

Fundraising for Local Scouting



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1. Introduction

Successful Scouting requires sufficient funds - to run camps, purchase equipment, provide badges and so on. However there are times when leaders find themselves running a fundraising programme, rather than an activity led programme purely to survive.

Indeed the Association's own *Policy, Organisation and Rules* (POR) document stipulates that Groups are expected to generate their own funds to carry out their activities. Once this becomes a burden though the essence of Scouting is lost and all involved can become extremely despondent.

Before you undertake any Fundraising Activity it is important that you refer to the Association's *Policy, Organisation and Rules*. All those engaged in fundraising must ensure they inform others of their plans. For your fundraising activities to be successful it is important you do not work in isolation. Failure to work with other groups, your district or county may result in a very poor response and confused messages to your donors.

The relevant PORs for

Groups	Rule 3.55 to Rule 3.61
Districts	Rule 4.67 to Rule 4.73
Counties	Rule 5.55 to Rule 5.61

Fundraising is not easy. However there are some simple plans that can be put into place that will ensure effort is focussed and targets are achieved.

This factsheet aims to provide practical support, along with useful tips that may help you in your fundraising.

If you have any comments about this pack, including suggestions on how it can be improved please email your suggestions to the Fundraising Team at fundraising@scout.org.uk

2. Gift Aid

As stated in POR Rule 3.54 g, Groups/Districts/Counties should be encouraged to use the Gift Aid scheme for their membership subscription payments.

In the past we have found that many Groups/Districts/Counties will spend a great deal of time on a grant application with no guarantee of a return. Gift Aid does not take anywhere near the amount of time to administer as a standard grant application and income is guaranteed, yet not everyone is doing it.

It is true that in some areas of the country Gift Aid is not a viable option due to the income levels of the family, however it should still be reviewed on a regular basis.

2.1 What is it?

Gift Aid is a simple government initiative, which allows you to increase the value of your donations at no extra cost to you. For every pound given you can get an extra 25 pence from HM Revenue and Customs helping your donations go further.

In addition, HMRC will automatically pay your group/district a further three pence for every pound donated. This 'transitional relief' - to adjust to the fall in basic rate tax (from 22 per cent to 20 per cent) - is available on Gift Aid donations made from 6 April 2008 until 5 April 2011. This means that for every £1 donated, your charity or CASC can receive 28 pence, so the total value of the donation is £1.28.

So what does this mean in real terms? If a Group had 50 members paying £60 per year it would give them a total income of £3,000 per year. Assuming all of the parents/guardians are tax payers then the potential Gift Aid is around £840 PER YEAR.

If you have not claimed Gift Aid before you are entitled to claim back the previous **six years** contributions. Using the Group example above this could give you a one off payment of £5,040.

Wow, and that's guaranteed! Who wouldn't apply for that?

Please note:

Until 31 March 2010 claims by Groups/Districts must be made no later than six years after the end of the accounting period to which the claim relates.

After 31 March 2010 claims by Groups/Districts must be made no later than four years after the end of the accounting period to which the claim relates.

For full details on this scheme and how to register please go to the HRMC website

http://www.hmrc.gov.uk/charities/gift_aid/basics.htm

3. Starting a fundraising campaign

3.1 What do you need money for?

Before you start anything you need to think very carefully about

- What you want to do,
- Why you want to do it,
- What you need the money for, and
- What the benefits will be

It is far easier to raise money for something specific than to appeal for administrative costs or general funds. Donors prefer to feel that their money is going to fund something they are genuinely interested in, whether it is saving local woodland or buying play equipment for disabled children to use.

Thinking of what you do in project terms and designing projects that will attract support is the basis of successful fundraising. This simply means focusing each time on a particular activity or piece of work rather than on your organisation as a whole. A fundable project should be:

- Specific, an identifiable item of expenditure or aspect of your work;
- Important, both to your group/district/county and to the need it is meeting – long-term impact is an added bonus;

- Realistic and achievable, giving the funder confidence that you will be able to deliver the intended targets and outcomes;
- Good value, so that it stands out in a competitive funding environment;
- Topical, looking at current issues and concerns;
- Relevant to the donor, meeting their known interests and priorities;
- A manageable size, so that it won't overload the organisation;

Please see **Annex A** for a worksheet that will help you in your planning.

3.2 How much is it going to cost?

To cost a project properly, you need to include all the direct and indirect costs that can reasonably be attributed to the running of the project: an appropriate percentage of management salaries, the cost of occupying the building, using the phone, doing the photocopying and so on. Some funders say that they will not fund these core costs, but you will have to get them paid for somehow. If you are going to be responsible for raising funds, you need to have agreed with your committee and relevant commissioners how you are going to present your work as fundable projects.

Please See **Annex B** for a Budget Worksheet.

3.3 Making your case

Most donors, whether they are big trusts, major companies or individual members of the public, receive thousands of requests each year. How are you going to construct your case so that it stands out from the crowd? Before you start to fundraise, you need to ask yourself:

- Why would anyone want to support our work?
- What are the specific reasons why different types of donor (individuals, trusts, companies, government) would want to support our work?
- What is so important about what we are planning to do?

Try out your answers to these key questions on a couple of friends who know nothing about your area of work. Are they convinced? Now you are ready to fill in the detail of your case with answers to the following questions.

- **Who are you?** In other words, are you reliable and respectable, with a strong track record of good work successfully completed?
- **What is the need that you intend to meet?** This should not simply be an emotive

statement, but should include factual evidence about, for example, whether the situation is local or national; how many people it affects; why is it urgent.

- **What is the solution that you offer?** This is where you can describe what you intend to do, the results you expect to obtain and how these will be measured. You may want to use examples of how similar projects have worked.
- **What do you hope to achieve and how many people will it benefit?** What will be the end result, how long will it take, how many different types of people will it impact on. It's important in this area to think outside of the norm. i.e., training grants for adults, benefits are for adults and young people, for next 10 years, number of young people trained 10 x number in group now.
- **Why should you do it?** This is where you establish your credibility. What other work have you done? Have you had good publicity for this? Do you involve volunteers and/or beneficiaries in your work? Do you have a track record in attracting funding?
- **How much do you need?** You need to have a clear idea of the total, who you intend to approach for the money, and how the total could be broken down for donors who want to contribute but could not possibly fund the whole thing.
- **What future do you have?** If you can show that you have thought ahead and attempted to achieve long-term stability, funders will be more inclined to support you.

Once you have answers to these key questions, you will be able to use them in your fundraising, when you write an application to trust or company, or when you speak to potential donors.

Go to **Annex C** for a worksheet to record your case statements.

3.4 Wouldn't it be easier to employ a fundraiser?

Not every voluntary organisation needs a paid fundraiser. Grant-funded bodies may leave the fundraising to the senior worker or to committee members. Smaller organisations might use volunteers. However, organisational growth or particular funding needs may make a paid fundraiser the best option.

A key issue is whether you can afford to employ a fundraiser, and what effect it will have on your administrative costs. Not many organisations are lucky enough to obtain sponsorship for their

fundraiser, so you will have to meet their costs from the extra income you are able to generate.

On the other hand, can you afford not to? Without a fundraiser, you may not have the capacity to raise the resources you need – as nobody else is prepared to do the work or give fundraising sufficient priority. As a rough guide, to employ a junior fundraiser full-time will cost at least £30,000 including overheads. To justify this, you will need to generate around £125,000 a year in extra revenue – although it may take some time to achieve results on this scale.

Initially it may seem that all the fundraiser is doing is raising the costs of their own salary. However, you need to take a long-term view. It takes several years to develop the full potential of the fundraising effort put in. Any fundraising appointment should be seen as part of the organisation's longer-term strategy.

4. Your fundraising plan

Now you know what you want to do, why you want to do it, and how much it's going to cost, you now need to look at how you are going to raise that money.

The rest of this factsheet will give you some ideas on ways in which to raise funds.

At **Annex D** there is worksheet to help you plan your activities.

4.1 Internal funding within the Movement

Now you know what you want to raise money for and have your agreed case statement you can make a start on looking for funds.

Before you start looking outside Scouting, ask the following for assistance first:

- Your Group Treasurer
- Your District Committee
- Your County Committee
- The Grants Team at Head Office

Very often there are funds available but you have to ask to get them. Remember, donors always like to see that effort has been made to find the money internally. Any amount found will show donors how serious you are about your project. Go on ask, you might be surprised with the answer. For further details of grants and loans available from Head Office please call: 020 8433 7100

4.2 Involve the local community

Once you have exhausted all internal routes, it's time to look outside Scouting. There are basically four approaches to take:

1. You can ask individuals to support you.
2. You can ask local businesses to assist with funds or materials/equipment (gift in kind)
3. You can organise some sort of fundraising event.
4. You can approach grant making bodies.

In a recent survey most parents said they wished schools would just ask for the money, rather than put on another jumble, or cake sale.

4.3 Asking individuals

Existing Supporters – Do you have any?

It is far easier to build on a base of existing supporters than to start from scratch. An existing donor is ten times more likely to support you again than someone who has never given.

Write a list of all the people you know. What do they do? Where do they work? Are they currently supporting you? Have you ever asked them? What sort of records do you keep? Does anyone know if they have supported in the past?

Supporters get supporters

You could ask existing supporters to help by recruiting a friend, a colleague or a family member.

5. Support from local businesses

5.1 Who are they?

Raising support and income from local business is often a new and untried task for voluntary organisations or community groups. However, many small groups do have good relationships with individual local business. You will be aware of the employers of those involved in your voluntary organisation or community group. The personal contact you have with them will make these the easiest to approach. You will know the businesses in your area. Note phone numbers and phone them to find out who it is you will want to meet with.

Also think about:

- Rotary, Lions, Round Table and similar groups
- Women's groups – Townswomen's Guild, Housewife's Register, WI
- Trades Unions and Trades Clubs
- Student Union

- Religious bodies
- Works' Social Clubs
- Pubs and clubs

5.2 Who can apply?

Many local businesses like to help the community where they operate. Businesses often help according to the personal inclination of managers and owners. Anyone can ask. There are no rules.

5.3 What do they fund?

Most local businesses have no formal policy and will help according to the merit of the cause and the personal relationship with those asking for help. They may be able to be flexible in their giving and be very generous.

5.4 How do you apply?

Make a personal approach. In order of preference:

- Make an appointment to see someone in person.
- Have a telephone conversation.
- Write a personalised letter.
- Send a general email.

5.5 How much?

Local businesses will vary considering in the amount they can afford to give. They may be more inclined to help in non monetary ways. They might give goods and services. They might encourage staff to help, using professional skills. They might allow you to use their equipment e.g. use of minibus or van, photocopier, or premises for an event.

Be appropriate in what you ask for. Asking for too much shows a lack of understanding of their business. Asking for too little means you have to ask more businesses.

5.6 Further information

To find out what businesses operate in your area you can refer to Thompsons and Yellow Pages. Better still is to find out who are members of the local philanthropic organisations such as the Rotary Club or Lions.

See websites: www.rotaryclubs.co.uk and www.lions.org.uk. Your chamber of Commerce will publish a directory of members with contact details and should be able to give you advise. See Website: www.chamberonline.co.uk. Use these websites to find local branches.

6. Support from high street stores

Stores often support community projects through giving cash, services or goods, allowing

collections in store, encouraging staff support. If you cannot find information, ask at your local store. The manager is often the best first contact.

6.1 Who can apply?

This varies. Some stores have organised and structured application procedures however most are less formal. Most like to fund things of local interest. If in doubt ask at your local store. Some support chosen national charities. Information on their policy is usually found on websites under corporate/company information or community pages.

6.2 What do they fund?

Many stores don't have published donation policies. Mostly they cover a wide range of good causes, or attempt to deal with each appeal on its own merits. There may be informal ways they can help or they may hold small pots of money to support the community that they hold that are not widely advertised.

6.3 How do you apply?

Personal contact can help. Find out about the store and what they offer either through looking at their website or by phone. Applications are usually made in writing. Use a personal letter. Find out who you need to write to by name.

6.4 How much?

Stores vary considerably in the amount they will give. Some provide core funding of hundreds of thousands of pounds to national high profile charities and so avoid helping locally. Others only give small donations to projects in the communities where they have a presence. It is useful to know their giving patterns so you can avoid asking for an inappropriate amount. If it is not clear, ask.

6.5 Why do stores give to voluntary and community organisations?

Giving is just part of what they now term 'Corporate Responsibility'. This also covers their impact on the environment and on the communities where they operate, their terms and conditions for suppliers and the working conditions for their workers.

Many stores are becoming pro-active in their support for good causes - setting their priorities well in advance and pro-actively choosing the causes they will support, rather than simply responding to requests.

6.6 How do stores give?

As you see stores do not just give money, they give support in a variety of other ways. They also support their employees and their community interests.

Apart from organised funding, shops and stores may offer help such as:

- Donations
- Regular giving from staff salary
- Gifts in kind - Do-it-Yourself stores may give materials for repairing a community centre.
- Support for volunteers - community clean up events, painting the village hall
- Staff involvement - paid time for staff to give to voluntary work/projects
- Sponsorship of local events
- Providing premises for collections
- Giving surplus stock

6.7 Why stores may not give?

Corporate image is very important. Shops and stores do not like to court controversy. They like to be associated with causes that are simple to understand and universally popular. Sport for children is more likely to be supported than drug rehabilitation. They will probably avoid giving to animal rights organisations or for political ends. It is worth considering where you fit in the popularity stakes before you start. Unpopular causes may be better placed when applying to trusts and foundations.

7. Fundraising events

Potential supporters may be attracted to an event where they have the opportunity to visit an exclusive venue, hear a well-known speaker or participate in an entertaining evening. Once there they might well be receptive to hearing more about the cause that the event is to benefit.

Once a donor has been recruited the aim is to keep them involved so that they continue to give and, hopefully, develop their relationship with your organisation in other ways.

A successful and repeatable fundraising event can be extremely valuable for you. It brings all kinds of direct and indirect benefits. However, for every successful event that attracts new supporters, another could fall flat, get rained off or have the sponsor pull out at the last moment. You must always evaluate the fundraising potential against the risk of losing money. A well run event can make money, take your message out to a wider public, involve existing supporters and bring

in new supporters. But many absorb a great deal of energy for very small returns.

7.1 Objectives of an event

If you decide to hold a fundraising event you must be very clear what you want it to achieve. Is it mainly to raise money or to interest new people in your organisation? Set a clear primary objective for the event. This will help define it and create measurable targets for what you want to get out of it.

Events can be of any size and complexity. The main idea is to offer an enjoyable experience in return for the participants' money. Both elements are important. It is not just about generating as much money as possible; if people enjoy themselves they will be happy to participate on another occasion.

7.2 Fundraising events and ideas:

There are lots of ways of raising money in your local community to support your project. Here are some tried and tested ways of raising money.

Tick all of those ideas you think might be worth considering furthering, or add some of your own.

A	
	Art for sale
	Abseiling down the side of tall buildings
	Auction of dreams
B	
	Barbeques
	Bingo
	Barn dance
	Bring & buy
C	
	Carwashing
	Carol singing
	Christmas post
	Concert
D	
	Dress down Friday
	Discos
E	
	Elvis look-a-like competition
F	
	Fireworks party
	Fete
	Fancy dress competition

G	
	Go green day
	Graffiti clean up
H	
	House to house collections
	Halloween party
I	
	Indoor market
	Idea competitions
J	
	Jumble sale
K	
	Karaoke evenings
L	
	Lucky dips
	Living statues
M	
	Marathons and half marathons
	Mile of pennies
N	
	Newspaper recycling
O	
	Open days
P	
	Parachute jumps
	Picnic in the park
	Pennies in a jar
Q	
	Quiz night
R	
	Raffles
	Recipe book
S	
	Sponsored walks
	Supermarket bag packing
T	
	Tombolas
	Treasure hunt
U	
	Umbrella design competition

V	
	Visits and trips
W	
	Washing windscreens
X	
	Xmas cards
Y	
	Year planners and calendars
	Yo-yo competition
Z	
	Zany dress day

If you have a great fundraising idea which isn't on here why don't you email the Fundraising Team at fundraising@scout.org.uk we can add your idea to this list to help make fundraising for Scouting even more successful.

8. Collecting donations the easy way

8.1 On-line giving

You may wish to ask your supporters to sign up using an on-line resource. This is a quick and easy way to collect your donations, along with the added advantage of being able to use others networks to send your request farther and wider than ever before.

Before you start thinking about setting up your own web pages though remember that the Fundraising Team at Head Office support dedicated Scout fundraising pages.

Setting up a page for any fundraising event that Scouts or their supporters wish to take part in is a simple process. Log on to www.justgiving.com/scouts/raisemoney/ Click on create page and follow the prompts. Your justgiving page will be in a designated area for Scouts, with the advantage that TSA pays the administration fees on your behalf – you will receive 100% of the monies raised and the Gift Aid (where applicable).

After you have completed your fundraising event, contact the fundraising team at fundraising@scout.org.uk

A cheque will be raised and made payable to the relevant charity/Scout Group that you raised the funds for and then mailed to the person of your choice.

Please note that it can take up to 6 weeks from the date that a donation is made on your justgiving page for the Gift Aid element to be transferred to TSA's bank account.

9. Local trusts and foundations

Trusts and Foundations work is potentially highly profitable. However, if your research is off-the-mark it can be very time-consuming and completely pointless. Many are tempted to approach large national organisations, but a campsite is more likely to receive money from a local trust and foundation i.e. one that specialises in the immediate geographical area.

9.1 Understanding how trusts work

There are various key factors that influence how each trust operates, and you need to develop an understanding of these in order to increase your chances of success.

9.2 Where trusts get their money from

Most trusts are established with a capital sum provided by a founder during his or her lifetime or in their will. This could be cash, shares in a company or even land. The founder could be a successful business person – such as Paul Hamlyn or David Sainsbury, who have both set up major foundations – but there are also many trusts set up by individuals with much more modest sums.

Some trusts are set up with donations from the public. The various Royal Jubilee Trusts are examples, as are the Winston Churchill Memorial Trust and the Diana, Princess of Wales Memorial Fund, both of which were set up in memory of famous individuals.

Some trusts have no permanent funds, but rely on continuing fundraising to provide them with money for distribution. The largest of these are the BBC's Children in Need and Comic Relief, both of which raise money through major television appeals.

Some trusts are set up by companies as a vehicle for their charitable giving. Depending on the way this is done, some are truly independent, whilst others are obliged to follow company policy in their grantmaking.

How a trust is founded can have a significant impact on its grantmaking. Although the trust's declared area of interest may simply be recorded as 'General charitable purposes, the founder's wishes, sometimes set out in a letter attached to the founding trust deed, will guide trustees in their grantmaking. The founder and his or her family

may often play a leading role in the affairs of the trust as trustees, supporting concerns and projects which particularly interest them. This is perfectly legitimate; trusts are in one sense 'private bodies' set up for 'public benefit'. They are not, however, private in the sense of being permitted to keep information about their assets and grantgiving to themselves. Like other charities, all charitable trusts in England and Wales must be registered with the Charity Commission and file their annual accounts according to the requirements of the Statement of Recommended Practice (SORP). Over time, the founder's influence can diminish as outside trustees are appointed, which has happened with the Joseph Rowntree and Nuffield Foundations.

9.3 The trust's object and policies

The trust deed, governing or founding document, sets out the objects or purposes of the trust, defining what can and cannot be supported. Objects can be very broad, defined only as general charitable or educational purposes, or quite specific; one of the objects of the Childwick Trust, for example is to support charities for people who work or have worked in the mining industry in South Africa; and the Great Britain Sasakawa Foundation exists to support links between Great Britain and Japan.

The trustees can also decide on a policy and priorities for their grantmaking (so long as this falls within the objects of the trust). So a trust set up for the advancement of education might decide to give all its money for literacy and numeracy, or as bursaries to young people aged 16 to 18 in order to encourage them to stay on at school, or to primary schools to buy computers. You need to check to see whether your application falls within the trust's current grant policy and priorities. It is also worth looking at what grants it has given in the recent past, since this may help you to identify the trustee's preferences – although these can change from year to year; and just because a trust gave to a particular type of project one year, it may not intend supporting similar schemes the next year. It is also possible to misinterpret why a particular grant was given; funding for a church choir may have been because the trust supports music, or it may simply support church-related activities, in which case there is little point in applying for money for a school music project. Not all areas of charitable work are equally supported; trusts determine their own priorities for giving, which may not relate to current needs or issues in society.

9.4 The beneficial area

Many trusts are restricted in where they can give support. Some can give throughout the UK, or even throughout the world. Many can only give locally.

9.5 Finding trusts and foundations

There are numerous sources of information with details of trusts and foundations. Locally the best source of information will be your local community foundation.

9.6 Community foundations

Community foundations work in a specific geographical area to provide grants for local charitable activity. They have been active in the UK since the 1980s, although the idea originated in America in 1914. Community Foundations operate in two main ways:

- By building an endowment of capital given to them by companies, trusts and individuals in their area, and from legacies. The income from this is then used to make grants.
- They work with other donors to help them distribute their money more effectively. Donors can direct their funds to a favoured cause or within a specified geographical area. Themed funds can address a particular issue, such as crime prevention, and projects can be supported with donations from several sources.

Community foundations are being promoted, supported and trained by the Community Foundation Network. This is how they describe their role:

'Community Foundation Network (CFN) aims to promote the concept of community foundations in the UK, stimulate and support their growth and best practice, and give support to individual community foundations and their networking with others.

CFN's objective is to ensure a network of thriving community foundations throughout the UK, each one able to strengthen their local community through strategic grantmaking and excellent service provision to donors.

Community trusts are growing in importance, and at an impressive rate. In 1999 – 2000 there were 29 fully operational community foundations. In 2007 CFN claims a membership of approximately 60, which for the year 2005-06 gave out grants totalling £70million. They can be key funders of local work, and may also give advice on raising

money to obtain further funding; a national trust is likely to react more positively to your application if you can demonstrate that you have already successfully raised money locally.

Details of your local community foundation can be found at:

www.communityfoundations.org.uk

Directory of Social Change books can be found in your local library and are a great source of localised funding.

<http://www.dsc.org.uk/Home>

They also have a great website, but beware before you start spending money on subscriptions. Ask yourself 'Who else has access to this? Can they run a search for me? If you desperately want to keep control of it yourself ask yourself how often you are going to use it. Is it cost effective to spend £250.00 on a subscription for a small one off fundraising campaign?

The NCVO has recently launched a free access database site of over 4,000 sources of funding. This is available at <http://www.fundingcentral.org.uk/default.aspx>

Websites such as:

Guidestar:
<http://www.guidestar.org.uk/> and the

Charity Commission:
<http://www.charity-commission.gov.uk/>
can also be a great source of information.

Please note: As with all Trusts and Foundations fundraising remember your major competitor when writing and asking for support are other Scout Groups/Districts and Counties. Before you make any approaches make sure you have followed P.O.R. If you have the County should have a database of approaches and outcomes which will assist with your targeted applications.

Good Luck !!!!!

What Do We Need Money For?

Annex A

What Do We Want To Do?	Do We Have Plans?
	What Resources Do We Have?
Why Do We Want To Do It?	What Do We Need to Do To Get it?
	Who Will Be involved in Getting it?
What Will The Benefits Be To Our Young People?	When it needs to be done by?
	How Will We Know When We Have Achieved Our Goal?

Budget Worksheet

Annex B

Item No:	What Do We Need?	How Much will it Cost?	Can We get it donated?	Where From	What is the Priority Level? Low/Med/High
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
	Total				
	Contingency				
	Total including contingency				

Contingency: It is often a good idea to add something to cover unexpected items. You can't always be sure that you have included everything in your budget or that costs will work out precisely as calculated. So if you include a little bit extra (perhaps 10%), then this should cover all these unexpected items of expenditure.

Our Case Statement

It is important to work in a team on your case statement so that everyone who is leading on your fundraising is clear about your message.

Once your case statement is agreed share with everyone who is helping you to fundraise. This ensures that any donor asking anyone who is fundraising for your project knows why and the donor will receive the same reinforced message.

Question	Answer	
Who are We?		
What is our problem or need?		
How are we going to solve it?		
What do we want to achieve and how many people will benefit?	No: Young people	No: Adults
Why should Scouting be doing this?		
How much do we need? How much are we asking for from particular donors?		
Can our donors trust us to deliver? How viable are we?		

Annex D

Our Fundraising Plan

Five things to Remember

1. If you don't ask, you won't get.
2. Fundraising takes time and effort.
3. Think of those fundraising ideas which are easy for you to do.
4. Don't give up.
5. Concentrate your efforts and make sure that whatever you do is done well.

				Target £
Fundraising Activity	Who is Responsible for it?	When it will be done by	How much will it raise	Total Raised From Each Activity
			Total Hoped to Raise	Actual Raised
			£	£