

## Falcon Centre Action Group – Route to Community Asset Transfer

### Actions completed Q2+3 2022

The Falcon Centre Action group have completed a number of focused workshops. These included sessions on:

- Visioning
  - Define the purpose and develop one sentence to communicate it
  - Ensure it is focused and reflects the core aim
  - Develop the more detailed communication for the wider aims and ambitions
  - Ideas session on services provided by the Falcon Centre
  - Prioritization of services to develop six key themes
- Time line
  - Identifying the key tasks that have to be completed before submitting an CAT
  - Prioritizing the tasks, and putting them in time order, to provide focus
  - Ensuring the time line is realistic and achievable
  - Identifying the potential blockers to progress
- Stakeholder Mapping
  - Clearly mapping the different groups of stakeholders: service users of the Falcon Centre, service providers, the wider community, funders, public sector etc.
  - More detail on specific stakeholders, eg naming possible funding routes, possible service providers, other key organizations within the village.
- Marketing and Communication
  - Based on outputs from the stakeholder mapping, developing a comprehensive plan for each stakeholder group
  - Ideas for tactics and key communications for each stakeholder group
- Key Tasks and areas of responsibility
  - Key segments within the CAT, and key tasks identified on the time line allocated to named individuals to take forward
  - Key (specific) actions identified within each section, with a target date for completion (or significant progress)
- Funding Routes
  - Discussion on amount of funding required for feasibility and development of the business plan and submission of the CAT
  - Ideas around funding bodies to approach
  - Fund raising events discussed
  - Go Fund Me page set up
- Collaborative Digital working
  - High level induction to using shared platforms, such as Miro, to plan, and manage shared documents and timelines.

### Key Progress Made

- The group has reestablished contact with Northumberland County Council, to demonstrate progress, reconfirm that they are serious about the project, and to get an update from the Council about their intentions and any time lines.

- The group has also reestablished contact with the Library services, to understand their requirements and future plans. Contact has also been made with other community-run library services, to understand different business and operational models.
  
- The group completed a public consultation before Covid, to understand the community appetite to using the Falcon Centre, and the services requested. This was re-visited, to ensure the views were fed into the visioning and all planning and prioritizing.
  - An updated, digital version of the questionnaire has been created, to go back out for community consultation post-Covid.
  
- The brief for the feasibility Study has been reviewed, re-vamped and shared with the group.
  
- The website has been reviewed. Training is being arrange for an additional member of the committee to have the ability to edit and update the website.
  
- A comprehensive communications plan has been developed and shared with the group, covering awareness raising as well as fund raising. This includes key messages and delivery channels for each audience, on a planned time line in line with the key tasks identified.
  
- A facebook page has been developed and is ready to launch.
  
- A Go Fund Me page has been set up, ready for events and to publicize through the communications plan.
  
- Several funding routes have been identified and are being explored further. This includes potential funding via the Parish Council, and funding via the RDCIP program.