



New Staff Member Report for Full Council Meeting

Report to July Council 2025

Background

An Admin and Community Officer (ACO) was recruited to start on the 11th of June 2025. The purpose of this role is to raise the profile of the Council within Haslemere by connecting with local organisations and growing the Council's social media presence. Additionally, the role regarding local organisations will be to seek out how we, as the Council, can support local organisations. Specifically, about grant funding support and seeking external financial resources.

Plan

Local organisations and grant-funding work:

- The ACO will set up initial meetings with local organisations, with support from the Town Clerk. This will be done in tranches. See Appendix for the list of organisations in the first tranche. Further organisations can be added at a later date. Please email admin@haslemeretc.org to submit your suggestions.
- The meetings will address:
 - The organisation's needs
 - Current and future plans
 - Willingness to promote our social media
 - Interest in a bi-annual local organisation meeting
- Based on the needs of the organisation after the initial meeting, we set up a second meeting with Ian Ross from VASWS (Voluntary Action Southwest Surrey). The ACO has already contacted Ian Ross who is on board with the plan.

Social Media:

- Platform growth of Facebook and Instagram Council accounts.
- eNewsletter.
- Increase the number of people in the volunteers and circulation list.

Events:

- Event assistance
 - For example, Car boot, Food Festival, Christmas Market, etc.
 - Use of Council banner and flyers at these events.

Local organisation work and grant funding - How would this work?

Author: Amelia King

Date: 27th June 2025



- ACO will work with Ian Ross who specializes in using databases to find relevant businesses to apply for grant funding for each organisation.
- Ian can also aid organisations when it comes to writing applications.

Benefits

- Support the community and wider town in resourcing funds elsewhere from the Council.
- Enhance a stronger and positive relationship with local organisations.
- Cost effective solution. Ian Ross has access to the grant funding database; My Funding Central, therefore Council do not have to pay for this service. Ian is also employed by VASWS for this purpose.

Disadvantages

- Reliant on Ian Ross and VASWS's support.

Social media - How would this work?

- Local organisations will be asked at an initial meeting if they are willing to promote our platforms on theirs. This should result in beneficial relationships on both sides and grow our online presence.
- Work with local platforms such as This Is Haslemere.
- In contact with Farnham council and MailChimp about advice on the best way to proceed to start an eNewsletter and update our mailing list.
 - Growing of social media platforms will also aid growing our mailing list.
 - eNewsletter will go out quarterly.

Benefits:

- Promotes the Council's online presence at no cost.
- Engage the local community in the work of the Council.
- eNewsletter will mean no loss of funding or paper waste.
- MailChimp charges based on the number of subscribers on the mailing list, therefore a cost-effective option.

Disadvantages:

- Reliant on the actions of local organisations, efficiency and willingness.
- Dependency on social media platform growth to grow mailing list.

Events – How would this work?

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- Shadow the running of the July car boot to take over in August. Utilise the Council banner and leaflets to increase public awareness of the Council and grow online platforms.
- Assist with planning and execution of other town and civic events.

Benefits

- Learn valuable skills regarding event management from the team to assist in further event management.

Disadvantages

- None

Recommendation:

- That the ACO continues with this project as set out above and reports back to September 2025 Full Council meeting.

Appendix:

| First Tranche |
|---|
| 3 Counties Money Advice |
| Crossways Counselling |
| Haslemere Chamber of Trade |
| Haslemere Foodbank |
| Haslemere Hall |
| Haslemere Hospital transformation group |
| Haslemere Museum |
| Haslemere Vision Biodiversity Group |
| Haslemere Youth Hub |
| Haslewey |
| Love Haslemere, Hate Waste |
| The Hunter Centre |
| This is Haslemere |