

Caerwent Village Hall, Caerwent

BUSINESS PLAN

10th February, 2016



- 1. TABLE OF CONTENTS**
2. EXECUTIVE SUMMARY
3. INTRODUCTION
4. BACKGROUND
5. ACCOUNTABILITY & PERSONNEL
6. THE DEVELOPMENT PROPOSAL
7. MARKET ASSESSMENT
8. MARKETING STRATEGY
9. CHARGES
10. PROJECT TIMESCALES
11. FINANCIAL FORECAST
12. SWOT ANALYSIS
13. APPENDICES

2. EXECUTIVE SUMMARY

This Business Plan sets out to demonstrate the need for Caerwent Village Hall to continue to provide facilities for all persons of all ages within the area and confirms the capability of Caerwent Playing Fields Association Ltd (CPFA) (The Company) to manage this development project into a sustainable venture. The CPFA has managed the Caerwent Village Hall on behalf of the Caerwent Community Council for 40 years. The CPFA was incorporated as a Business in 2008 and has operated successfully since this date. The CPFA is a registered charity (Reg No. 1142227)

The Mission of the Company is to promote and enhance the health and wellbeing of the community and to provide a safe sport, recreational and social environment for all. This will be achieved by expanding the facilities currently offered by the Village Hall and cementing its position as the centre of the community.

The Values of the Company are :

- That we will treat people with dignity and respect, regardless of race, nationality, gender, sexual orientation, disability or age. At all times people's feelings will be valued and respected.
- We will value the contribution made by volunteers ensuring that their time and resources are used responsibly and efficiently
- We value the trust invested in us by Caerwent Community Council and will sustain that trust by operating in an open and responsible manner.
- Actively encouraging and supporting clubs, groups and individuals to provide activities, services and learning opportunities
- Generating the necessary income to run and maintain The Village Hall.

3. INTRODUCTION

Caerwent Playing Fields Association Ltd is a Company Limited by Guarantee and not having a share capital and registered in England and Wales (Co Reg No 6677042).

It is fully Incorporated and constituted and its Constitution and Memorandum & Articles of Association are available to view at the Company's registered office.

The CPFA was formed over 40 years ago by local residents who shared a common goal to ensure that the Village Hall remained a focal point of the community. The CPFA have managed the Hall since, ensuring that it has been maintained to a high standard and is available to all. The CPFA was incorporated as a Company in 2008. In the last 18 months, the CPFA have been awarded a Lottery Grant and together with additional funding raised by the CPFA have built a bike/running trail around the village hall fields with outdoor gym equipment and installed picnic benches. This has been a great achievement and has been well used by local residents since it was opened in July 2015.

The CPFA have also secured funding from the Section 106 monies to extend the village hall thereby expanding the services provided to residents and community groups. This work will commence in 2016.

The purpose of this Business Plan is to regularise an existing arrangement whereby the CPFA manage the Village Hall on behalf of the Caerwent Community Council.

4. BACKGROUND

The village hall was built circa 1975 by members of the CPFA. The building was a kencast build which was popular at that time. The building works were funded from Chepstow Rural District Council reserves following a local government re-organisation in 1974. During this reorganization, the Chepstow Rural District Council (CRDC) was dis-banded and assets transferred to the newly formed successor Council, Monmouth District Council. The reserves from CRDC were in excess of £25k and they determined that each of the 10 parish councils would be allocated monies from the CRDC reserves to fund a village hall.

CRDC drew up a 30-year lease to the CPFA for £5 /annum. When CRDC disbanded, MDC being the successor organization, then owned all of CRDC's assets. In 1996 MCC was formed and MDC wound up, all of their assets then became the property of MCC.

Over the years, the Village Hall has been used for a wide variety of activities including:

- Playschool for about 20 years
- Whist drives
- Youth club
- Football changing rooms
- Archaeology diggers washroom/showers
- Community Dances
- Line dances
- Council meetings
- Wedding celebrations
- New years eve parties
- Sunshine club
- Evergreen Club
- Sunday Lunches
- Public meetings
- Election polling station

5. ACCOUNTABILITY, PERSONNEL : MANAGEMENT, STAFFING & VOLUNTEERING

There are currently 12 active members of the CPFA, 5 of whom are directors (and trustees). The CPFA meets monthly and has an elected Chairman, Vice Chairman, Secretary and Treasurer.

The Company is run by a Management Committee which is made up of local people who are committed to the provision of facilities for local residents and community groups.

There are currently 12 active members of the CPFA, 5 of whom are directors (and trustees). The CPFA meetings monthly and has an elected Chairman, Vice Chairman, Secretary and Treasurer.

The current CPFA Members are:

Neil Williams
Ian Williams
Nia Gittins
Caroline Morris
Anne-Marie Spooner

In addition to these there are a further 7 Members which, with the above, make up the CPFA Management Committee.

The Company does not currently employ any staff.

Director Profiles

Neil Williams - Chairman and Director

Neil is Caerwent born and bred and has throughout his lifetime had links to the Hall and Playing Fields. His father held the position of Chair for several years and Neil is as much a dedicated and hands on Chairman as his father was before him. Neil and his family have supported CPFA over four decades and can regularly be seen up ladders, frying bacon sandwiches and pulling pints. Neil runs his own business locally and is a very well respected painter and decorator. He's very progressive in his thinking and dedicates much of his spare time engaged in activities and discussions to further the progress of the association. He is a valued leader.

Caroline Morris, Treasurer and Company Secretary

Caroline has lived in the area for nearly 8 years. She is presently taking a career break after working for a high street bank for 25 years; the majority of this time was spent in management however she also held various other roles including Training Consultant and Specialist Complaints Quality Assessor. As well as being treasurer for the Playing Fields Association, Caroline also offers voluntary teaching assistance at Rogiet Primary School where both her children attend. In her spare time, she

enjoys horse riding, scuba diving and baking! Caroline is a qualified Padi Divemaster and therefore assists in the instruction of dive students.

Nia Gittins - Director and Administrator

Nia fulfils the role as administrator and undertakes a few committee tasks including the writing of the CPFA article each month as well as dealing with grants and legal documentation. Nia and her young family have lived in Caerwent since 2003 and love to be engaged in village life. Nia can often be found frying bacon, flipping burgers or flitting around the bar. Nia works as a solicitor at a local firm and is a strong advocate of her local community. Nia also sits as an elected member of Glas Cymru, the organisation which owns and manages Welsh Water. She has a keen interest in consumer matters and was for several years a committee member of the Consumer Council for Water Wales.

Anne-Marie Spooner - Director

Anne-Marie was born in Newport and lived in Caldicot for first 5 years of her life including 18 months in Caldicot Castle. Her family moved to Caerwent in 1964 and she attended Caerwent Infants School and then Rogiet Primary School.

Anne-Marie's Father was born here and her Great Grandparents lived at nearby Highmoor Hill. Anne-Marie was educated at Chepstow Comprehensive School and has a nursing background having trained at Bath Royal Utd Hospital. She has a nursing qualification in Burns and Plastic Surgery as well as a Health Visitor Certificate from University of Wales. Anne-Marie worked as a Health Visitor in Newport and Caldicot until she later trained as a teacher and gained a B.ED Hons Degree. Since 1990 Anne-Marie has worked as a Primary School teacher and is now as a teacher of Maths in a PRU and on the Senior Leadership Team. Anne-Marie's interests include working with the elderly, reading, local charity work and being a part of Caerwent generally. Anne-Marie loves living here with her husband of 35 years and two children.

Ian Williams – Director

Ian is a thirty-two-year-old married dad of two young children. He has lived in the village for 21 years. His father has been involved with the CPFA committee for many years and Ian became involved with the village hall himself at a young age. Ian is interested in travel and anything outdoors. He is keen to see village hall modernized and attract the community to ensure the longevity of the village hall as the centre of the community.

6. THE DEVELOPMENT PROPOSAL

The Management Committee of The Company have listed objectives for the period 2016 – 2021 which follow the SMART principle:

Specific, Measurable, Attainable, Realistic and Time Bound

- Expand the facilities of the Village Hall
- Increase the usage of the Village Hall
- Continue to ensure the Village Hall is accessible to all regardless of age, sex or race.

The Proposed Development

During 2015, the CPFA submitted a business plan for £216k of funding from the 106 monies in order to modernise and extend the village hall. The bid was successful and £178k has been awarded to the CPFA. It is worthy of note that this is the largest section 106 award ever awarded within the County. Any shortfall in funding will be bridged by the CPFA who have been tirelessly fund raising over the last three years and by securing any available grants. The successful bid for the 106 monies is a milestone in securing the future of the village hall.

The approved plans allows for the demolition of the singly storey flat roof lounge and the construction of a new lounge at the same level of the existing hall. The existing internal arrangement has two steps from the main hall to the lounge area which is not disabled, ambulant or child/elderly friendly. The proposed build of the lounge will create a larger lounge accessible to all. The new extension footprint will be 138 square metres. The materials used would be to match existing with spar dash walls with brick soldiers and matching white pvc windows. The new doors to be steel colour red and the Foldaway doors to be aluminium colour white.

It is also proposed to build an extension to support a changing room of 52 square metres. This will enable the local sports teams to use the facilities of the hall and the village hall fields.

Some internal changes including a new internal door to the lounge area means that the main hall and the lounge can be hired at the same time to different groups of people.

Access internally will be at the same level to aid all groups of people. All new external doors will have low level thresholds to aid wheelchair and ambulant people, minimum opening size to be 838mm. The Foldaway door will open out onto a half moon patio complete with inbuilt seats. These requirements enable all users to have equal and convenient access to all of the building and outside space, regardless of age and disability.

The plans for the proposed development are included in Appendix 1.

7. MARKET ASSESSMENT & COMPETITION ANALYSIS

The Village Hall 'Market' is the people of Caerwent, Crick, Llanvair Discoed, Five Lanes and Llanvaches. The population of these areas is circa 4,000.

There is another Community Hall within the village of Caerwent, known as the Old Gym. Both facilities have run in parallel in the Village for the last 10 years. The two facilities appeal to different community groups.

The Village Hall has a number of regular bookings. There are listed below:

Weekly

- Bowls
- Aerobics
- Slimming World
- Dancing
- Football Club
- Spiritual Group

Monthly

- Family Fun Nights (during spring and summer months)
- CPFA committee meetings
- Car boot sales (during spring and summer months)

Annually

- Caerwent Village Show

Events

- Social events
- Children's party
- Children's Christmas party
- Senior citizen's Christmas party
- Craft Fayre
- Halloween Party

8. MARKETING STRATEGY

The Village is currently used by a number of regular community groups. It is also used on an adhoc basis for children's parties, Christmas parties, social gatherings etc. The current marketing strategy is to advertise within the Caerwent Newsletter providing details of the Village Hall website and how the hall can be booked. The existing marketing strategy has been successful to date it is agreed to continued with this approach.

9. CHARGES

<i>Event</i>	<i>Facilities offered</i>	<i>Inside the community</i>
Evening function	Hall, kitchen and bar	£100
Day & Evening function	Hall, kitchen and bar all day and evening	£200
Child's Birthday Party	Morning until 12:00 pm or Afternoon until 5:00 pm	£15
Seasonal Children's Parties (Community residents only)	Hall and kitchen	£15
Fundraising Events	Hall and Kitchen	On Application
Senior Citizen Event	Hall only all day until 5:00 pm	£5 per session
Use as a Polling Station	Hall only as required.	£225
Other Bookings	Use of hall and facilities	£15 per hour
	Discounted block bookings	£10 per hour

10. PROJECT TIMETABLE

MCC has recently awarded the CPFA £178k of funding from 106 monies. The monies were awarded following a successful bid outlining the future plans for the village hall including a significant re-development and extension. Planning consent for these works has been approved and now with the funding secured works will commence in 2016.

11. FINANCIAL ANALYSIS

The Cashflow and Profit and Loss analysis for 2015 is included in Appendix 2. Analysis shows that during 2015 (and previous years), the CPFA has made a healthy profit.

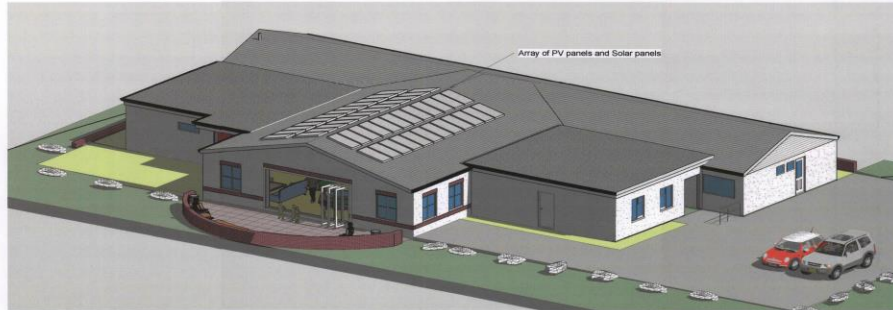
12. STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT) ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Long established facility at the centre of the community• Committed, hard working management Committee who have managed the village hall successfully for 30 years.• Good local Councillors who support the project• Support from the Local Authority	<ul style="list-style-type: none">• Gaining grants has been difficult to date as the village hall is owned by MCC and many charities require the requestor of the grant to be the owner.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Monies from the successful bid for 106 funding will enable the village hall to be expanded and developed appealing to an even wider range of residents in the community.	<ul style="list-style-type: none">• Whilst the CPFA has an excellent breadth of knowledge and commitment on its management team, encouraging residents to volunteer to join is always challenging.

13. APPENDICES

1. Village Hall Redevelopment plans
2. 2015 Financial Analysis

Appendix 1 – The Village Hall Plan (1)



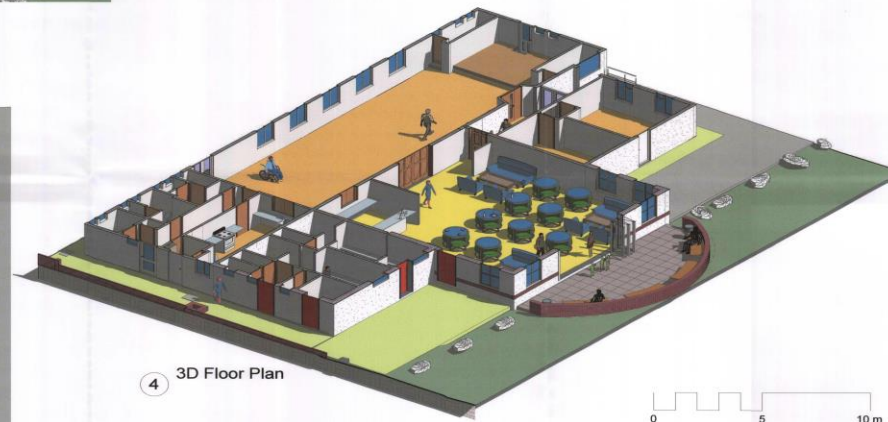
2 Front 3D



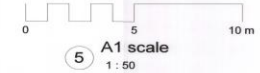
3 Side 3D



1 0_grd FFL Proposed
1 : 100



4 3D Floor Plan

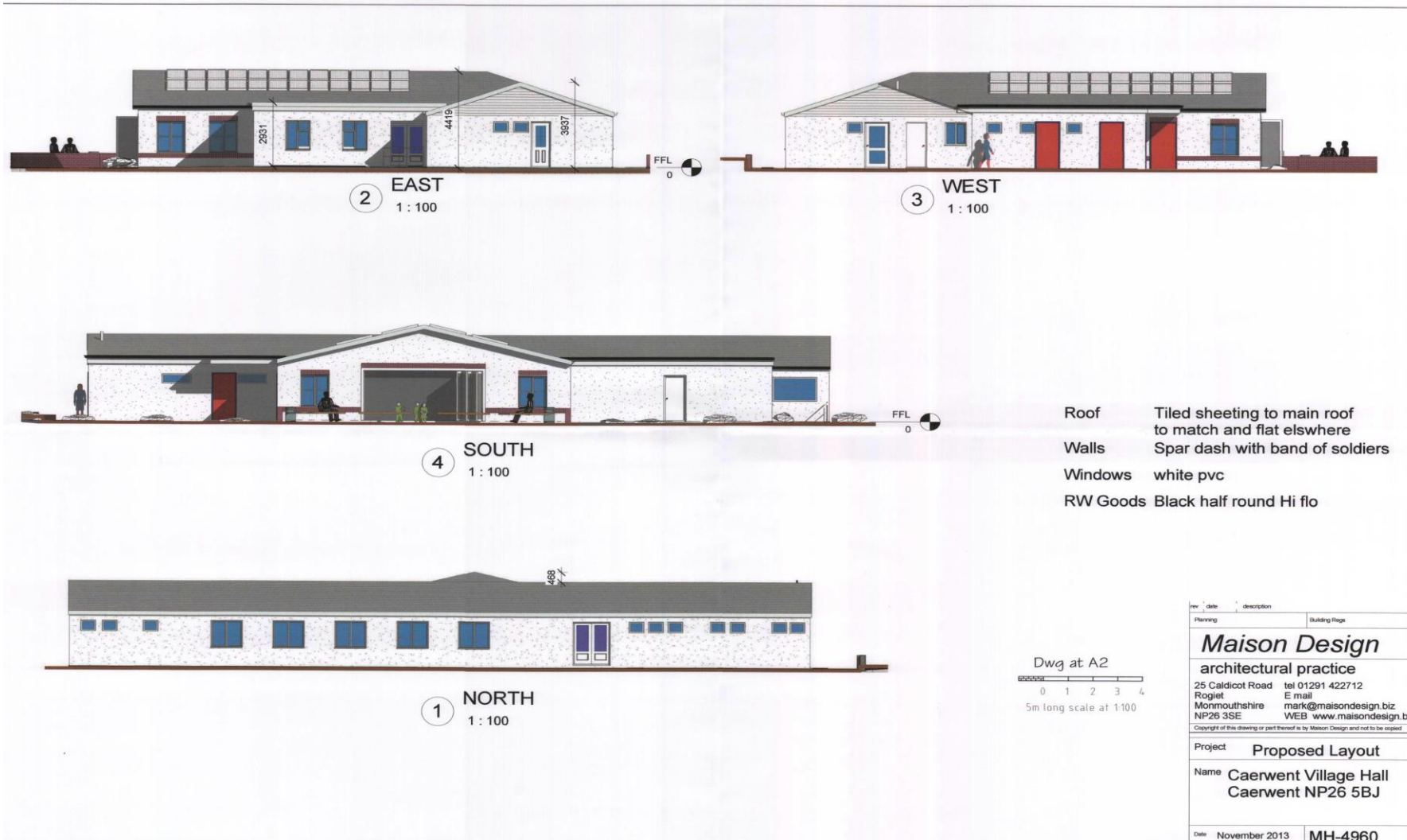


- Extension and Improvements to Village Hall
1. South facing wall to Lounge to act as Solar gain.
 2. Underfloor heating at low temperature to Lounge
 3. The lounge has a high ceiling which will house a heat recovery ventilation system which will recover 70% of the heat normally lost.
 4. All new taps to be aerated to save on flow of water.
 5. All lights to be low energy and to have automatic switches.
 6. Hot water solar panels on the roof to provide the hot water requirements for showering.
 7. PV panels on the roof to generate electricity.
 8. New lounge to be at same level as hall to aid disabled and ambulant people

Plan	Rev	Description	Building Stage
Maison Design			
architectural practice			
25 Caldicot Road		Tel 01291 422712	
Rogiet		E mail mark@maisondesign.biz	
Mortmouthshire		WEB www.maisondesign.biz	
NP26 3SE			
Copyright © the Owners or their licensor. All Rights Reserved.			
Project Floor Plan & 3D Views			
Name Caerwent Village Hall			
Caerwent NP26 5BJ			
Date	November 2013	MH-4961	

2013102013 11:18:02

Appendix 1 – The Village Hall Plan (2)



Appendix 2 – 2015 Financial Analysis