

Enhancements, being discussed:

- New wooden floor, suitable for toddlers
- Blackout curtains or blinds for all windows
- Further stage improvements

Other possibilities

- Remove the boiler, old tanks and chimney to give:
  - More space back stage
  - Cellar area for a club room

## Management

The community-wide group of our users, plus their acquaintance, is a sort of permanent market research operation. We will never be divorced from what is going on or is needed in the town.

Our current management skills base is amongst local business men and retired professionals with expertise in fields as diverse as retailing, marketing, catering, legal, accounting, farming and management.

The committee structure allows both renewal at each AGM, and also the addition of unelected expertise to attend and be involved at meetings. All regular users have the right to have a representative on the committee which the user group appoints each year. At the AGM, the five "elected" members are up for election plus any proposed new member.

It is proposed to prepare a quarterly report for the town to consider.

We plan to centralise banking into an account at CAF Bank, the banking arm of the Charities Commission; a system of petty cash float will be introduced; monthly accounts and projections will be produced.

The key factor is our enthusiastic volunteering.



# WHITCHURCH PARISH HALL

## FORWARD PLAN



"If you don't know where you are going, you will never get there"

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[www.whitchurchparishhall.org.uk](http://www.whitchurchparishhall.org.uk)

## Overview

"If the town wants it, and we can provide it, we will"

The current committee has taken the Hall from being unusable to a thriving and profitable town facility, and has done it in 9 months.

**Facilities** There are completely new toilets including new floors, a new kitchen, new doors to the Hall, new curtains, new audio and visual equipment plus an improved back of stage area. More improvements are in hand and are planned.

**Activities** So far in 2009, we have secured 6 regular users, representing about 180 annual bookings. To June we had 12 ad hoc bookings, including 6 children's parties and two stage performances. The artists who exhibited in August, are coming back in November, hopefully with their very successful Jazz concert. We have a fund raising Cabaret dinner in October. Whitchurch Festival Committee are overseeing a November meal for the elderly, with our support. We are planning Christmas events.



**Finances** We are trading profitably, which allows us to charge very little or even to put on shows paid for on a profit sharing basis. We will pay for all developments from grants and donations and seek only to make enough profit to pay for maintenance and running costs. This is possible because of the generosity of our volunteers.

**The future** The lease expires in about 4 Years. We believe we are close to getting for a decision on our future. Thanks to generous benefactors, we have been able to offer to purchase the Hall, if that be the Church's wish. We will make more plans for the future just as soon as we have a decision!

## Marketing

The marketing plan is based upon a clear view of the Hall's Unique Selling Points:

- Town centre location
- Traditional small stage
- High ceiling and good acoustics
- Storage for exhibitors and groups
- Audio, visual and lighting equipment
- Full licenses
- Low and flexible pricing

And of its disadvantages:

- Limited parking weekday working hours

Our focuses are:

- Senior Citizens
- Full stage usage
- Art displays
- Children's parties
- Family parties
- Family entertainment
- Youth club activities and discos

## Physical Plans

Restoration, using existing grants:

- Replace and relocate boiler and pipework
- Redecorate outside, restoring windows and the Hall Facia
- Foyer redecoration and upgrade its lighting
- Restore stage area toilet
- Kitchen improvements

Enhancements, in hand

- Internal canopy, for parties and weddings
- Permanent fitting of audio equipment
- Improved stage lighting