

FALLIN COMMUNITY VOICE

THREE YEAR STRATEGY





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WHO WE ARE & WHY WE EXIST

Founded in January 2022, Fallin Community Voice is a membership based community development charity, with **a mission** to improve our village of Fallin and the quality of life for people living here.



Surrounded by outstanding Scottish scenery, our village is blessed with incredible community spirit and friendly, generous people. **Our vision** is one of a sustainable village that also enjoys a thriving range of local shops and services, where everyone enjoys a happy, healthy, dignified life, free from the constraints of poverty.

Values We Work To

✓ Respect

✓ Empathy

✓ Inclusion

✓ Honesty

✓ Accountability

✓ Resilience



At the time of writing we have four trustees (Neil Taylor, Michelle Robertson, Naomi Ross & Alison Grainger) and 14 registered members. We collaborate closely with Polmaise Community Council and other partners - and we have a handful of residents volunteering on an ad hoc basis, to support the projects we deliver.

Our Long Term Goals



Improve physical health of residents



Improve mental health of residents



Help reduce social isolation



Help reduce local poverty



Improve resilience to impacts of
climate change & other external
issues



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



Our long term goals and vision for Fallin align closely with the United Nations' Sustainable Development Goals and as a charity supporting an ex-mining community, we fully support the principles of a just transition to sustainable living. The vision Fallin Community Voice has aligns with Scotland's national ambition for a wellbeing economy and we are keen for the people of Fallin to reap the benefits of this.



OUR PRIORITY ACTIONS

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Our long term ambitions are lofty, but the charity is in its infancy and we are aware of our limitations. As we develop, we'll seek to increase the scale of our work in line with our capacity, carefully considering each opportunity as it presents in terms of our likely ability to deliver.

Over the next three years, we'll strengthen collaboration with the community and partners to increase the activities available for everyone in Fallin. There will be particular focus on families, young people & the elderly, in line with what locals have asked for. More specifically, we will:

Run Summer family fun days every year

To bring the community together, provide fun, free outdoor activities for residents and the wider community, allow local organisations to showcase their services and encourage stem-based employers to promote their career opportunities.

Organise annual Christmas lights displays

Expanding the range of lights each year the funding allows, with community switch on event, including a free Festive Food & Fun Fair.

Community cafe & periodic food hubs

Support Strathcarron Hospice in establishment of Snowdrop Community Cafe & run a range of our own free food-based events throughout the year to provide healthy nutritious food to those who need it and foster community cohesion.

Launch the Fallin Community Hero Awards in 2023

Annual awards to celebrate the people doing incredible things in our community, designed to inspire others to get more involved and reward those already working hard to improve the village. Nominations are open to anyone living in the village and can be made by anyone. Winners will be chosen by FCV members and a small prize will be given to those who nominated the winner, to encourage participation.

Establish a children's bike track by 2024

Using funds from the Scottish Power Energy Network to establish a safe, fun space for young children to learn to cycle, encouraging bike confidence and active travel at an early age.

Launch a community gardening initiative by 2024

To increase access to healthy affordable food, improve physical and mental health, provide extracurricular activities for young people & create sustainable local jobs.

HOW WE'LL DELIVER OUR PRIORITY ACTIONS

To deliver these priority actions, we will seek to:

- Increase the number of trustees we currently have, to ensure we are effectively and efficiently delivering the best we can for our community, in line with our charity objects.
- Increase the number of active volunteers supporting us, to ease some of the operational burdens currently on the trustees, allowing the board to focus more on the strategic direction of the charity.
- Increase our membership base, to more effectively target our community engagement work, in particular around voter participation, capturing the voice of the community and ensuring we're delivering effectively for the village.
- Build on our fundraising action to date, as follows:
 - Pursuit of targeted project-specific grant applications, including:
 - National Lottery Climate Action Fund
 - Scottish Power Energy Network Grant
 - Continuation of our successful regular cash bingo & bonus ball community fundraisers
 - Ongoing participation in Stirling Community Lottery
 - Promotion of a Go Fund Me online donation appeal
 - Seeking corporate & local business sponsorships
- Secure long term affordable use of Alpha Community Centre
- Secure use of Stirling Council owned plot of derelict land opposite Fallin Miners Welfare
- Hire a project manager for community garden to oversee launch of the gardening project and volunteer coordination

PARTNERS, SPONSORS & DONORS

None of what Fallin Community Voice has done to date, or plans to do in the future, is possible without the support of others and we know we're stronger working together with others. The table below outlines the range of existing partners we're already working with, and additional key organisations we'll target to partner with over the next three years.

EXISTING PARTNERS	FOR DEVELOPMENT
Polmaise Community Council Fallin Parish Church Strathcarron Hospice Stirling Council Inspiring Communities	Scottish Sports Futures Citizens Advice Bureau Includem Coalfields Regeneration Trust Transition Stirling Alpha Centre Committee

We've also been fortunate to receive sponsorship and donations from the following organisations:

SPONSORS	DONORS
18 Individual and Business Sponsors of our Village Christmas Lights	Christines Ally's Curry Palace Arnold Clark Bookers

We'll work to increase our donor and sponsorship list, both for financial and in-kind support in the coming years.

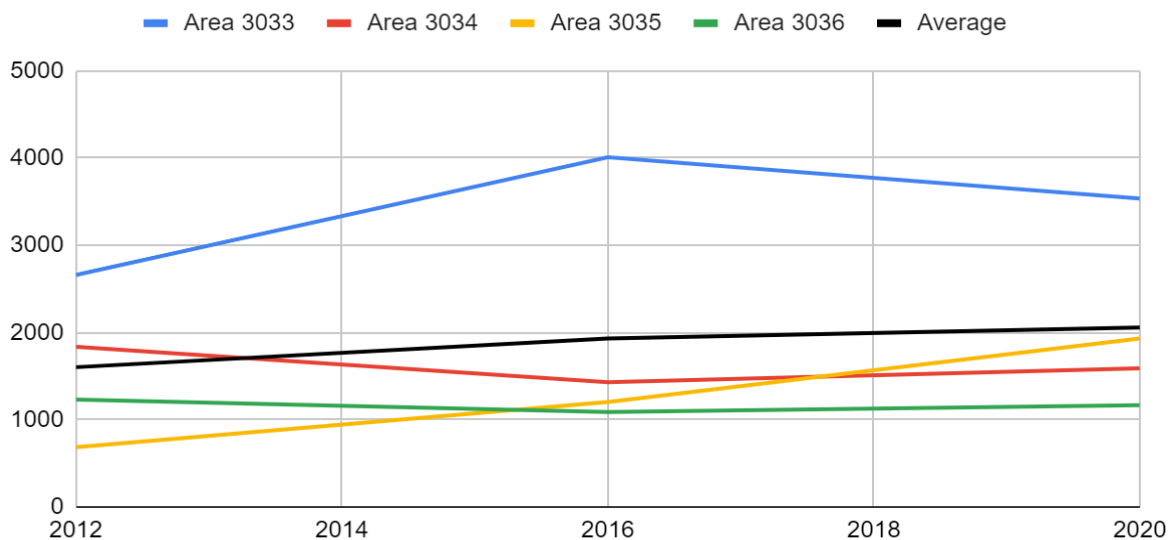
MEASURING SUCCESS

The opportunity will be taken at annual events for direct community engagement, including assessing whether the village is satisfied with our work & direction of travel, and whether we should recalibrate anything. In-person and accompanying online surveys (promoted via our website, social media channels and community noticeboards) will help us measure this.

The [Scottish Index of Multiple Deprivation](#) ('SIMD') provides quantitative data on the overall wellbeing of Fallin. We'll compare future results of this against the current baseline to identify trends. A visual summary of the village's 2020 status is below. The next is due for release in 2024 and, given it takes around 18 months for results to be published from the point of data gathering, should give a picture of how things were at the time Fallin Community Voice started. We will also use data & information from reporting requirements attached to any project-specific funding we receive to supplement our findings.



Fallin SIMD Rankings By Area Since 2012



COMMUNICATIONS & MARKETING

Our in-person events will be our most important communication tools, focussing on a targeted, already engaged audience. To galvanise more of the community and wider partnership support, we need to make sure as many people as possible are aware of what we, and others, are doing in Fallin. Our village has a higher than average proportion of people disengaged with online comms, so to reach these people we will make use of the local library, Alpha community centre and community council notice boards to promote our work and encourage participation. We will also seek to advertise more with John Ferguson Buses, whose drivers have friendly relationships with their regular Fallin customers.



We already have an excellent following on our FCV Facebook Group (1,200 members and climbing, compared with a village population of 2,800), with an engaged audience. We will continue to use this and establish ourselves on Instagram for direct community engagement. We will also increase our Twitter followers and use this platform to encourage partnership engagement. We will seek to cross-promote with our partners wherever possible, across our social media platforms and, where relevant, on our website. Social media will also be used to horizon scan for funding and development opportunities.

A website was established in June 2023, serving as the shop window for our charity and the wider Fallin community. We will develop this further to include a wider range of events and activities, more detail around the history and natural heritage of the village and to document the progress of Fallin Community Voice. We will also pursue paid advertising on the website with local private businesses. This will help show the range of services available in Fallin and provide our charity with another source of unrestricted income.

In July 2023 we were approved for Google Ad Grants. We will use free online marketing opportunities to raise awareness of our charity and drive donations, as well as any other relevant uses we identify as we progress. The Stirling Observer will also be used to this effect for our offline audiences.