



**Ventnor**  
Town Council

Created date – January 2026

# Support-in-Kind Policy

Review date – January 2028



## 1. Purpose

To outline the principles and procedures for providing non-financial support ("support in kind") to community groups, charities, voluntary organisations and event organisers operating within Ventnor.

To provide a systematic and equitable process for allocating in-kind and other forms of assistance and support to community-based organisations and event organisers that make positive contributions to the quality of life in Ventnor.

The process for awarding support should be open, accountable and transparent. Assistance should be provided in an equitable manner. That is, it should not benefit one group of the community and exclude another like group. The arrangements for providing assistance should be made on a whole of area basis, so that any community in the Council region is not disadvantaged.

Assistance should be provided to achieve an identified benefit to the community generally, and Council should ensure that the outcomes are achieved.

## 2. Scope

This policy applies to all requests for support in kind (non-monetary assistance), including use of council facilities, Ventnor Town Council's staff and member time, equipment, promotional assistance, and other non-monetary resources.

This policy outlines a structure for allocation assistance to community organisations and event organisers in a manner which is open, transparent, legal and equitable.

## 3. General Principles

In providing in-kind support to community organisations and event organisers the Council will use the following process:

At budget time Council may elect an equivalent amount of the Council's resources which is to be made available for support-in-kind to community organisations and event organisers. This may be represented in a pounds-and-pence figure, number of hours of staff or member time, or other definition. The Council may impose a limit of the value of "in-kind" assistance available to each individual organisation in cases of multiple applications. This value may vary for different types of organisations or may be fixed for all organisations regardless of type.

As part of the Budget deliberations, Council must consider the outcomes it is hoping to achieve from its Strategic Plan and align them with the decision on the amount available for "in-kind" support.



## 4. Definition of Support in Kind

Support in kind may include:

- Free or discounted use of council-owned venues or meeting rooms.
- Temporary allocation of staff or member time or volunteer coordination.
- Use of council equipment (e.g. gazebos, PA systems).
- Help with printing, distribution, or promotion of community events.
- Advice or expertise from council officers or councillors.

## 5. Eligibility Criteria

Organisations must:

- Be non-profit, community-focused, and based in or serving Ventnor.
- Achieve an objective which will benefit Ventnor and its residents
- Demonstrate alignment with the Town Council's strategic priorities
- Promote Ventnor in a positive way
- Enhance the quality of life of Ventnor residents
- Submit a written request at least 6 weeks before the support is needed

The Council will NOT give support to:

- Private individuals
- Commercial organisations
- Purposes for which there is a statutory duty upon another local authority or central government departments to fund or provide
- "Upward funders" i.e. local groups where fund-raising is sent to a central HQ for redistribution
- Political organisations – unless the application clearly demonstrates benefit to the wider community irrespective of political affiliation
- Religious organisations unless for a purpose which does not discriminate on grounds of belief

This list is not exclusive and may be added to at the Town Council's discretion. Ongoing commitments to award support in kind in future years will not be made. A fresh application will be required each year/for each event. This will be at the discretion of the Council.



## 6. Application and Approval Process

Ventnor Town Council will advertise for community organisations to apply for in-kind support. The advertising must inform the community of any conditions for which the in-kind support is available. Applicants for assistance must be advised that whilst their application will be considered on its merits, the level of assistance is limited by Ventnor Town Council's Budget decision, and no applicant can be guaranteed to receive any "in-kind" support, nor of receiving the full amount of "in-kind" support requested.

The criteria that Council will use to evaluate applications for assistance must include:

- The purpose of the assistance must benefit the community
- Assistance must not exceed any limit set by Council
- Whether the project duplicates an existing service or facility in the region or if the need for duplication is sufficiently demonstrated.
- The amount of financial assistance Council has provided to the organisation in previous years
- The real or in-kind value of the organisation's contribution
- The consequences of not providing the assistance.

Requests must be submitted to the Town Clerk and include the following:

- Completed support-in-kind application form
- Copies of their last year end accounts

The organisation should have a separate bank account controlled by more than one signatory.

The Policy & Resources Committee will review applications.

Each application will be assessed on its own merits. However, to ensure as fair a distribution as possible of available support, the Town Council will take into account the amount and frequency of any previous awards, and the geographical spread within the Town.

Due account may also be taken of the extent to which funding has been sought or secured from other sources or fund-raising activities.

The Town Council may make the award of any support subject to such additional conditions and requirements as it considers appropriate.

The Town Council reserves the right to refuse any support application which it considers to be inappropriate, or against the objectives of the Council or national organisations.

Once the support in kind budget is exhausted, the Town Council will only consider emergency requests for assistance, and generally only from organisations with whom it has close links.

All applicants will be informed in writing of the Town Council's decision.



Donated facilities and equipment should be costed at the normal cost they would charge to others for these resources.

## 7. Conditions of Support

- Support is on a one-off or time-limited basis.
- Organisations receiving support are required to advise their users/members that the support has been received from Ventnor Town Council.
- Organisation must acknowledge Ventnor Town Council's support in publicity materials, including but not limited to posters, social media posts, letters and leaflets.
- A report will be requested to evaluate impact.

## 8. Monitoring and Review

- The Policy & Resources Committee will review this policy annually.
- A register of all support in kind provided will be maintained by the Council's Officers.

## 9. Additional Criteria for Event Support

Ventnor Town Council may offer support in kind for events that meet the following criteria:

- **Community Benefit:** The event must demonstrate clear benefits to the local community, such as promoting wellbeing, heritage, inclusion, or environmental awareness.
- **Local Relevance:** Events should be held within Ventnor or directly serve its residents.
- **Accessibility:** Events must be open to the public and inclusive, with consideration for accessibility needs.
- **Partnership Potential:** Preference may be given to events that involve collaboration with other local organisations or groups.
- **Sustainability:** Organisers should show efforts to minimise environmental impact (e.g. waste reduction, use of reusable materials).
- **Safety and Compliance:** Organisers must provide evidence of appropriate insurance, risk assessments, and any necessary licenses or permissions.

## 10. Reporting

Each year, the Council will include a summary of in-kind support provided to community organisations and event organisers at the Annual Town Meeting.