



Burntwood
TOWN COUNCIL

BONEY HAY
BURNTWOOD
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CHASETOWN

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Our Ref: MD

05 July 2016

To: All Members of the Policy & Resources Committee
(Councillors Mrs Banevicius, Mrs Fisher, Mosson, Pullen (Committee Chairman), Stokes, Mrs Tranter and Mrs Woodward)

CFI: Councillor Mrs Evans

Dear Councillor

POLICY AND RESOURCES COMMITTEE

The Policy and Resources Committee will meet in the **Training Room, The Old Mining College Centre, Queen Street, Burntwood on Monday 11 July 2016 at 7 pm** to consider the following business.

Yours sincerely

Mary Danby (Mrs)
Chief Executive Officer

PLEASE NOTE MEETING VENUE AND DATE

AGENDA

1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTERESTS AND DISPENSATIONS

To consider any declarations of interests and consider requests for dispensations.

3. MINUTES

To approve as a correct record the Minutes of Meetings of the Policy and Resources Committee held on 23 March 2016 2016 (Minute Nos. 52 – 64) **(ENCLOSURE NO. 1)**.

4. BURNTWOOD TOWN WEBSITE (Minute No. 44 2015/16 refers) (ENCLOSURE NO. 2)

5. PROPOSAL TO ESTABLISH A CHAIRMAN'S CHARITY (Minute No. 60 2015/16 refers)

To consider a proposal that a Chairman's Charity be established to enable all funds raised to be distributed to the Chairman's chosen charities, i.e. negating the requirement to deduct VAT from the proceeds of ticket sales. **(ENCLOSURE NO. 3).**

6. 2015/16 BUDGET AS AT 30 JUNE 2016 (ENCLOSURE NO. 4)

7. THE OLD MINING COLLEGE CENTRE: FELLING OF 6 NO. LEYLAND CYPRESS TREES

To consider quotations for the felling of 6 No. Leyland Cypress trees to the side of the Old Mining College Centre **(ENCLOSURE NO. 5).**

8. UNITY TRUST BANK (ENCLOSURE NO. 6)

9. UNIT 1 LAMBOURNE HOUSE, BRIDGE CROSS ROAD, BURNWOOD

To retrospectively approve the costs of the End of Tenancy dilapidations required under the terms of the Lease for the Town Council's former office **(ENCLOSURE NO. 7).**

10. STAFFORDSHIRE PARISH COUNCILS' ASSOCIATION (SPCA)

To consider whether the Town Council wishes to remain a member of the SPCA (2016/17 subscription £1,435 due for immediate payment) **(ENCLOSURE NO. 8).**

11. 8 NO. REFURBISHED BENCHES PREVIOUSLY INSTALLED AT SANKEY'S CORNER AND SWAN ISLAND

To agree the preferred locations where the 8 No. benches might be installed and to agree that the Town Council will accept responsibility for those benches (i.e. ongoing maintenance and insurance) **(ENCLOSURE NO. 9).**

12. TOWN COUNCIL POLICIES: ANNUAL REVIEW (FIRST TRANCHE)

To review the following policies:

- a) Standing Orders **(ENCLOSURE NO. 10A)**
- b) Financial Regulations **(ENCLOSURE NO. 10B)**
- c) Duties of the Responsible Financial Officer (RFO) **(ENCLOSURE NO. 10C)**

(The second tranche of 10 No. general policies will be included on the agenda for the Committee's September meeting.)

13. EXCLUSION OF THE PRESS AND PUBLIC

Chairman to move:

That under the Public Bodies (Admission to Meetings) Act 1960 (Section 2) (and as extended by the Local Government Act 1972, Section 100), the press and public be excluded from the meeting for the following items of business on the grounds that they involve the likely disclosure of exempt information.

14. SCANLITE DIGITAL DISPLAY UNIT (ENCLOSURE NO. 11)

15. PROPOSED TRANSFER OF BURNTWOOD PARKS AND OPEN SPACES FROM LICHFIELD DISTRICT COUNCIL TO BURNTWOOD TOWN COUNCIL (ENCLOSURE NO. 12)

16. LOCAL GOVERNMENT PENSION SCHEME: STAFFORDSHIRE PENSION FUND (ENCLOSURE NO. 13)

**MINUTES OF A MEETING OF THE POLICY & RESOURCES COMMITTEE
HELD AT THE OLD MINING COLLEGE CENTRE, QUEEN STREET, CHASETOWN
ON WEDNESDAY 23 MARCH 2016 COMMENCING AT 7.00 P.M.**

PRESENT

Councillor Mrs Tranter (in the Chair)
Councillors Bamborough, Ms Brettell, Drinkwater, Mosson and Mrs Woodward

In attendance

Mrs M Danby, Chief Executive Officer

52. APOLOGIES FOR ABSENCE

Councillor Mrs Rigby

53. DECLARATIONS OF INTEREST AND DISPENSATIONS

Councillor Mrs Tranter declared a disclosable non-pecuniary interest in Minute No. 58 (Play in the Parks).

54. MINUTES

RESOLVED That the Minutes of a Meeting of the Policy & Resources Committee held on 18 January 2016 (Minute Nos. 39-51) be approved as a correct record subject to the following amendment:

Minute No. 39 Apologies for Absence

Amended to read "Councillor Mrs Woodward had given her apologies due to a clash with a prior engagement which had arisen due to the Committee meeting date having been rescheduled without consultation with Committee Members."

55. EXTERNAL AUDIT ARRANGEMENTS (Minute no. 43 refers)

RESOLVED That it be noted that Smaller Authorities' Audit Appointments Ltd had notified local councils that the fee structure for a five year period from 01 April 2017 will remain unchanged from the current fees. In the case of Burntwood Town Council the fee will be £1,000 plus VAT per annum (Income and Expenditure Band £400,001 - £500,000).

56. BURNTWOOD TOWN WEBSITE (Minute No. 44 refers)

The Chief Executive Officer reported that Committee Members had been asked for their specific comments with regard to the current Burntwood Town website and the responses received were:

- Two Members queried the need for the website
- One Member was happy with the appearance and design but would like to see it populated by more businesses and used by local organisations, etc to promote their services and events

Councillor Mrs Tranter passed on a suggestion from Councillor Mrs Rigby who had asked if it was possible to extend the current contract by a further three months and that a survey be undertaken of the existing website users to see if the site is needed and whether it is meeting their needs. Would businesses be happy to pay a contribution towards the cost of running the site?

Councillor Mrs Woodward said that the original idea had been that the BTC website would be the "go to website" for the town. She also said that she was of the opinion that the BTC site is bland and uninteresting and she added that Press Releases need to be more attractive to grab the public's attention. Information about community and their contact details could be included on the BTC website.

Councillor Mosson referred to the relaunched Lichfield District Council (LDC) and asked whether the BTC website could be changed to a similar format.

RESOLVED THAT:

- a) The current contract be extended for a further three months (i.e. 18 July 2016)
- b) A quotation be sought from the current supplier for the BTC website to be updated to a similar format as the LDC website
- c) If (b) is not possible or is cost prohibitive the BTC website to be updated to include information and contact details of local community groups.

57. BUS SHELTER (Minute No. 46(a) refers)

RESOLVED That it be noted that the Rugeley Road, Chase Terrace bus shelter (located between Park Road and High Street) was to be replaced with a new timber shelter on 29 March 2016.

58. PLAY IN THE PARKS

RESOLVED That the Notes of Meetings of the Play in the Parks Group held on 10 February 2016, 29 February 2016 and 14 March 2016 be received and where necessary approved and adopted subject to the word "Agreed" being substituted with "Recommended" OR "Recommendation" in the future.

59. WELCOME SIGNAGE

RESOLVED That it be noted that the 4 No. "Welcome to Burntwood" signs will be installed on 20 April 2016.

60. PROPOSAL TO ESTABLISH A CHAIRMAN'S CHARITY

Members were asked to consider a proposal that a Chairman's Charity be established to enable all funds raised to be distributed to the Chairman's chosen charities, i.e. negating the requirement to deduct VAT from the proceeds of ticket sales. In reality, this would mean that the arrangements would need to be made by the charity itself, not the Town Council.

RESOLVED That the Chief Executive Officer make the necessary investigations and report back to the next meeting of the Committee with a recommended way forward.

61. THE OLD MINING COLLEGE CENTRE: ALARM RESPONSE SERVICE

Members were requested to consider three quotations to provide an out-of-hours alarm response service for The Old Mining College Centre when the current contract expires later this year.

RESOLVED That the quotation submitted by bbp Security Services & Training Ltd in the sum of £130 plus VAT (annual registration fee), £25 plus VAT (call out charge first hour) and £12 plus VAT (charge into second hour and thereafter) be accepted.

62. THE OLD MINING COLLEGE CENTRE: REPLACEMENT FRONT ENTRANCE MAT

Members were requested to consider quotations to replace the existing front entrance mat with one bearing the Town Council's logo.

RESOLVED That a Coir logo mat, hand made to order, 17mm thick be purchased from Mat Creations Ltd at a cost of £332.84 plus VAT (including delivery).

63. THE OLD MINING COLLEGE CENTRE

63.1 Garden Clearance

Members were requested to retrospectively approve the quotation from Grasslands Turf & Landscapes to clear the garden area at The Old Mining College Centre in sum of £1,340 in readiness for landscaping.

Members were also requested to accept the quotation from Grasslands Turf & Landscapes to clear all flower beds of existing plants and shrubs and digging out of roots at The Old Mining College Centre in the sum of £400.

RESOLVED That the above two quotations be accepted.

63.2 Internal Works

Members were advised that to date it had not been possible to source contractors to provide quotations to install connecting doorways between Units 1/3 and Units 2/4;

supply and install a stable-type fire door to the Front Administration office and key pad door locks to five doors at The Old Mining College Centre. The Chief Executive Officer said that she continues to seek comparative quotations and these will be provided to the Committee Members for consideration as soon as they are received so that orders can be placed for the necessary works at the earliest opportunity.

RESOLVED That the information be received and noted.

64. 2015/16 INCOME AND EXPENDITURE AS AT 15 MARCH 2016

64.1 Members noted that not all the income had been included (Nominal Code 1025 Sundry Income) in the total for Cost Centre 104 (The Old Mining College Centre) and they asked that this be rectified.

64.2 Members asked that clarification be given on reason for the increase in employee costs (c£21,000 more than was originally budgeted). The Chief Executive Officer agreed to provide this information in an explanatory note for all Members at the following evening's Full Council meeting.

RESOLVED That, subject to the correction stated in Minute 64.1, the report be received and noted.

(The Meeting closed at 8.15 p.m.)

Signed

Date

**POLICY & RESOURCES COMMITTEE
11 JULY 2016**

**AGENDA ITEM NO. 4
BURNTWOOD TOWN WEBSITE (Minute Nos. 44 and 56 2015/16 refer)**

This item was deferred from the previous meeting of the Committee where Members had been asked for their specific comments with regard to the current Burntwood Town website. The responses received at that time were:

- Two Members queried the need for the website
- One Member was happy with the appearance and design but would like to see it populated by more businesses and used by local organisations, etc to promote their services and events

The following was resolved at the Committee meeting on 23 March 2016:

- a) The current contract be extended for a further three months (i.e. ending on 18 July 2016)
- b) A quotation be sought from the current supplier for the BTC website to be updated to a similar format as the LDC website
- c) If (b) is not possible or is cost prohibitive the BTC website to be updated to include information and contact details of local community groups.

Members are requested to consider the following three costed options:

1. RE-DESIGN OF EXISTING BURNTWOOD TOWN WEBSITE: CURRENT SUPPLIER

The current contractor (**Company A**) for the Burntwood Town Website has offered to redesign the website free of charge within the current contract costs, i.e. £595 plus VAT per month (i.e. £7,140 pa plus VAT).

2. RE-DESIGN OF EXISTING BURNTWOOD TOWN WEBSITE: NEW SUPPLIER

The Chief Executive Officer sought comparative quotations for a re-designed website from several locally-based Burntwood web designers however only one quotation (Company B) has been secured:

Company B quotation:

"SNAPSHOT

This is a breakdown of the business:

Burntwood Town UK is a website designed to benefit the entire community – from local businesses and charities to individuals wanting to display news and information about events.

Burntwood needs a website to move its current following more into the public eye and become the focal point of the Burntwood community while allowing its users the opportunity to promote and market various services.

It needs a website that functions as a powerful marketing and communications tool to attract new customers and users to improve upon its already established credibility while supporting any future expansion plans.

Burntwood Town Council has approached Company B to design and develop a new website, support it, maintain it and help generate income from local business advertising.

BUSINESS NEEDS

Specifically, the new website needs to fulfil the following business needs:

- Be the focal point of the entire Burntwood Community
- Display What's On information and provide an easy solution for people to be able to submit such information
- Display local news and promote local events
- Allow local businesses to promote their services by way of advertising on the website and generate income from those adverts
- Promote the website via social media and generate more of a buzz and encourage people to start using the service in a much more efficient way
- Increase the number of new enquiries coming from the website
- Company B will host, maintain and update the website, while also promoting it via social media links and encourage local businesses to advertise their services to generate income to help support the ongoing costs of the website.

TARGET AUDIENCE NEEDS

The target audience for the Burntwood Town UK website is defined as anyone wanting to discover information about the town. The new website needs to assist the target audience do the following:

- Find out what's going on in Burntwood with information that is regularly kept up to date
- Learn about Burntwood's history and local high points
- Discover information about various businesses in Burntwood and their contact details and links to website if relevant
- Read news about Burntwood and be able to submit their own news story to appear on the website in a simple manner
- Submit events and what's on information by way of a simple online form
- Make an enquiry about anything Burntwood-related via a contact form
- Ultimately, the Burntwood Town UK website should be a useful resource for everyone in Burntwood.

SOLUTION

We recommend the development of a completely new website, built from the ground up, with a custom design to convey the value that Burntwood Town UK adds to its community. The new website will be designed to:

- Allow the target audience to discover various news and events available to them through fresh content and images
- Be more attractive by better use of images and layout, while keeping the same custom feel of its sister site burntwood-tc.gov.uk
- Display news and what's on content more efficiently while keeping it looking modern and fresh allow target audience to post their latest news and what's on information via an online contact form
- Allow businesses to use the site to promote their services
- Generate income from the site through advertising and promotion – maybe even focussing on 'business of the month' -- a separate page given to businesses in rotation
- Showcase various Burntwood-based images in an updatable photo gallery
- Web hosting services are provided on an annual basis at £120 per year via our own high speed UK-based servers.

FURTHER CONSIDERATIONS

Successful websites are those websites that continue to attract the right type of visitors and lead them down a path towards becoming a customer or user. This requires consistent content

publishing and monitoring of the website to make sure it is achieving its objectives. Once the website has been launched we can update and maintain the website and content, making incremental improvements to the site and make sure it continues to deliver a positive return on investment.

The monthly cost for running the website and constantly keeping it updated would be charged at our standard hourly rates:

£25 / hour plus VAT for web development and content updates

£15 / hour plus VAT for back end admin and security updates

This could also be worked out as a monthly package price if it was deemed more convenient.

We would be happy to speak with you about this in more detail and answer any questions you may have.

Additional cost for turning your website into a mobile/tablet app – £500 plus VAT

PROJECT TIMELINE

We offer the following timeline for the redesign of the Customer website:

Discovery 1 Week

Development of a sitemap and interactive prototype so that all functionality can be tested and approved in the browser.

Design 2-3 Weeks

Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.

Development 2 Weeks

Development of working website on the WordPress content management system.

Deployment 1 Week

Final testing and debugging on development server before launch.

The following elements are considered essential to the project:

- Development of information architecture into sitemap
- Development of interactive prototype/home page to finalise functionality and any third party integrations
- Design user experience and user interface
- Develop responsive breakpoints for tablet and mobile experience – ensuring the website is totally mobile-friendly
- Integrate Search Engine Optimisation best practices to increase visibility in popular search engines such as Google and Bing
- Test and debug beta version of website before launch
- Launch live website
- Integrate a daily and weekly backup schedule to protect the website Integrate Google analytics software (part of our website care plan)
- Develop a highly-targeted lead capture strategy to convert website visitors into leads via an email newsletter capture form
- Integrate automatic social media sharing facilities to allow web visitors to share articles with their friends and colleagues on platforms such as Facebook, Twitter and LinkedIn.

COST: £1,500 PLUS VAT

3. AMENDMENT TO THE BURNWOOD TOWN COUNCIL WEBSITE

The existing Burnwood Town website offers opportunities for both voluntary groups and commercial entities to publish details of their events, businesses. The Burnwood Town Council website is a .gov.uk domain and advertising is not permitted on this domain.

If Members consider that the existing Burnwood Town website is not attracting sufficient numbers of commercial advertisers the opportunity presents itself to cease that website and amend the existing Town Council website as follows:

- Move "The Old Mining College Centre" tab on the homepage to sit within "The Council"
- Rename tab from "The Old Mining College Centre" to "Local Voluntary Groups" (Voluntary groups would be invited to submit their contact details together with web links which would then be uploaded to the BTC website.)
- Create a new home page or "landing page" with "buttons", each "button" to represent the individual tabs at the top of the current home page (noting the change re The Old Mining College Centre tab)
- Each "button" will take you to the existing page for each of the tabs with quick links to each button for the sections within that page.

Quoted cost for the above amendment: £200 plus VAT

The Committee's instructions are sought with regard to the above.

POLICY & RESOURCES COMMITTEE

11 JULY 2016

**AGENDA ITEM NO. 5
PROPOSAL TO ESTABLISH A CHAIRMAN'S CHARITY
(Minute No. 60 2015/16 refers)**

Members are requested to consider a proposal that a Chairman's Charity be established to enable all funds raised to be distributed to the Chairman's chosen charities, i.e. negating the requirement to deduct VAT from, for instance, the proceeds of ticket sales (this matter was deferred from the previous meeting of the Committee).

An initial search of the Charity Commission's website identified several local councils which have established a chairman or mayor's charity, these include:

Charity Name	Charity No.	Charitable Objects
Mayor of Thame's Charity Trust	1166890	To collect and distribute charitable donations for the benefit of charitable organisations within the parish of Thame. The focus will change from year to year so that each year the trust will support specific organisations, as determined by the mayor and trustees.
Royston Town Mayor's Community Trust Fund	1138920	To further or benefit the residents of Royston and the neighbourhood by associating together the said residents and local voluntary and other organisations in a common effort to support community organisation in support of their aims for education, social welfare, recreation and leisure time occupation, with the objective of improving the conditions of life residents.
Mayor of Newbury's Benevolent Fund	1073253	To relieve people in necessitous circumstances in particular by the provision of grants. To relieve the elderly in particular by providing funds for the annual Mayor's Drive and Tea Party. To help fund such other charitable foundations and such other charitable purposes (within the town of Newbury) as trustees in their discretion shall from time to time think fit.
Spennymoor Town Council Mayor's Charity	1036218	To apply the income and the whole or part of the trust fund in furtherance in such manner of such of the purposes of the nominated charity as the trustee shall in consultation with the charity trustees thereof from time to time determine.

Table 1

The following information has been extracted from: www.gov.uk/guidance/charity-types-how-to-choose-a-structure.

There are four main types of charity structure:

- a) **Charitable incorporated organisation (ICO):** To be used if you want your charity to be a corporate body and have a wider membership including voting members other than the charity trustees. You must have a constitution as your governing document; register with the Charity Commission for it to legally come into existence; keep a register of its members and trustees and send its accounts and annual return to the Commission each year, regardless of its income.
- b) **Charitable company limited by guarantee:** To be used if you want your charity to be a corporate body without a wider membership. You must use articles of association as your governing document.

Both of the above charitable companies must be registered with the Charity Commission (if eligible) and Companies House.

- c) **Unincorporated association:** To be used if you want your charity to have a wider membership but it does not need a corporate structure (for example, if it will be relatively small in terms of assets). You must use a constitution as your governing document.
- d) **Trust:** To be used if your charity does not need a corporate structure or a wider membership, for example it is unlikely to employ a significant number of staff or carry on any kind of business; it makes grants but does not do any other type of work. You must use a trust deed as your governing document.

All the charities listed in Table 1 (above) were established as trusts and use a trust deed as their governing document.

Burnwood Town Council has previous experience of operating a charitable trust which used a trust deed as its governing document, namely the William Cadman Charity.

If Members wish to progress the proposal further it is possible to use the Charity Commission's Model Trust Deed document. The following information has been extracted from the Charity Commission's section on the www.gov.uk website:

***About charitable purposes**

Your charity's 'purpose' is what it is set up to achieve. A charitable purpose is one that:

- falls within one or more of 13 'descriptions of purposes' listed in the Charities Act
- is for the public benefit (the 'public benefit requirement')

Why purposes are important

Your charity's purposes are important for:

- the Charity Commission – to decide if your organisation is a charity
- HM Revenue and Customs – to decide if it qualifies for tax relief
- anyone joining, supporting or benefiting from your charity – so they can understand what it does, who it helps, where and how it works
- your trustees – the purposes set out the limit of what your charity can do; your trustees must make decisions and run the charity in a way that is consistent with its purposes

How to write your charity's purposes

Your charity's purposes should make it clear:

- what outcomes your charity is set up to achieve
- how it will achieve these outcomes
- who will benefit from these outcomes
- where the benefits extend to

For example:

For the public benefit, the relief and assistance of people in need (what) in any part of the world (where) who are the victims of war or natural disaster or catastrophe (who) by supplying them with medical aid (how).

When writing your charity's purposes, you need to:

- understand that the words you use matter - you can't say that your charity is set up to do anything that isn't charitable
- state clearly what your charity's purpose is - if it's not clear, the Commission can't be certain that it's charitable
- be precise - use plain, simple language and avoid vague or ambiguous wording
- explain any terms that may not be generally understood or have more than one meaning
- include all your charity's purposes, if it has more than one

Step 1: what outcomes your charity is set up to achieve

State what outcomes your charity is set up to achieve, such as "the relief of poverty". These must all be charitable.

Each of your charity's purposes must fall within one or more of 13 descriptions of purposes listed in the Charities Act. These are broad headings under which all charitable purposes must fall.

You can use the wording of one or more of these descriptions to say what outcomes your charity is set up to achieve, such as "the prevention or relief of poverty for the public benefit". But the wording of the descriptions alone may not make it clear what your charity's purpose is. This is because several purposes can fall within each description.

You may need to provide more detail about who will benefit and how and where benefits extend to.

Examples of suitable wording

When writing your charity's purpose, explain what it is set up to achieve using standard terms where possible:

- "to advance..." or "the advancement of..."
- "to promote..." or "the promotion of..."
- "to provide..." or "the provision of..."
- "to relieve..." or "the relief of..."
- "

Use the words "For the public benefit, ..." or "...for the public benefit" to confirm that a purpose is intended to be charitable. For example:

The relief of unemployment for the public benefit in [x place], including assistance to find employment

Mission and values

Your charity may have a mission statement which sets out its core values. You will only be able to use it as your charity's stated purpose if it's written sufficiently in line with this guidance. Don't include your charity's motive or ethos in its purpose ('in order to do good works', for example) unless this means your purpose will be carried out in a specific way. For example, 'in accordance with Christian principles'.

General charitable purposes

A grant-making charity can be set up with the sole purpose of 'advancing general charitable purposes' if the scope of its grant-making is across a range of charitable purposes. For example:

To advance such charitable purposes (according to the law of England and Wales) as the trustees see fit from time to time

Use a more precisely worded object if your grant-making will have a particular focus. For example, the purpose of a charity which supports a wide range of charitable purposes but has a focus on education might be:

To advance such charitable purposes (according to the law of England and Wales) as the trustees see fit from time to time in particular but not limited to advancing the education of young people for the public benefit by making grants and awards to students in full-time education

Step 2: how your charity will achieve those outcomes

List specific ways your charity will achieve the outcome (where relevant) – these must be capable of achieving the outcome you want. For example, providing grants as a way to prevent or relieve poverty:

...the prevention or relief of poverty for the public benefit [in particular] by providing grants

List the main ways in which your charity will achieve its purpose. Aim to strike a balance between clearly expressing what your charity will do to achieve its purpose without unnecessarily restricting what it can do. For example:

For the public benefit, the protection and preservation of the environment in particular but not exclusively by (a) the promotion of waste reduction, re-use reclamation, recycling, use of recycled products and the use of surplus (b) advancing the education of the public about all aspects of waste generation, waste management and waste recycling

Examples of suitable wording

If appropriate, be specific about how your charity will achieve its outcomes using "by x means", for example:

- "by providing information"
- "by providing advice"
- "by raising awareness"
- "by carrying out research"
- "by making grants"
- "by providing accommodation"

Use the phrase "in particular by" to restrict your charity to carrying out its purpose in a particular way. It's less restrictive to say "in particular but not exclusively by". For example:

To advance amateur sport for the public benefit in particular but not exclusively by providing facilities for playing rugby, football and cricket

Distinguish between 'what' and 'how'

Be clear about the difference between 'what' and 'how' when you write your purposes. For example, if advancing education is 'what' your charity is set up to achieve:

advancing education for the public benefit [what] by the provision of a school [how] for children aged 5 to 11 [who] living in x place [where]

But if education is a way you advance another charitable purpose, it's 'how' not 'what':

advancing health for the public benefit [what] by educating [how] the public [who] about the health risks of smoking

Step 3: who the outcomes will benefit and where they extend to

Your charity's purpose might not specify who can benefit or where the benefits extend to. If so, this is taken to mean that it will, potentially, benefit the public in general, anywhere in the world. If your charity's purpose will only benefit a defined group of people, this needs to be a sufficient section of the public.

Where relevant, include in your charity's purpose any specific definitions of who can benefit, such as:

- their age
- where they live
- their gender
- any other defining characteristics

For example:

The prevention or relief of poverty of young people living in Greater London who are socially excluded, in particular by providing grants to provide them with an opportunity to build capacity by establishing and growing a business to relieve their needs and help them to integrate into society

Step 4: explain any particular terms used in the purpose

Include a definition of particular terms used in your charity's purpose if those terms might not be generally understood or have more than one meaning. For example:

For the purpose of this clause, 'socially excluded' means...

Explain, or list, any other principles or values your purpose makes reference to. For example, where it says: "To advance education in accordance with x principles"

Where to write your purposes: the 'objects' clause

You usually write your charity's purpose in the objects clause of its governing document (the legal document that creates the charity and says how it should be run).

Your charity's purposes and its objects should be the same. The objects should accurately express all of your charity's purposes.

Understand that for each separate purpose your charity has, you'll need to demonstrate that:

- it's for the public benefit
- the trustees will carry it out for the public benefit

Only list the purposes you need now as you can apply to the Commission to change your objects at the time you are ready to change your charity's work.

You may want to include a *wide purpose* to cover your charity's work. For example:

To further such other purposes which may be charitable according to the law of England and Wales as the trustees see fit from time to time

If you include this wide purpose, you will need to tell the Commission how you, as trustees:

- will identify purposes you wish to carry out that are charitable according to the law of England and Wales
- intend to carry out the purpose – for example, by providing details of your grant-making policy

You may be using an approved governing document, as a branch of a national charity or which has been issued by an umbrella body. If so, make sure you get the permission of the body that issued it if you want to change the objects clause.

A perfectly written objects clause doesn't automatically mean your organisation is a charity. You have to demonstrate that your charity's purposes are for the public benefit and that it satisfies all other requirements for registration as a charity.

Equally, a badly written objects clause may not stop your organisation from being registered if it is clear that your organisation has only charitable purposes. It can be registered as a charity if you change the objects to fully and accurately state those charitable purposes.

Example objects: when to use them

Use one of the Commission's example objects if it accurately expresses your charity's purpose – don't change it.

But don't use one if it doesn't fit what your charity is set up to achieve. This could restrict what your charity can do – as trustees, you have a duty to work within your charity's stated purposes.

Powers and purposes: the difference

Your charity's 'purpose' is what it is set up to achieve. Its 'powers' are what it can do to help achieve the purpose, such as raise funds, buy property or borrow money.

The difference is that the powers are about how the charity operates; the purpose is about what it delivers.

For example, your charity's powers may say how your charity will raise funds; its purpose says how it will use the funds it raises.

In your governing document, list your charity's powers separately from its purposes. Link your powers to your purposes with the word 'by' after the purposes, or a linking sentence:

In furtherance of this object, but not further or otherwise, the trustees shall have the following powers:

Terms to avoid

- don't say "to promote the advancement of" – it's repetitive and doesn't add to the meaning of the purpose
- don't put what your charity will achieve after how it will do it (for example, "making grants as a means to relieve poverty") – it won't stop your purpose being charitable but it's clearer what your charity's purpose is if you put the 'what' before the 'how'
- don't use vague or ambiguous wording, such as "to promote good causes". Not all good causes are charitable causes

- don't confuse activities with purposes by saying "to further such charitable activities" – it's your organisation's purposes that must be charitable. Its activities are what it does to carry out its purposes
- don't say "to advance [something] in whatever ways that are charitable" or "such of the following purposes as are charitable in law" – this won't make something charitable that isn't
- avoid describing your purposes as 'worthy', 'deserving', 'benevolent', 'philanthropic', 'public', 'patriotic', 'utilitarian', etc – these sorts of terms can also include things that aren't charitable
- don't use the word 'welfare' unless it has a specific charitable context like 'social welfare' or 'animal welfare' – "advancing the welfare of x" on its own isn't charitable
- don't use 'social cohesion' or 'community cohesion' as a charitable purpose – these can be a benefit of carrying out a charitable purpose but the terms are not precise enough to express a charitable purpose itself

If your charity is based in England and Wales and isn't a CIO, you don't have to apply to register it if its annual income is less than £5,000. But you can still apply to HM Revenue and Customs for recognition as a charity to get charity tax breaks and claim gift aid.

You can apply to the Commission to register this sort of charity voluntarily but the Commission will only consider applications in exceptional circumstances. For example, if you can prove that your charity has been offered significant funds but has to provide a registered charity number before it can receive the funds.

How to apply to register your charity

Before you start, make sure you've read the Commission's guidance on how to set up a charity and on how to write your charity's purposes.

Read the application questions, including the instruction notes, carefully and answer them fully. Your application needs to satisfy the Commission that:

- your organisation is a charity and should register
- your trustees understand their role and responsibilities

The Commission registers complete applications that meet all the requirements within 5 working days. But the Commission may take up to 45 working days to ask you for more information or clarification. For example, because:

- you don't answer all the questions fully
- you aren't using a model or approved governing document
- you don't write your charity's purposes clearly, explain what they are and how you will carry them out
- you don't fully explain how your charity's purposes are for the public benefit and will be carried out for the public benefit
- your charity's purposes are new or unusual

The Commission will return your application to you to resubmit if it's unclear or incomplete. Submit your application well in advance if you need to register your charity by a particular date. Tell the Commission about any special circumstances that may affect your application - for example if your charity needs to be set up urgently, such as a disaster appeal, but the trustees haven't had time to meet and agree its governing document.

Information about your charity

You need to provide:

- your charity's main bank or building society details (sort codes, account/roll numbers)
- your charity's public contact details, including a postal address - this cannot usually be a PO Box address except in special circumstances (such as for a refuge)

- a copy of your charity's governing document as a PDF file - which has been signed or witnessed as necessary
- if your charity is a company: a copy of the certificate of incorporation and memorandum
- proof that your charity's income is over £5,000 (unless it's a CIO) - this can be its latest annual accounts, a recent bank statement or a formal offer of funding from a recognised funding body

Information about your trustees

Each trustee must read and sign the trustee declaration form to confirm they can act as a trustee of the organisation named on the declaration form. The Commission cannot accept electronic signatures.

The Commission will check that all those named in the application as trustees are eligible. You need to scan this in and send it as a PDF file. You also need:

- the full name of each trustee (this is displayed on the public register of charities)
- the full address and post code of each trustee (this isn't displayed on the public register of charities)
- their previous names, dates of birth and contact details, including email address if they have one (this isn't displayed on the public register of charities)
- to say if any trustees (or people connected to them) will personally benefit from the charity in any way

If your charity works with vulnerable people (including children), you'll need to confirm that you've read the Commission's guidance on protecting vulnerable groups including children and sign a declaration that the trustees have carried out all necessary checks required by law.

By signing the trustee declaration form, the trustees confirm their responsibility to provide information which is true, complete and correct and that they understand it is a criminal offence under section 60 of the Charities Act 2011 to knowingly make a false or misleading statement.

What happens after you apply

You will get an automated email to confirm your application has been received.

The Commission will assess the information you've provided within 48 hours to make sure:

- your organisation is required to register as a charity - if it's not required to register the Commission won't consider your application, except in special circumstances
- you've answered all the necessary questions in full
- you've provided the factual information about the charity and trustees to enter in the register of charities
- each trustee is eligible to act as a trustee, including carrying out checks with other agencies

If your application doesn't provide enough information for the Commission to decide whether your organisation is a charity, it will be returned. If this happens you will be asked to resubmit it.

The Commission will make a decision based on the information provided and any relevant law, to:

- register your organisation as a charity
- register your organisation as a charity on condition that the trustees take certain actions, which the Commission may follow up after registration
- reject your application on the grounds that your organisation isn't set up as a charity

If your application is successful

If the Commission decides your organisation is a charity and should be registered, it will:

- enter your charity on the register of charities - your charity's register entry should appear on the public register within 48 hours of you being notified of this decision
- email your charity number to your charity's main contact
- email each trustee, for whom you have provided an email address, a list of online guidance relevant to their role as trustee

If you haven't already done so, don't forget to register with HM Revenue and Customs for tax relief.

If the Commission has registered your charity on condition its trustees take certain actions, it may:

- monitor your charity's activities after registration
- ask you for evidence that the trustees have taken the required actions

The Commission may take regulatory action if the trustees haven't taken the required actions.

If your application is unsuccessful

The Commission will confirm to you in writing the reasons your application was rejected. You can either:

- reapply, providing you have addressed the reasons for rejection
- ask the Commission to review its decision to reject your application
- appeal to the Charity Tribunal"

Do Members wish to progress the proposal to establish a Chairman's Charity?