

# ALVA DEVELOPMENT TRUST

CLACKMANNANSHIRE

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"This service is invaluable to any third sector organisation that wishes to improve and expand its practices. Working with Accelerate has enabled us to look inwardly at ourselves and strive to continue to grow."

- Alva Development Trust

## Background

Alva Development Trust (ADT) was established in 2018 to bring additional benefit to the local community in Alva, Clackmannanshire. A key part of its activity is the management of Cochrane Hall in the town – and, more recently, the nearby public toilets. The management of the Hall involves co-ordinating events such as weddings, conferences, meetings etc. It is also exploring the possibility of converting the old public toilets into a community café.

## Need for support

ADT accessed the Accelerate Programme with a view to getting specific support to:

- Develop a funding strategy and showcase ADT's positive impact
- Make best use of its digital presence – via website/social media etc.

The strategy has gone beyond funding alone, with a five-year plan to address matters such as: ongoing community engagement; event management; volunteer management; Board recruitment; succession planning; and longer term financial sustainability.

## What we did

With short-term funding secured and the Cochrane Hall continuing to be well used, ADT see the five-year plan as a crucial stepping-stone in planning for the future.

At present, the Trust has no paid staff, relying exclusively on volunteers – and a variety of different funders.

The plan looks to identify ongoing and consistent income streams that, moving forward, can cover staffing and other core costs. It also looks at streamlining its funding sources.

Accelerate has also provided ADT with a comprehensive Digital Marketing Audit with recommendations to boost its online presence and promote the Trust's activities both within the local community, to potential new customers as well as to current and possible future funders.

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