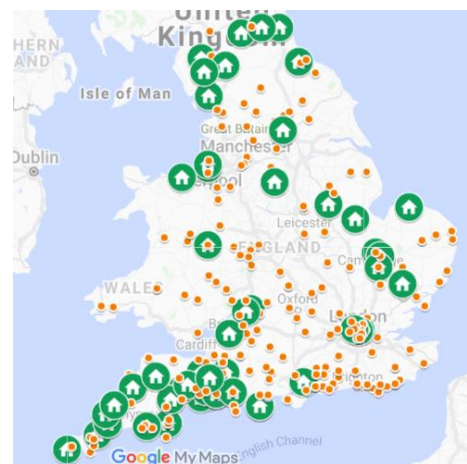
Communities seeking to access land holdings for sustainable development are not a new idea, neither are communities coming together to set up community benefit societies to do so. Wales has a strong history going back to the industrial revolution of communities coming together to raise funds to build their own institutions from libraries & schools to workers institutes and hospitals.

In more recent years the Community Benefit Societies model has been revived and utilised by communities across the UK to develop Community Energy Schemes. One of the most prominent in Wales is Awel Aman Tawe which has developed community owner wind and solar. However, Wales does not have a strong history of this model being applied to community land ownership. Unlike Wales, Scotland has a very well developed, if recent, history of land ownership which has grown out of the crofting movement and made considerable progress on the mainland, primarily in community run forestry:



<https://www.communitylandscotland.org.uk/>

**Community Land Trusts in England and Wales** are primarily focused on the purchase of land for the provision of community led Social Housing and while there are 263 legally incorporated in England [there are only four in Wales](#). A total of 935 CLT homes have been built and 16,000 are planned. There are 17,000 individual members of CLTs in England and Wales which also includes Community Energy & Community Land projects.



Whilst the Community Benefit Society is a commonly utilised legal structure they are not legally defined in law. But they must have...

- ✓ Benefit a defined community.
- ✓ Surplus used to benefit the community.
- ✓ Local people opportunity to join as members.
- ✓ Members control the CLT through a board.

The Community Land Trust model that most closely reflects what Tir Pontypriddis looking to achieve is the **Ecology Land Co-op** which started in Cornwall but has since grown across the South of England and into Wales with five land-based livelihoods sites.

Their vision is: *“...of a living, working countryside where land is valued in a way that enhances both the local community and the natural world. We also want to support new entrants into agriculture by making access to land a reality for all – not just the few. We want to see low-impact, land-based livelihoods flourish. We believe that land should be stewarded in a way that produces healthy and ecologically sound food and land-based products – now, and into the future”.*



They do this by creating small clusters of affordable residential smallholdings and work with their tenants to gain planning permission to build low impact dwellings and provide infrastructure such as barns and water supply.

*“This model allows us to keep costs low by distributing the cost of infrastructure and planning applications across several*

*smallholdings. The cluster model also allows the smallholders to work together and provide mutual support”.* Source: [The Ecological Land Cooperative - Ecological Land Cooperative](https://www.ecological-land.co.uk/)

In Cardigan 4CG <https://www.4cg.cymru/> has led the way in utilising the **Community Benefit Society** model to raise local funds to purchase land and other assets for the benefits of the local community through town centre regeneration initiatives. Starting with the purchase of the old co-op site on an area of un-developed brownfield land in the centre of the town they have been able to offer low-cost parking to encourage more people to shop in the town. They are also worked with local producers to provide this space for a regular farmers market. They



have since acquired another car-parking site and taking on running the public toilets.

**After ten years of steady progress,** they are now currently exploring the feasibility of building a fish processing facility in the town, to help retain the income generated by the local fishing fleet and create local employment. During the lock down of 2020 they also set-up a click and collect service for local businesses and are leading on wild planting on green spaces in the town. *The primary aim of 4CG however is economic regeneration for sustainable development.*

While many community environmental organisations own land, they do not do so with wider community regeneration in mind. Community ownership of land is largely restricted to specific areas for conservation purposes. For example Graigwen Woods in Pontypridd set-up as a **Community Land Trust Community Benefit Society** with the primary purpose of protecting their local woodland from development and preserving it for local wildlife and recreation purposes.



The community organisation which bears the most similarity with Tir Pontypridd is the **Community Interest Company [Welcome to Our Woods](#)** based up the road in Treherbert. However it's operations are focused on the management of public land under a lease agreement with Natural Resources Wales. It has taken them 10 years and a considerable amount of public funding and support to reach this point.

Under this arrangement they have been able to develop a community hydro scheme, woodland wellbeing activities and taken on the old library as an office space and carpentry workshop but have been constrained from developing further until they managed to secure a longer term lease from NRW. They are now well placed to develop a range of projects in and around the community including timber harvesting & processing & bio-char and will be setting up a **Community Land Trust** under a **Community Benefit Society** set of model rules to involve more of the community in the management of this.

There are also several community growing groups based in and around Pontypridd which access to public & private land for the purposes of providing shared growing spaces:

[Meadow Street Community Garden](#)s vision is to create a safe and welcoming place where people from all walks of life can come and enjoy the benefits of nature, home grown produce and have opportunities to share and learn new skills. It is a project of [Pontypridd Town Council](#) who are also the landlord of the site.

[Friends of Ynysangharad War Memorial Park](#)

[Pontypridd Bothy \(Mens Shed\)](#) aim to provide a safe haven for men of all ages to socialise & meet up promoting good mental health practice & wellbeing they work closely with [STR-ôc "Green Spaces"](#) a Social Therapeutic Resource – outdoor Crew which provides Green Social Prescribing at their site at Berw Fields.



[Little Lounge](#) is a small charity based in Cilfynydd, near Pontypridd committed to supporting the well-being of children in their early years and their families. They have a shared allotment site & a partnership with [Maggie's Voice Equestrian Center](#).



[Cynon Valley Organic Adventures](#) is a community garden that welcomes families, schools, individuals to share in our passion for learning about healthy eating and the environment on their site on the outskirts of Abercynon.

[Bryn Gobiath](#) is a Farm in the Welsh valleys which will become a place of retreat, refreshment, community, and hope. It is privately owned but is part of the network of collaboration which emerging around opening wider community access to land for Sustainable Development.

[Cwmbach Community Wetlands](#) is an area rich in wildlife at the heart of the village of Cwmbach. The group are launching a share offer in Sept 2022 to...

[Dare Valley Community Woodlands](#) is a Green Hwb for #Health, #Wellbeing and #Education.

A 9 acre Community Woodland managed by a #Cooperative and #Tree Charter group based in Dare Valley Country Park on the outskirts of Aberdare. They are set-up as an Agricultural Co-operative with a membership.

[Down to Zero](#) is a project of Cynon Taf Community Housing Group focused on capturing carbon through land-based activities. Looking to secure a suitable piece of land of about 100 acres in the Rhondda Cynon Taf area (with a trial site at Mwyndy, Llantrisant). The project will engage tenants, staff and local communities in a wide range of social business initiatives such as food growing, tree hive production, agroforestry, low carbon building methods and biochar production. Contact [info@cynon-taf.org.uk](mailto:info@cynon-taf.org.uk)



Whilst it is great to see so many community groups and organisations accessing land for sustainable development in and around Pontypridd they mainly do so through a combination of lease arrangements with public bodies. They are therefore very restricted in what they are able to do. By purchasing land for community led sustainable development Tir Pontypridd aims to open up the range of activities which communities can deliver so that they can take a lead on determining their own future and how the landscape should be managed.

**Tir Pontypridd** will exist as part of a global network of collaborative organisations which are locally focused on delivering sustainable development in their own way for their own communities. **Tir Pontypridd** has a long and resilient history of communities collaborating for social change behind it. But the approach being taken with this model is unique in two important ways...

- It is based on a way of raising money through savings that created many of the key institutions in the emerging towns of the Welsh mining communities but it will also have option of raising shares and be independent of the need for grant funding.
- It will be focused on purchasing land holdings for community use for either conservation, sustainable development, low impact housing and economic regeneration and not be dependent on relationships with public sector.

By raising all the finance required to secure land holdings from within the local community **Tir Pontypridd** will only be answerable to its members and will not need to devote time and resources to apply for, managing or reporting on grant funding. By purchasing land holdings directly **the Society** will not be answerable to any private or public land owners who might seek to direct or constrain what the community identify as being the priority for a particular site. **The Society will be constrained only by its own ambition, ability to recruit members, raise finance, and its legal responsibilities as a land owner.**

## Developing a Member Led Organisation:

### *The Land owned by the people for the people*

Anyone living within the boundaries of the Pontypridd area from the following wards is eligible for membership of the Society: Cilfynydd, Glyncoch, Graig, Hawthorn, Ilan, Rhondda, Rhydefelin, The Town Centre, Trallwn & Treforest.

It is anticipated that in its first year of operation the Society will recruit **30 members** including the founding committee of the Society. This committee has been recruited from the **members** of the Tir Pontypridd Facebook discussion group.



Their interest in helping to form this group has been established through a series of short questions on Facebook group to determine:

- **Willingness to pay** a weekly membership & how much.
  - 20 willing to pay £10 or more per month
- **Willingness to contribute** to setting up the organisation and joining the committee.
  - 7 willing to be on the committee
  - 5 just want to be a paying member or want to know more first
  - 4 offered specific skills / support
- **Defining the aims and objectives** of what the organisation will do.
  - 16 people voted, 10 agreed the wider sustainable development aims

This core group of paying members is enough to get the organisation started and generating £1,000 per annum towards community land purchases. It is anticipated that much of the first year of operation will be focused on establishing the organisation, setting up the bank account and putting in place relevant policies and procedures (see appendix).

Once completed the Society will then look to widen the membership and secure additional paying members seeking to convert the Facebook group members into paying members of the society within 3 years. The Society will also begin to actively promote itself via the renamed Pontypridd Tir Pontypridd Facebook page and promote the group page to a wider audience through local networks.

The need for such an organisation has already been established with a plot of land becoming available on the open market and the Society may also consider supporting a land purchase in its first year of operation. Indeed, the Society was approached for support with the purchase of a site at Ael Y Bryn but was unable to assist yet. However, this is the type of community land purchase the Society would be interested in supporting to build a mutually supportive network of local community groups purchasing land to meet local needs across the area.

### **Building a local Collaborative Network of Mutual Support**

The longer-term plan is to harness the support of a broad base of individuals. These individuals will either be direct members of the society and support the idea in principal and are willing to pay the annual membership fee. Each member is entitled to put themselves forwards to sit on the management committee at the AGM.

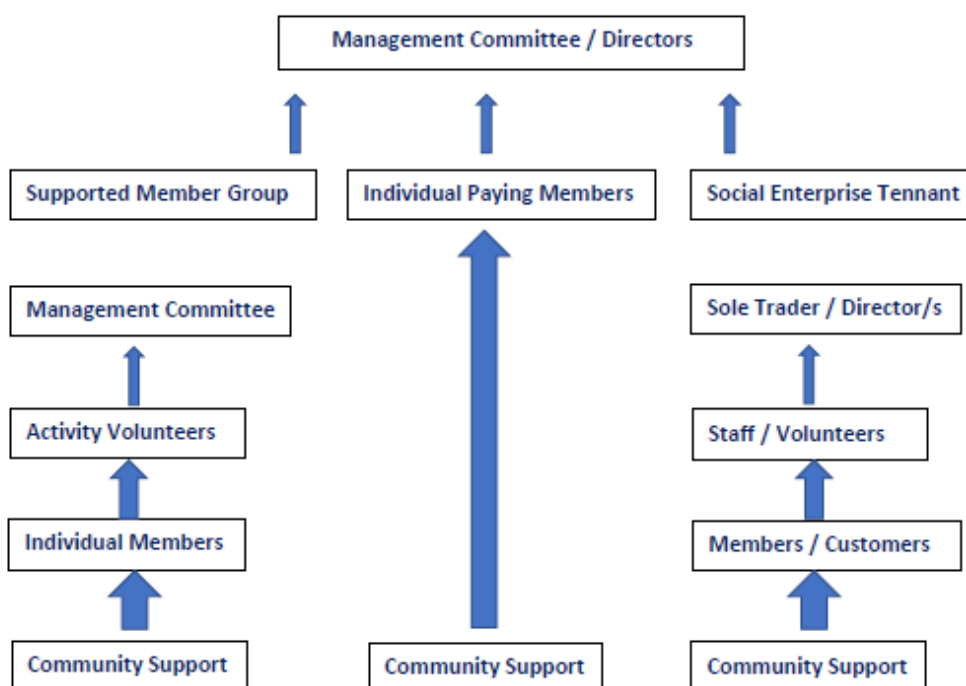
Or individuals may have a more direct relationship with a specific community land holding which is managed by a local group. Local groups will either have been supported to purchase the land holding that they manage directly or have requested the society to purchase the site on their behalf. Either way the group will be responsible for managing their own holding and for managing volunteers and activities which occur there. Each group supported by the land bank will be invited to put forwards a member of their own group to sit on the committee or to make representation at committee meetings.

Where the Society directly purchases an area of land which might have the potential to support a land based Social Enterprise then each site will be advertised through local community networks and social media. Prospective entrepreneurs will be invited to submit a business case for a tenancy outlining how their ideas for the site will be financially viable. The Society may also assist with start-up costs where resources allow. Each Social Enterprise tenant will be invited to sit on, or make direct representations, to the overall management committee.

*Behind all this work is a growing sense of urgency around climate change. The lack of sufficient national or local government action on this issue, and the need for communities to come up with their own solutions to preparing for what lies ahead.*



## The Pontypridd Land Society Organisational Structure



### The Offer: Securing Land for Community Use

Product/service	Features	Benefits
Legal Structure Template	Set of replicable model rules for community use or easy adoption	Reduce set-up time for community land purchase.
Savings Account	Use of group account for community land purchase.	Reduce set-up time for community land purchase.
Signposting	To community mentoring or specialist advice	Shared learning ahead of and post purchase
Investment pot	A growing pot of savings which can support community land purchases.	Reduce level of fundraising required or cover fees e.g. legal
Promotion	Dedicated Social Media page to sharing news & info on opportunities.	More people aware of local opportunities as they arise.
Governance advice	Help with setting up of community group	Better understanding of what is involved.
Volunteer Recruitment	Help to promote and recruit volunteers	More people committed to each site.
Business Planning	Provision of business planning template and offer to review content.	Wider range of feedback on social enterprise ideas.

## The Communication & Marketing

**Tir Pontypridd's** main communication tool is currently the ([1](#)) [Tir Pontypridd | Facebook](#) group. This has grown steadily over a two-year period to over 240 members. We held our formal community group launch event at Café Connect on Wednesday 28<sup>th</sup> September as part of Pontypridd Big Green Week 2022. The launch itself attracted around 20 people including those interested in becoming members, and community and public sector stakeholders.

What the communication and market strategy will achieve

- Outcome:** Local Communities can meet their needs from the land around them.
- Aim:** Secure investment towards the purchase of land holdings.
- Objective:** Secure a core membership of paying members.
- Activity:** Create a suite of promotional material ready for launch.
- Output:** A suite of promotional materials have been created

### Developing the Tir Pontypridd Brand

The original working title for the group 'Pontypridd Land Bank' was chosen to stimulate discussion around the original concept with people living and working in and around the town. Having served its purpose, it has served this purpose, and the more aspirational name of Tir Pontypridd was adopted. Tir Pontypridd conveys a sense of belonging to the landscape which is essentially Welsh first and foremost.

### We will communicate Tir Pontypridd through

- A clear brand identity in keeping with the ethos of the organisation.
- Creation of an electronic logo to be used in print and online media platforms.
- A range of marketing materials including:
  - ✓ **Presentation materials** outlining the reason for the organisations existence and outlining how people can get involved e.g. slide on membership.
  - ✓ **A website presence** which includes more detailed information about the organisation, its aims and objectives, sites & projects, and how people can get involved e.g., becoming members, volunteers, & investors.
  - ✓ **A social media presence** which includes an open discussion space which people can be part a part of without having a formerly join the organisation itself.
  - ✓ **Leaflets** containing basic information about the organisation with links to the membership platform and website.
  - ✓ **Eco-display stand** to attract people's attention at events e.g., the Big Welsh Bite.

### Our Target Audiences

- Residents as potential members / members, but also as interested individuals who would like to be kept informed about the progress of the organisation.
- Communities as areas who might be interested in securing an area of land to meet a local need. They may go on to form their own management group or project.
- Land-based community groups & organisations with an interest in securing tenure.
- Social Enterprises & Entrepreneurs interested in securing land holdings.
- Partners e.g., Pontypridd Town Council & Interlink RCT who are interested in funding this type of activity to help meet their social & environmental aims / objectives.
- Landlords who might have an interest in selling or gifting land to the organisation.

## As a result of the creative design process, we want people to

- **Have confidence** in the organisation's ability to:
  - Secure & maintain land for community use,
  - Work with communities in the area to develop land-based projects,
  - Look after membership and share income for the purposes stated.
- **Feel that they can play an active part** in helping communities across the Pontypridd area respond positively to the expected impacts of climate change through land-based community development projects. We want more people to be aware of the opportunities available to them as sites are secured and projects develop.
- **Feel that the money they make available will help make a significant difference.**

## Ideas on materials & costings

### Printing onto Paper.

- At least 100gsm good quality post-consumer waste. Needs a "quality" feel to it that only a good weight paper will help provide. Suggest something very clean looking such as the Evolve brand. Would recommend avoiding a too "earthy" feel paper – the design aims to impress business executives – simple, clear, full colour, bold.
- Printing at home by trustees using their own equipment and claiming costs.
- **Budget Estimate: £30 per annum.**

### Leaflet / Postcard / Bookmark

- As a first point contact to reflect the above noted feeling and values.
- Text to be kept to a minimum: an introduction to the organisation signposting visits to the website & make an enquiry / join.
- To be left in local shops and given out at Community Events.
- To be printed on eco-friendly ink & recycled card.
- **Budget Estimate: £250**

### Eco Display stand / banner

- Full height banner for attending community events to attract people to say hello.
- Text to be kept to a minimum: an introduction to the organisation signposting visits to the website & make an enquiry / join.
- Printed in eco-friendly inks on natural materials e.g. recycled cardboard or organic/fairtrade cotton.
- **Budget Estimate: £250**

### Quotes Received for printing cards, bookmarks & banner plus delivery & VAT:

- Sustainable Print Company [sustainableprint.co.uk](http://sustainableprint.co.uk): **£278.34**
- Ashley House [www.ashleyhouse.co.uk/eco-friendly-print](http://www.ashleyhouse.co.uk/eco-friendly-print): **£435**
- Arts Factory Design: **£1,009.01**

### Website Hosting & Domain Name Purchasing

- GreenNet offer an ethical and environmental hosting service which is in keeping with the ethos of the organisations. SMALL GROUP Websites are priced @ £180 in VAT per annum & WORDPRESS websites @ £150.00 inc. VAT per year
- Domain Name: in line with our brand purchasing a dot Cymru domain would be preferable and cost between £10 - £15 a year to purchase.



## The Risks

For the first few years the group will be managing a low level of risk commensurate with the running of a small community group. Our focus will be on building the membership base and building up savings which will go towards the purchase of small parcels of land. To do this will be building a website and running a series of member recruitment events. These events will involve the hire of community venues and arranging site visits, for which risk assessments will be undertaken. Insurance will be sought to cover liability.

As the membership grows registration and payments will be through an online payment portal to reduce the administration burden on the committee and to handle data protection requirements. Direct purchases of land will not total more than £10,000 in value and a liability assessment will be undertaken with the support of a professional land surveyor. A detailed risk assessment and business case will be submitted for each land purchase considered and will include maintenance costs going forwards. These will be reviewed by the board with support from the advisory group.

As the organisation grows, and ahead of any land purchases totalling more than £10,000 we will adopt an incorporated legal structure, such as a **Charitable Incorporated Organisation** or a **Community Benefit Society** using a set of model rules designed for the purpose of running a **Community Land Trust**. These larger land purchases will carry a higher level of risk exposure and more detailed liability assessments and business plans will be required and review by the board and advisory group, with specialist services bought in as needed.

The increasing costs of managing and maintaining increased land holdings will be offset by increasing the membership base. The size of the membership, and the level of subsistence income that we can raise through memberships, will act as a limit on the number and extent of land purchases that Tir Pontypridd is able to make. The greater level the community 'buy in' the greater the extent of potential holdings and the higher the level of risk.

- Where the level of paying membership is insufficient for the society to make contributions or directly purchase land, it will not do so.
- The likely costs of legal fees, conveyancing, insurance, and maintenance will be considered before entering into any agreement for a specific site.
- Tir Pontypridd may undertake to issue a share offer to raise additional finance but will undertake a full risk analysis before so doing.

At each stage the organisation will comply with all **Statutory Legal Requirements:**

- **Governmental:** Tir Pontypridd will must be run in accordance with its governing document. As a community association the organisation is regulated under charity law of England & Wales. As a Community Benefit Society, the organisation would also be regulated by the Financial Conduct Authority. The Society will also adopt or draft its own policies & procedures relating to specific areas of risk e.g., GDPR.
- **Financial:** The financial affairs will be managed in accordance with the governing document and finance policy. This will include both organisational, activity & site-specific insurance.
- **Conveyancing:** The legal requirements relating to the purchase and management of different land holdings will be observed, including where land may be made available to other community groups or enterprise tenants to manage.
- **Environmental:** Land holdings acquired may carry special status or may look to develop projects what will need special licences or permissions before they can go ahead.

## The Finances

It is anticipated that the majority of Tir Pontypridd's income will be generated through membership fees. Initially these membership fees will be managed by the treasurer with members paying into the organisations bank account via monthly or annual standing orders. As the membership grows the organisation will look to adopt a CRM membership management platform to handle payments and manage membership.

Membership fees will cover the organisations core running costs and contribute towards the costs of land purchases. As the organisation grows this income may be sufficient to cover the purchase of larger and larger plots of land. This income will be supplemented through community share offers, donations through platforms such as crowd funder & grants for specific items and project establishment costs.

In time additional income may also be generated through the rental of land holding to supporting income generated land based social enterprises such as small holdings and renewable energy schemes. As such schemes are some way off, they are not covered here, and separate business plans will be submitted on a case-by-case basis.

### Finance Income & Expenditure Forecast

#### Income Assumptions: membership, grants, & mentoring

- Year 1: 30 members paying £3 - 10 per month = £1,080 - £3,600
- Year 1: Grants £1000
- Year 1: Mentoring £150
- Year 2: 60 members paying £3 - 10 per month = £2,160 - £7,200
- Year 2: Mentoring £300
- Year 3: 120 members paying £3 - 10 per month = £4,320 - £14,400
- Year 3: Mentoring £450

#### Expenditure assumptions

- Year 1:
  - 4 Community Events & 4 Board Meetings
  - Webhosting, & Domain Name
  - Marketing Materials
  - Insurance for visits & events
- Year 2:
  - Contribution to / outright purchase of 1<sup>st</sup> land holding
  - 4 Community Events & 4 Board Meetings
  - Webhosting, & Domain Name
  - Marketing Materials
  - Insurance
- Year 3:
  - Contribution to / outright purchase of 1<sup>st</sup> land holding
  - 4 Community Events & 4 Board Meetings
  - Webhosting, & Domain Name
  - Marketing Materials
  - Insurance for visits & events & activity on site

## Project Income & Expenditure Forecast Years 1 -3

<b>Projected Income</b>	<b>Year 1 (£)</b>	<b>Year 2 (£)</b>	<b>Year 3 (£)</b>
Membership (cautious)	£600.00	£2,400.00	£3,600.00
Donations			
Bank Interest			
Appreciation in land value			
Grant Income (set-up costs / land)	<b>£1,200.00</b>		
Donations towards land			
Income earned mentor hosting	£1,000.00	£1,500.00	£2,000.00
<b>Sub Total</b>	<b>£2,800.00</b>	<b>£3,900.00</b>	<b>£5,600.00</b>
<b>Projected Expenditure</b>	<b>Year 1 (£)</b>	<b>Year 2 (£)</b>	<b>Year 3 (£)</b>
Land Purchases / Contributions	£0.00	£1,000.00	£2,000.00
Telephone and broadband	£0.00	£0.00	£0.00
Printing, post, stationery	£0.00	£0.00	£0.00
Leaflet / Card / Display Printing	£435.00	£150.00	£150.00
Webhosting & Domain Registration	£180.00	£180.00	£180.00
Domain Name Fees	£15.00	£15.00	£15.00
Bank charges	£0.00	£0.00	£0.00
Professional fees e.g. design WS	£300.00	£0.00	£0.00
Insurance	£173.19	£200.00	£300.00
Bank Interest	£0.00	£0.00	£0.00
Depreciation land value	£0.00	£0.00	£0.00
Maintenance Costs	£0.00	£250.00	£300.00
Room Hire Fees (meetings)	£60.00	£60.00	£60.00
Room Hire / Event Fees / Visits	£90.00	£90.00	£90.00
Refreshments	£30.00	£30.00	£30.00
Mentor hosting payments	£900.00	£1,350.00	£1,800.00
<b>Total Projected Income</b>	<b>£2,800.00</b>	<b>£3,900.00</b>	<b>£5,600.00</b>
<b>Total Projected Expenditure</b>	<b>£2,183.19</b>	<b>£3,325.00</b>	<b>£4,925.00</b>
<b>Net Income</b>	<b>£616.81</b>	<b>£575.00</b>	<b>£675.00</b>
<b>Net income carried over</b>	<b>£616.81</b>	<b>£1,191.81</b>	<b>£1,866.81</b>

Notes: If Year 1 Starts 1st Oct 2022 and runs to 31st Sept 2023

Membership: 10 members Yr 1 paying 10 per month from Jan 2023, Yr 2 20 members, Yr 3 30 members

Mentoring Income: Based on hosting 1 mentor. Additional income can be earned hosting additional mentors



# CONSTITUTION

**A**     **NAME:**           Tir Pontypridd

**B**     **THE PURPOSES OF THE GROUP ARE**

To support sustainable development for the benefit of the public by, preservation / conservation of land and buildings, relief of poverty and regeneration within and surrounding the town of Pontypridd and surrounding areas.

**C**     **CARRYING OUT THE PURPOSES**

In order to carry out the purposes, the Committee has the power to :-

- (1)     raise funds, receive grants and donations, levy membership fees
- (2)     buy or sell property, take on leases and employ staff
- (3)     co-operate with and support other groups with similar purposes
- (4)     do anything else within the law which is necessary to achieve the purposes

**D**     **MEMBERSHIP**

The Committee may admit to membership anybody aged 16 and over who supports the purposes of the group. People who wish to become a member should apply to the Committee. The Committee will keep an up to date membership list.

There will be a monthly membership fee of £10 and committee will consider reduced rates and services in lieu of payment. The fee is to raise fund and is non-refundable.

The Committee may expel someone from membership, provided it is in the best interest of the group to do so, and they are given the right to be heard by the Committee before the decision is made. They can be accompanied by a friend.

**E**     **ANNUAL GENERAL MEETING - AGM**

- (1)     The AGM must be held every year, with 14 days notice given to all members telling them what is on the agenda.
- (2)     There must be at least 3 members present at the AGM.
- (3)     The Committee shall present the annual report and accounts.
- (4)     Any member may put themselves forward for election as a Committee member at the AGM.
- (5)     Every member has one vote.
- (6)     Members shall elect between 3 and 10 members to the Committee. They will retire at the next AGM and may stand for re-election.

**F**      **COMMITTEE**

- (1) The Committee shall hold at least 3 meetings each year.
- (2) At least 3 Committee members must be at a committee meeting to be able to take decisions. Minutes shall be kept for every meeting.
- (3) The Committee must keep accounts which may be viewed by any member on request.
- (4) During the year, the Committee may appoint up to 2 extra members on to the Committee who will stand down at the next AGM but are eligible for re-election.
- (5) The Committee may make reasonable additional rules for the proper conduct and management of the group. These rules must not conflict with this constitution or the law.

**G**      **MONEY**

- (1) Funds must be held in the group’s bank account. All cheques must be signed by 2 Committee members. The group will have three signatories. They should not be in a relationship.
- (2) Funds cannot be used to pay Committee members except to refund legitimate expenses.
- (3) Funds and property must only be used for the purposes of the group.

**H**      **SPECIAL GENERAL MEETINGS**

Special General Meetings may be called by the Committee for the following reasons. All members must be given 14 days’ notice and told what change is proposed.

- (1) **Changing the Constitution** - The constitution may be changed by a two thirds majority of members present and voting at a Special General Meeting.
- (2) **Emergency Special General Meetings** – to allow the members to decide on important issues.
- (3) **Winding up** – the group may be wound up by a two thirds majority of members present and voting at a Special General Meeting. Any money or property remaining after payment of debts must be given to a group with similar (charitable) purposes.

Name: Ken Moon	Signed:	Position: Chair	Date 16/7/2020
Name: Louise Karabulut	Signed:	Position: Secretary	Date 16/7/2020
Name: Shirley Doyle	Signed:	Position: Secretary	Date 16/7/2020
Name: Catrin Doyle	Signed:	Position: Treasurer	Date 16/7/2020

**General Committee**

- Cllr Mike Powell                      Date 16/7/2020                      •                      Date
- Lucy Stone                              Date 14/12/2022                      •                      Date