

# Congresbury New Village Hall - Business Plan summary

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**Congresbury Village Hall Limited registered no. 7759**

## 1 Executive summary

Whilst the village has a variety of community buildings, the actual facilities available limit the number and range of activities that take place. Many are old, expensive to maintain and spend a lot of time not being used, especially outside of school term times.

The project, which is a partnership of the community and sports clubs, was set up to build a new multi-use village hall / community centre offering a broader range of recreational, leisure and sports activities, services and community events open to all age groups providing significant benefits to improve the wellbeing of the community.

The new building will be sited on the George V playing fields in Stonewell Drive Congresbury, where the current tennis pavilion is situated. The Recreational club building will be demolished to provide a car park.

The project team achieved a significant milestone by being the first community group (that was not Parish or Town Council led) in the UK to obtain a Community Right to Build order. The village showed its support in a referendum with 772 (70%) of the votes cast in favour of the proposal for a new multi-use village hall / community centre, with a turnout of 38%.

A Development committee of key stakeholders (The Parish Council, sports clubs [cricket, football, tennis], and members of the community), are managing the build project. The project is being supported by Architects Stride Treglown and the West of England Rural Network plus various local businesses.

Local MP John Penrose is our patron.

## 2 Organisation summary

### 2.1 Aim

To provide a new multi-use energy efficient community facility that will offer a range of recreational, leisure and sports activities, services and community events to all age groups which will meet the current and future needs of the village.

## 2.2 Project objectives

- Working with Architects Stride Treglown and key stakeholders agree a design plan pack to:
  - Enable the conditions set out in the Community Right to Build order to be discharged by North Somerset Council.
  - Enable contractors to provide indicative costings.
- Set up and register a new Charitable Community Benefit Society (CCBS) with the existing Development Trust charity being dissolved and its assets transferred into the CCBS.
- Agree a lease between Fields in trust, George V trustees and the CCBS.
- Raise an optimum £400,000 (minimum £250,000) through a Community Share offer.
- Work with the Parish Council and other community building stakeholders to agree a strategy for community buildings as part of the Neighbourhood plan.
- To complete a fundraising programme to cover the projected build, fitting out costs and contingency to cover initial 3 months expenditure.
- Tender and engage contractors to construct the new building by end of 2019.
- Identify all the management, operational and staffing requirements for the successful operation of the new building and produce the relevant policies and operational guides.
- Produce an action plan to ensure the new management and staff are fully prepared for the agreed opening date.
- New building to be open by end of 2019.
- The building to generate sufficient surplus income within 5 years, to cover future maintenance, repair and rebuilding costs and build a reserve to cover initial withdrawal repayments of community shares,.

## 2.3 Charity / Charitable Community Benefit Society

Congresbury New Village Hall Development Trust is a Charitable Incorporated organisation registered with the Charity Commission (no. 1160271). It was set up by a group of villagers to manage the new building project and, once built, run it on behalf of the George V trustees, who manage the George V playing fields. However, as charities cannot issue community shares a new Charitable Community Benefit Society has been set up – see section 10.

## 2.4 Development committee

The Trust has 4 trustees and 9 Associate members. The Development Committee is made up of the members, key stakeholders, user groups and members of the community.

## 2.5 Previous projects

The Development Committee has a wide range of relevant experience including project managers and volunteers who have / are involved in community building projects and / or the running of community buildings.

# 3 Project background

## 3.1 How the project has developed to date

A Feasibility study was completed in early 2014, and various meetings and consultation sessions took place to discuss early plan ideas. This was followed by survey of the village in 2014. The results from the survey and sessions confirmed sufficient support for a new building.

Grant funding was obtained to progress a planning application, eventually using the Community Right to Build (CRtB) order process. The project team worked with Stride Treglown and North Somerset Council to progress the order through public consultations, an Independent examination and a village referendum which resulted in 772 (70% on a turnout of 38%) of the votes cast in favour of the proposal for a new multi-use village hall / community centre.

In February 2017 in view of continuing reports of rising construction costs the plans were revised and following public consultation a single story building has been signed off.

## 4 Strategic context

### 4.1 Research and Consultation

Significant research and consultation has been undertaken by the Parish Council and the project team. The project reviewed the extensive research undertaken by the Parish council in 2006 to 2008. Following the 2006 Parish plan survey the Parish Council produced the 2007 community report ([available on the Parish Council website](#) ). In 2008 the Parish Council's Building Project Group assessed the suitability of various village sites against a variety of criteria. The George V playing Fields came out on top. The Development Committee felt the 2007 report statements and vision are still valid today and there was an opportunity to develop a multi-purpose building to meet the village needs.

### 4.2 2104 Village Survey

To identify the support for a new village hall / community centre the project produced a survey in 2014. The results for the question – 'What facilities / activities would you use in the new hall' were;

Response	Percentage	No. of responses
Community bar / lounge	73%	281
Community café / coffee shop	70%	268
Main hall for toddler group, dancing, lunch clubs, concerts, event exhibitions, private parties, weddings etc.	66%	255
Keep fit / aerobics / circuit training	46%	179
Sports bar / lounge	42%	162
Meeting rooms	42%	160
Skittle alley	39%	152
Changing rooms	37%	142
Badminton	32%	125
Cybercafé / IT training	31%	119

**Other responses:** Adult classes e.g. flower arranging and woodworking, Art & crafts, Bingo, Cinema / theatre, Conferences / lecture facilities, Crib, Dance classes, Drama, Indoor cricket nets, Indoor football, Martial arts, Private parties, Short mat bowls, Snooker room, Table skittles, and Table tennis.

### 4.3 Outcomes the project aims to achieve

- An improvement in villager's wellbeing and a stronger community from the new building becoming a community hub offering a welcoming, friendly and safe environment for social activities and social contact for all age groups within the local community.
- Improved access to a range of existing and new community services, activities and events.
- An increase in participation in recreational, leisure, cultural, social and sporting activities e.g. community café, 'juice bar' for our young people, badminton, fitness training, drama, learning etc.
- An increase in villagers particularly younger residents and families being involved in the activities and running of village organisations.
- Reduction in the need for villagers to undertake activities or hire venues outside of the village, reducing traffic journeys with benefits to the environment.

## 5 Project delivery

### 5.1 What facilities will be provided?

The building is being designed to be multi-use so that where possible areas will be used for multiple activities when not in use for their core activity such as the sports bar and Community café areas. Flexibility of use of the areas within the building will be key to its design so it can be changed as the needs of the village change.

**The following facilities will be provided:**

Multi-use main hall - 18m x 10m Max capacity 261 seated, 186 with a demountable stage.	Temporary staging available. Range of uses; cinema club, drama, concerts, exhibitions e.g. Horticultural Society shows, exercise classes, tea dances, weddings, parties, fundraising activities (barn dance, big quiz etc.), sports usage include Badminton, Uni-hoc, short tennis, short mat bowls and volleyball.
Multi-use area - 19m x 6m. Includes skittle alley.	Core activities - Community café / community bar / 'juice' bar / skittles. Our expectation is that the Community café will be open from 9am to 6pm, six days a week.
Multi-use area - 14m x 6m	Core activity 'sports' bar mainly at weekends. Other potential uses; dinners, meetings, exhibitions, etc.
Catering kitchen	Full catering kitchen – catering for dinners, parties etc. also expected to be used for cookery classes / demonstrations.
Tennis club room	Will also be available for meetings
Two changing rooms and two separate changing cubicles and toilets.	The main changing rooms will be used predominantly for the cricket club matches and main hall users. The separate changing cubicles will be used by girls when they play cricket in mixed youth teams and other users when there is a cricket match underway.
Disabled facilities	Two parking spaces. , ramp to building entrances. Accessible changing and toilets
Storage	Various storage areas including external refuse storage.
Other facilities	Baby changing, cycle racks.

**5.2 Who will use the new building?**

The new building will be open to all.

**5.3 What factors would help users choose the new building?**

- There will be a range of new activities on offer e.g. short tennis for young people and the elderly, Cinema club, a 'juice bar and place for young people to meet their friends outside of school.
- Whilst the local bakers does have a cafe element it is targeted at a different demographic group that it is anticipated will use the proposed new Community Café.
- The new building is in a central location, within a 15 minute walk for 90% of residential properties in the village.
- It is on well used walking routes:
  - between key areas of the village, to and from the shops in The Precinct and Broad Street
  - is a safe route to the and from the school and Church from the south of the village
- The playing fields draw users to the location with the existing cricket field, tennis courts, children's play area, as well as the significant grass area used for informal play and picnics etc.
- Villagers will no longer have to travel outside the village to use comparable facilities.
- Run by a not for profit charitable organisation, surplus profits will be used to the benefit of the local community.
- The multi-use design will enable the building to change as the needs of the village change.

**6 How will it be promoted?**

**6.1 On-going communication**

The project has an on-going communication plan to keep the community updated on progress by using project and village websites and Facebook pages, local media, newsletter and local publications

## 6.2 Consultation sessions

The project has and will continue at relevant stages of the project, to run open sessions for the community to view and discuss plans etc. with members of the project team including the Architects where appropriate.

## 6.3 Grand opening

Once the timescale for the building to be complete is known a grand opening event will be planned to officially open the new building. This will be widely promoted around the village.

# 7 Project resources

## 7.1 Design and construction phase

- A Development committee is the decisioning body that oversees the project, with ten members - a mix of key stakeholders and community volunteers comprising George V trustees, Parish Council, Cricket club, Football club, Tennis club and five community volunteers.
- Once the new CCBS has been set up the Development committee will report to the Board of Directors.
- Ian Sheppard the Chairperson of the charity and Development committee is a volunteer and qualified project manager.
- The day to day project work is managed by the Project Management team made up of five members, who report in to the Development Committee. They are supported by a pool of over 80 volunteers, with a mix of skills and experiences.
- There is a team who organise local fundraising activities, and report into the Project Management team.
- Sub committees are set up to progress activities as and when required.

## 7.2 New building

See section 10 which sets out the legal structure and how the building will be managed and staffed.

# 8 Financial appraisal

Our financial budget projections for the new building have taken into account the following:

- We have reviewed, and taken guidance from, the annual accounts for Claverham and Shipham village halls.
- The Congresbury Recreation Club bar turnover which will migrate entirely to the new building.
- Some key village organisations using other community buildings have confirmed they will move into the new building due to its modern facilities with hire fees comparable to what they would pay elsewhere.
- Parties and wedding receptions that take place either outside the village or marquees may use the new building.
- Once the new CCBS has been set up we will be applying to HMRC for a nil VAT rating on the build costs.
- The improvements in green technology should lead to a reduction in utility costs.
- We have been conservative on the income figures but worst case on the expenditure side.

## 8.1 Summary of income and expenditure projected estimates for the new building

<b>INCOME</b>					
<b>Description</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Gross bar sales	£83,700	£99,000	£104,500	£100,600	£108,800
Community café & Juice bar gross sales	£32,300	£51,700	£67,100	£68,500	£69,800
Hire fee income	£8,000	£14,900	£20,900	£21,300	£21,800
Fundraising events	£15,000	£15,000	£10,000	£10,200	£10,400
Solar energy / Youth holiday activities / Cinema club / pool table	£3,800	£4,800	£5,200	£5,300	£5,400
<b>INCOME TOTAL</b>	<b>£142,800</b>	<b>£185,400</b>	<b>£207,700</b>	<b>£205,900</b>	<b>£216,200</b>
<b>EXPENDITURE</b>					
<b>Description</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
Bar / community café / juice bar costs excluding salaries / wages	£42,500	£49,500	£52,100	£53,000	£54,000
Salaries / wages- including pension	£50,000	£50,000	£56,000	£57,100	£58,300
Utilities - including alarm	£14,600	£14,900	£15,200	£15,500	£15,800
Other - Bar lease / Accountants / legal / Insurance / maintenance contracts / repairs & maintenance / cleaning materials, postage sundry expenses / TV Sky / Performing rights, licences	£16,000	£16,300	£18,600	£19,000	£19,400
Interest on community shares from year 4 - 2% of £400,000				£8,000	£8,000
<b>EXPENDITURE TOTAL</b>	<b>£123,100</b>	<b>£130,700</b>	<b>£141,900</b>	<b>£152,600</b>	<b>£155,500</b>
<b>Surplus / deficit</b>	<b>£19,700</b>	<b>£54,700</b>	<b>£65,800</b>	<b>£53,300</b>	<b>£60,700</b>

## 9 How will the funds be raised?

Our funding strategy outlines a range of fundraising activities:

### 9.1 How much needs to be raised?

The Architects have provided an estimated build cost of between £1.5m and £1.7m (low and mean quartile) using the national construction cost database. Once the design pack has been completed local contractors will be asked to supply indicative costings so we have a more accurate assessment.

## 9.2 How will it be raised?

- We are looking to raise an optimum of £ 400k (minimum £ 250k) from a Community Share offer.
- We are working with the West of England Rural network to identify and apply to grant funders.
- We have identified targeted funding applications, i.e. Community, Partnerships, Environment and Employment.
- Section 106 agreements (legally binding contracts between developers and North Somerset Council to provide funding or take an action to mitigate the negative impacts of their development) and the Community Infrastructure Levy.
- Community fundraising activities including buy a brick scheme and gift aid.
- Loan funding options including the Social Investment Tax Relief Scheme, Charity Bank and Public Works Loan Board.

## 10 How will the building be managed?

### 10.1 Legal structure

The new Charitable Community Benefit Society – Congresbury Village Hall Limited has been set up and registered with the Financial Conduct Authority no. 7759. Once confirmed as a charitable organisation by HMRC the existing charity Congresbury New Village Hall Development Trust will be dissolved subject to Charity Commission approval and its assets – cash in the bank – will be transferred to the CCBS.

The CCBS will be run by a board of directors (similar role to charity trustees). The board will be made up of:

- Up to five directors elected from the society's members.
- Five directors - representatives of Congresbury Parish Council, Congresbury Cricket club, Congresbury Football club, St Andrews school and Congresbury Tennis club.

### 10.2 Management structure

During the build project the Development committee is responsible for the project. Once the building is handed over by the contractors a new management committee will take over the running of the new building.

## 11 Measuring progress

- Regular progress reports on objectives to be provided to the development committee
- The Project team representatives for the construction phase will work with the Architects and contractors to ensure the building work is on track.
- Once the building is open:
  - Take up of services will be monitored to ensure that appropriate activities are being offered.
  - A user group will be set up to meet to discuss user's feedback
  - Financial reporting will be monitored by the management committee to ensure progress to the required levels of income generation, costs and sustainability.

## 12 What is Plan B?

### 12.1 Replacement building

The Recreation club building and tennis pavilion are well beyond their expected lifetimes and need replacing. If the project is unable to raise the full funding required within a 2 year timeframe the key stakeholders will look at whether to carry on fundraising if the amount required was still achievable

If the decision was not to carry on, the CCBS would need to be dissolved. Community share investors and donors to buy a brick scheme would receive their money back. Any remaining funds would be dealt with as per the CCBS's rules. They COULD NOT be used for a replacement Recreation club and the outline planning permission given under the CRtB order would no longer be relevant.

### **13 More information**

**Facebook** - <https://www.facebook.com/congresburyvillagehall/>

**Twitter** - @congresburynvh

**Website** - <http://www.congresburyvillagehall.co.uk/>