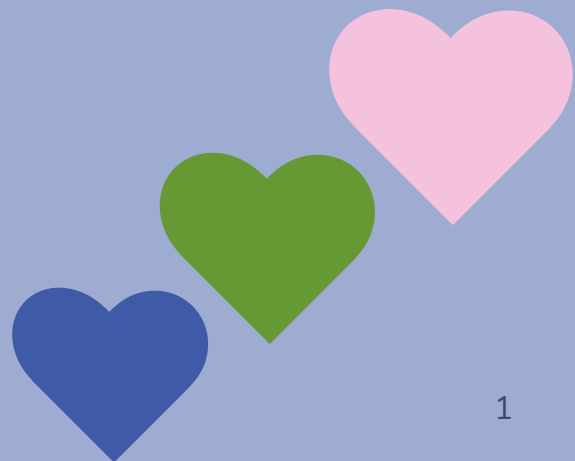




# *Local Giving Fund*

**2024-25**

Devon Communities Together



# Introduction



The Local Giving Project, facilitated by Devon Communities Together (DCT), aimed to enhance opportunities for children and young people in rural communities across Devon by providing grants for play and learning equipment. The project sought to address challenges faced by rural areas in attracting and supporting younger audiences. The project started in August 2024 and completed at the end of January 2025.

## Methodology

DCT used data from the Village Hall Audit project to target rural community buildings that offer children and young people opportunities to come together for group activities. Social media was used to increase reach and enable a wide variety of groups from across rural Devon to apply for the fund.

## Key achievements:



£ 2,200

total grant funding distributed



12

organisations supported across

7

rural districts



8

social media posts across Facebook, Instagram and X

293

visitors to Local Giving Fund Webpage



2074

people emailed directly with fund information

7966

combined reach of social engagement

# Objectives

## 1) Grant Allocation and Administration

DCT successfully administered £2,200 in community grants to twelve organisations across seven rural districts. Charity organisations with youth-focused activities were invited to apply through a streamlined process, ensuring equitable fund distribution. Successful organisations included a Baby & Toddler group, a Youth Café, Guides & Scouts.

## 2) Publicity and Outreach

DCT's marketing efforts, primarily via social media, played a critical role in promoting the grant opportunity, ensuring widespread awareness and participation.



# Outcome

## Improving Rural Youth Engagement

By investing in play and learning equipment, the project aimed to support youth participation in group activities. It also hoped to encourage volunteers who run these groups to feel appreciated.





# Impact



“The mud kitchen really sets their imaginations going wild and we have seen such lovely play as a result. Our home education group built the mud kitchen, closely following instructions and problem solving along the way which has given them a great sense of pride in it - they carefully clean it down after each session and have used it to wash freshly dug potatoes, beetroots, carrots and more.”

**Shan Keary. The Gardeners Co. CIC**

“The Step up Down Roller Coaster has been a huge hit with our little people! Amazing they soon got the hang of taking turns, and the Mum's appreciated that this was not a toy for most homes but great fun in a village hall setting!”

**Carole Smith. Baby & Toddler Group**



The Glow in the Dark Dodgeball kit with UV lights has been very well received by both youth groups (aged 11 to 17). We have used the LED lights in both the basement to add atmosphere and in the 'break out room' to enable lower, more relaxing lighting as this is usually used as a quiet space.”

**Julie Hinder. Family Advice Support Team.**

“Rainbows had their Christmas party on Monday and really loved the egg and spoon races that we did with our sports day pack. We are looking forward to using them outside in the summer term. “Rangers also held their Christmas party and had some older Guides come and join them for the evening. “We often run joint events with Rainbows, Brownies, Guides and Rangers, all of these games and activities will be enjoyed by all our members.”

**Elaine Fisher, Girlguiding.**



## *Strengths*

### **Strategic Targeting**

Outreach to village halls with youth programs ensured resources were directed where most needed.

### **Efficient Administration**

A clear application and assessment process facilitated timely fund distribution.

### **Community Impact**

Preliminary feedback indicates the grants enhanced local youth activities, fulfilling the project's objectives.

## *Challenges*

### **Application process**

In a few cases, applications couldn't be considered as the application criteria hadn't been followed.

## *Recommendations for future projects*



### **1) Expanded Funding**

The fund was massively oversubscribed with 77 applications requesting a total of £27181.48. This suggests that if further funding became available, it would be well supported.



### **2) Clearer Instructions**

A statement explaining that the application criteria must be followed for the application to be considered, would be helpful.



### **3) Clarity around eligibility**

Five organisations made contact to see if they could apply for the grant. These included Parish Councils, After School Clubs and Parent Teacher Associations. The criteria stated Charitable Organisations but could have been more specific.

## *Conclusion*

The Local Giving Project helped Devon's rural communities by supporting organised youth engagement. New equipment helps to encourage participation in groups for children & young people and the demand for this fund demonstrates that there are many such groups providing peer to peer activities across the county.

**Charlotte Squire**

Project Manager, Devon Communities Together  
January 2025.

