

Broughton Parish Community Charity (the Charity) – Business Plan

Purpose of the Business Plan

This business plan will:

- form the basis of the development of the Charity over the next 5 years; and
- be used as a guide for the Charity and its trustees and as a way of informing others and seeking support for the plan.

Context

The Broughton Neighbourhood Development Plan (adopted December 2018) is relevant to the aims of the Charity. The plan outlined a need:

- To support local businesses to thrive and grow, supporting the development of small new businesses and home workers.
- To provide a local facility providing a focal/meeting points for the local community.
- To enhance opportunities for and participation in informal leisure and recreation by the management of a local facility.
- To promote health and wellbeing; including the provision of a rest stop on the Guild Wheel and local footpath network.

Trustees' Visions

The Charity's vision is to make the Toll Bar Cottage (the Cottage) a place where the community can meet, socialise, develop skills and support others.

The trustees of the Charity want to ensure that the Cottage is a place where people can feel relaxed and safe, and where they can feel a sense of pride in preserving the heritage of Broughton and its usage for the benefit of the community.

The trustees also want to develop opportunities for volunteering and employment, and for small businesses / home workers to expand.

Object of the Charity

The object of the Charity is:

To promote any charitable purposes for the benefit of residents of Broughton in Amounderness and surrounding areas (Broughton) and in particular through:

- *the management of a community hub and other leisure facilities (such as they may be from time to time) and in doing so providing facilities, activities and services to allow for, but not limited to, socialising and recreation with the objective of improving the wellbeing of the residents of Broughton; and*
- *the relief of unemployment for the benefit of the residents of Broughton in such ways as may be thought fit, including providing opportunities for training and volunteering, and employment for those seeking first employment opportunities or those returning to the work force*

and in the furtherance of the said purposes, but not further or otherwise, to promote and organise co-operation in the achievement of the same between voluntary organisations, appropriate not-for-profit organisations and statutory authorities within the aforementioned areas.

Strategic Aims

To achieve advance the object the trustees of the Charity will:

- manage the Cottage including the provision of the community café and meeting rooms which are accessible to all and meet the needs of the community;
- provide rooms for local meetings for a variety of groups and agencies;
- develop a sustainable model of management and offer opportunities for employment/ to volunteer, and learn new skills; and
- provide opportunities for local small businesses to expand.

Social Impact

Objective	Activities	Outcomes	Impact
Managing the Cottage	Offer a place for the community to meet Offer opportunities for employment / to volunteer	Meet a community need Reduce loneliness and isolation Promote health and well being	Multiple (dependent upon these activities)
Utilise the meeting rooms	Offer a place for the community to meet and partake in an activity Offer opportunities for employment / to volunteer	Meet a community need. Promote health and well being.	Multiple (dependent upon these activities)
Develop a heritage gallery and promote the arts	Display arts and crafts by local business for sale Promote local history and heritage	Promote local history and heritage	Support local businesses and artists.
To assist in regenerating the Village centre	Manage the Cottage and the outside spaces Offer Volunteering opportunities and training either long term or working parties	Increase community involvement and 'ownership' of the cottage and facilities by offering volunteering opportunities.	Increase voluntary / employment opportunities. Increase Community cohesion

Social Impact Measurement

The trustees of the Charity will develop mechanisms that can be used to measure and evaluate social impact and look at a systematic way of doing this involving contact databases and tracking the progress of beneficiaries beyond the initial period.

Strategic Partnerships

The trustees of the Charity will identify organisations to be considered as partners and develop partnerships with networks that support Marketing.