



HUNSDON VILLAGE HALL

Business Plan: 2013 – 2020

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EXECUTIVE SUMMARY

INTRODUCTION

This document is a summary only and more detail is provided in the accompanying appendices.

This Plan sets out how the Village Hall Management Committee (VHMC), representing the residents of Hunsdon ensures that the Village has the strategy and funds in order to maintain and develop the Village Hall facilities and cottages to meet the needs of Hunsdon now and in the future.

The purpose of the VHMC is “To ensure the Village Hall is a facility which remains available to all members of the community in accordance with the charity’s constitution irrespective of colour, race, religion or socio-economic conditions.” (Mission Statement, Appendix 1).

The detailed background to the charity is given in Appendix 1. The Financial Status and Plan are in Appendices 2 and 5. These show that although the financial situation is sound, in order to ensure maintenance and improvement, further income needs to be generated.

The previous business plan covered the development of the annexe and additional facilities (see Appendix 3). This plan covers the next phase of development.

Appendix 4 gives the market status and results of the consultation and analysis.

The **key issues** for the VHMC are seen as being :

- How to ensure sustainability of the Village Hall for the social use of current and future users.
- How to ensure viability of the facility financially given the large mortgage for the new facilities in the current economic climate.

The STRATEGY

- To manage the Village Hall’s viability, and maintain the hall prudently and efficiently, in a transparent and accountable manner for the residents of Hunsdon.
- To encourage new users and activities by communicating that the Village Hall is accessible to all residents and by doing so reduce social exclusion and encourage healthy living.

The OBJECTIVES to achieve the strategy are

- To ensure sustainability of the facility through the maintenance of the grade two listed building and cottages.
- To ensure sustainability through ensuring the facility is attractive to all users
- To obtain financial stability of the facility by attracting sufficient private hire to ensure an adequate income stream.

The Strategy, Objectives and Plan have been informed by the consultation which took place in July 2012 and the subsequent SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis undertaken subsequently.(see Appendix 4). This showed a need to continue to improve the Hall's facilities and for additional services to be provided. Some of these were relevant for the Village Hall, such as a film club others for the Parish Council, such as a craft fare. (See Appendix 4, page 11for more detail)

The above consultation and analysis showed the importance of meeting the needs of residents and ensuring the facilities were made attractive for current and future users. The Business committee concluded that the best way to increase private hire was through high value letting such as weddings, in particular, but that this requires some investment.

The **PLAN: How Will All this Be Achieved?** (Appendix 7) is reproduced here in full and has a number of elements to it:

1.Property/Financial/Grant Issues

To Pursue other grant opportunities to bring the hall up to date in respect of lighting and decoration and Projection equipment

To seek an upgrade of the side access to the Facilities in conjunction with the Parish Council

To investigate the feasibility and need to upgrade the cottages to provide better accommodation for tenants

Income Generation:

To increase the number of weddings and wakes as per the forecast (by an additional 2 weddings/1 Wake 2013/15)

To hold an additional fund raising event each year.

2.Administration/Governance

To complete the updating of the Hiring agreement

To monitor the Budget more rigorously on an annual basis

To review budget projections at the beginning of year 2016/17

To obtain more volunteers including a Chair by advertising and approaching colleges/jobcentre/local businesses

3. Community/Existing Users

To continue to engage existing users through the committee structure and to continue to improve facilities for them.

To encourage greater use of the internet café through expanding the café aspect and by obtaining grants for laptops

To have a more formal link with the surgery for them to be represented on the VHMC to provide a better service for patients (e.g. counselling)

Encouraging more use by the church (e.g. luncheon clubs for the elderly)

The Museum to be dressed by the History Society

4.Private Hire

To continue to seek additional private hire to complement other user activities

To target the venue for wakes through linking with local undertakers.

5.Weddings and Wedding Receptions

To continue to explore wedding fares/wedding planner/events organiser

To contact East Herts Council about obtaining a wedding licence

To liaise with other VHs to learn from their experience of hiring for weddings

To promote as a regional venue for weddings

6. Business & Other Organisations

To work with the Hunsdon Parish Council to develop the Village Plan sub group and associated activities such as a Village Newsletter and a Business Group and a Local Produce Market

To aim to attract businesses to run services from the Village Hall such as a catering facility

To aim to attract businesses/partners to run services from the Village Hall

7. Marketing

Raise awareness of the Village Hall through the use of social media

Keep existing users and new users up to date with VH issues through a flyer and adverts on the VH and PO noticeboards

Promote the Village Hall through a quarterly Newsheet

Produce higher quality images of the VH for advertising use

8. New Activities

Farmers Market (See point 2 under number 6).

Film Club – This is dependent on funding for a projector (see action point 1 of 1)

Wine Tasting – an event is being advertised currently

M. Reid on Behalf of Hunsdon Village Hall Management Committee 12.03.13

APPENDIX 1: CURRENT POSITION

History

Hunsdon is a small village with a rich history situated on the Hertfordshire/Essex border. From the 1950's Hunsdon has experienced steady residential development and infill and the threat of larger housing development on the old airfield. Hunsdon is designated in the latest Council Strategic plan as a village for some development in the local plan. Land to the South, and surrounding the village, has been put forward by land owners for development. All this has been accompanied by a steady decline in local services including shops and public transport.

There are currently about 450 households and a population of c1100 ? . (The latest census information for 2011 is not yet available at village level). The current population for Hunsdon Ward, which includes the surrounding villages of Gilston, Widford and Wareside is 2771.

The charity has been managing the Village Hall for residents since 1927 when the hall and two adjoining cottages were donated to the village. It is a registered charity with the charity Commission. and Hunsdon Parish Council are Custodian Trustees

Mission Statement

To ensure the Village Hall is a facility which remains available to all members of the community in accordance with the charity's constitution irrespective of colour, race, religion or socio-economic conditions.

Strategy

To manage the Village Hall's viability, and maintain the hall prudently and efficiently, in a transparent and accountable manner for the residents of Hunsdon.

To encourage new users and activities and by doing so reduce social exclusion by communicating that the Village Hall is accessible to all residents.

Committee and Structure

The VHMC is made up of 14 Trustees. 9 of these Trustees represent each nominated by the Village Hall User Groups (see next section). The remaining 5 Trustees represent the village and include the charity's Treasurer, and are elected at the Annual General Meeting.

There are 6 meetings a year plus sub-group meetings. The sub-groups report to the main VHM committee.

There is currently no Chair of the VHM committee. This function currently rotates between the chairs of the subgroups which are:

- Admin/Finance
- Buildings
- Business
- Fund Raising

There is also a Booking Officer and Building Maintenance co-ordinator positions.

All positions are filled on a voluntary basis and there are no paid employees.

Services Offered/Facilities

The VHMC runs no direct services except an Internet Café, and aims to provide facilities where groups and businesses can operate within and from. Currently the following user groups are present:

A Part time dispensary and doctor's surgery.

- Badminton
- Carpet Bowls
- Gardening Club
- History Society
- Internet Café
- Mothers and Toddlers
- Over Three Score Club
- Quintessence – Pantomime Group
- Scouts, Cubs and Beavers
- Scrabble
- Teenage Table Tennis
-

Other users – Hunsdon church for some services and coffee mornings

In addition to these the hall is available for private hire for functions such as parties, wedding receptions, dances, sports events, presentations etc.

Core Issues

- How to ensure sustainability of the Village Hall for future users.
- How to ensure viability of the facility financially.

Objectives

- To ensure sustainability of the facility through the maintenance of the grade two listed building and cottages.
- To ensure sustainability through ensuring the facility is attractive to all users.
- To obtain financial stability of the facility by attracting sufficient private hire to ensure an adequate income stream.

APPENDIX 2. FINANCIAL/ASSET STATUS

Business Plan

See Appendix 5: Financial Plan

Buildings and Assets

Value of buildings: The current insurance valuation for the Hall and Cottages is £1,394 million.

Mortgage – In order to finance the development from the last business plan a mortgage of about £95,000 over 10 years ? has been taken out on one of the cottages. The aim is to fund this through increased revenues.

The current financial position is that there is C £9000 in the current account and £5000 on deposit. There is a projected surplus for the coming year of £7,600

APPENDIX 3: OVERVIEW AND PERFORMANCE SINCE THE LAST BUSINESS PLAN

The previous business plan (2008-2028) "Facility for the Future" was drawn up and completed by members of the Development Team specifically designed to lead the Village Hall through the process of raising funds, developing and extending the building. The new annex has now been completed resulting in facilities for the doctors surgery, an additional meeting room, accessible new toilets, an outdoor area and a refurbished kitchen, "Pickard's", which houses a village museum an internet cafe.

The targets of the previous Business Plan have largely been met and the HVHMC have decided that the Business Plan needs to be updated for the next 5 to 10 years and beyond, to ensure the economic viability of the Hall and Charity. The Business Plan document when completed will provide a plan, for existing and future Trustees and officials to follow, to ensure the wishes and aspirations of the community are served.

The Business Sub Group drafted a document in May 2012, in order to determine whether the longer term aspirations and vision still make best use of the available facilities in reflecting the needs of the village. This was presented to the VHMC.

This Business plan document sets out a vision for the village hall, being;

- To safeguard and build upon the excellent community that exists within Hunsdon and the surrounding area.
- To provide facilities over the long term to inspire all residents to continue the tradition of inclusiveness, friendship and accessibility, regardless of age, income, religion, colour, creed, physical or mental ability.
- To ensure that all residents are given the opportunity for self-expression, fulfilment and self-determination through cultural, educational, social, sport and leisure activities.

- To ensure that all residents have access to an acceptable level of healthcare, self-development and supporting facilities.

Based upon a consultation exercise aimed at the 1,000+ local residents of the village the vision statement sets out to realise local aspirations for a hall which provides the range and level of facilities required by residents. Underpinning this vision was a strategy to redevelop the area to the rear of the hall, previously an annexe outside of the Grade II listing which was demolished in early 2010. One of the key aims and thus focus for the plan was therefore to provide a business case for investment in the development.

Following the realisation of the new annexe in mid 2011 the business team met to discuss the future operational considerations for the hall, where it became clear that more fundamental issues in strategic direction existed, primarily due to the opportunities and constraints provided by the new facilities.

It is clear that the village hall is an integral part to the overall parish plan for Hunsdon, and therefore a set of recommendations are noted for the future hall strategy in the wider context of the village.

APPENDIX 4: MARKET POSITION

Market

The market for the Village Hall has two aspects to it; that of Private hire and Community hire (user group). The former is for people wanting to hire the facilities for parties, weddings, wakes etc or for business. The second more specific market is for user groups to find facilities at a subsidised rate for those less well-off groups who have less choice such as the elderly and the young.

Market Analysis, Comparison and Competitors

Competitors

There are two other facilities within reasonable car travelling distance of Hunsdon. These are Widford Village Hall and Stanstead Abbots Village Hall. Widford being approximately 2 miles away with a population of approximately 500 and Stanstead Abbots 2.5 miles away with a population of 2000. These do not have the range of facilities that Hunsdon does and many residents of Widford use the Hunsdon facilities.

Harlow and Ware have sports centres and other facilities but require car journeys of 4-6 miles.

The Hunsdon Parochial Church Council have recently obtained planning permission for a large new Chapel/Community facility in the village, which was opposed by the VHMC and HPC on planning and competition grounds, but it was approved at Planning Committee. It is anticipated that this will be built from 2014 and will present potential threat as some church related activities currently taking place in the VH will presumably move to the new Chapel. This may also be hired out for weddings or other activities and whilst the PCC do not intend this development to be a threat to the viability of the HVH, it is anticipated that there will be an effect.

There is also some competition from the Fox and Hounds who have party facilities and the school who have a hall.

Potential Partners

The Parish Council are users and partners. Businesses are also potential private users and partners, particularly Caterers. The area of partnership could be expanded to include other organisations, particularly those related to weddings.

The Current Population

The current catchment area could be considered the Hunsdon Ward, an area as defined earlier comprising a population of 2771 and containing the Parishes of Gilston, Widford, Hunsdon and Wareside. The residents of Gilston would be likely to look to Harlow for services rather than Hunsdon. The 2011 census data is not available at the village level and has not been fully analysed at the Ward level yet. The population changes shown by the 2011 census from the 2001 census for East Herts indicate a decline in the population for 20-39 age group and an increase for the 10-24, 40-49, 60-64. The percentages changes indicate spikes for the 80-89 male age group.

The 2001 census figures for Hunsdon Ward showed a higher than average rural isolation. The area is rural with poor transport links.

Catchment Area

The village has evolved from a rural economy to one being residential and commuter with people travelling to nearby towns and to London. There are however about 30 local businesses based within the village in homes and industrial units and many more provide services to the village. There is however little employment apart from the school, garage, Post office and store, 1 public house, 1 Gastro pub.

The local Church provides activities and events as well as providing faith

The village and surroundings are idyllic settings with a socio economic profile probably close to the regional average.

There is a significant proportion of residents who are on low incomes, disability or other pensions, who have limited means and rely on public transport.

Consultation

The consultation carried out in 2012 consisted of three elements:-

1. A Questionnaire delivered to every household in the village
2. Discussions with each Village Hall User Group by a member of the Business team
3. A Business Questionnaire sent to each of the known businesses within the village.

The consultation took part between 3rd June (party In the Park) and 9th July (Village Fete) with conversations with VH user groups and other interested parties e.g. Parish Council, School and Church at various times around those dates.

The result was a pleasing 25% response rate which resulted in the following groups of responses:

- *Actions for Parish Council (Parish Plan),*
- *Direct actions for VHMC ;and*
- *Activities to be considered by VHMC*

The following were suggestions made within the consultation that received the highest number of votes.

Local Produce & Craft Fair	56 Votes
Cinema/Film Club	47 Votes
Summer Holiday Children's Activities	31 votes
Wine Tasting Events	31 Votes
Bingo Quiz Nights	30 Votes
Christmas Decoration Making	22 Votes

21st Century Woman's Club 21 Votes
 Computer Classes 21 Votes

Support for a lunch club for the elderly was not indicated from this consultation but was a need expressed during a previous one.

There were a number of direct actions for the VHMC to address such as lack of coat hooks, need for smaller tables, non-website advertising of "What's On" etc.

There were also a number of suggestions that were outside the remit of the Village Hall such as *Summer time Children's Activities, a Local Produce /Craft Fair, Twinning with another WWII Airfield Village, Skate Board park in Dell* etc. It was therefore decided by the Business Team to forward a full list of the responses to the Parish Council for consideration and specific requests for inclusion in the Parish Plan. In addition during the Business Consultation one specific question asked was 'should there be a register of local businesses'. There was wide support for this, both for villagers being able to source local tradespeople, but also for businesses to become known.

It is widely recognised that the VHMC are facilitators not organisers The VHMC can provide the venue and facilities to host some of these events but cannot be responsible for planning and running them. The Trustees do not necessarily have the expertise but also do not have the time to manage the hall and organise events. There will of course be some exceptions to this such as the annual Fete and other fundraising activities to raise funds for projects.

The results of the Village Hall Survey were widely advertised in the Village News, Notice Boards and on the Village Hall website. Once a list of requests has been agreed that falls within the remit of the Village Hall these will be advertised in the local and adjacent Parish Magazines to see if volunteers will come forward to organise events e.g. start up a fitness session or run a Bingo Evening or form a modern Women's Group. In addition we will contact other organisations and authorities to look at larger events such as a regular Film Club, Wine Tasting or Computer Classes etc.

Marketing Review – SWOT

Strengths	Weakness
High usage by residents. No. of events – 549 events during 2012. Footfall – 10076	Very limited Marketing & communication of V Hall to audience in order to grow commercial revenue i.e. Weddings
Well-placed location in village. Accessible by foot. Accessible to surrounding areas.	Lack of capacity or regular free slots to easily promote 'commercial hiring' during weekdays i.e. Business meetings, conferences etc.
Growth of Civil Partnerships (consider licence/)	No licence to hold wedding & civil unions
EVENTS UNDERTAKEN TO SUPPORT COMMUNITY LIFE.	Parking and access to rear needs improvement as it is a deterrent to dual use

Asset rich – 2 x cottages whose rent off	Long-term financial commitment of mortgage to fund rear development & one cottage used as collateral to secure this.
Good operational and financial management.	Servicing a mortgage over 20 years will be a significant challenge for the Village Hall finances.
Record of delivery to residents via a consultative and accessible approach	Green Environmental policy not in place
New housing development offers potentially more new users	Information via existing V Hall's notice boards is too far away to be read by passers-by. Limited space and issues of updating information inside the V Hall itself
Opportunities	Threats
Increasing demand for potentially new events arising from responses to consultation paper sent to all residents	Low usage by younger people i.e. Late teens & early 20's and adult males (35-45 years)
Deteriorating bus service (only source of public transportation) means that residents could be encouraged to use local facilities if V Hall could hold new activities	New Chapel & Community Centre – due to be built in 2014 will be potentially a direct competitor with modern facility & cannibalise some of the V Hall's existing revenue.
Only commitment to whole community without religious, political and social bias.	Time constraints on all volunteers including VHMC & Biz Team Lack of volunteers
Limited and reducing public transport to access alternatives.	Grant systems do not give priority to community facilities.
Community support – reflected in 25% response to recent consultation	Split in community owing to new Chapel may impact on social cohesion (people opt out of both – social exclusion)
Recession & Nostalgia USP makes the V Hall attractive because of its affordability & history	Upkeep of listed building

Products

The product is the Hall and associated facilities and these have to be made attractive to user groups and private hirers.

Challenges

To attract sufficient private hire to maintain the financial viability of the facilities for all users.

To attract sufficient volunteers to run the facility

Marketing Strategy

The strategy is to target a wider market audience in the private hire sector concentrating on weddings, which is believed, will increase the revenue.

APPENDIX 5 FINANCIAL PLAN

Business Plan		Financial Forecasts			
REVENUE		£			
		Actual	Estimated	Av.p.a	Av.p.a
		2011-12	2012-13	2013-2015	2016-2020
INCOME					
User Organisations	*1	3900	3978	4400	5100
Private Bookings	*2	2250	2336	3500	4900
Surgery	*3	4100	4100	4100	4500
Cottage Rents	*4	14959	13912	15200	16500
Fund Raising	*5	3900	4191	5000	7000
Donations / Grants		1000	6633	3500	1500
Total Income		30109	35150	35700	39500
EXPENDITURE					
Gas/Water/Elec./Tel.		2552	2322	2954	3249
Insurance		3027	3208	3605	3965
Cleaning		5211	5580	5730	6303
Admin. & licences		391	150	500	500
Promotion		125	235	1000	1000
Hall Maint. & Equip.	*6	3449	5922	1000	1000
Cottage Maint.	*7	9667	2580	3000	3000
Mortgage		6933	7517	7517	7517
Total Expenditure		31355	27514	25306	26534
Scope	*8	-1246	7636	10394	12966

	NOTES:	*1	Charges increased by inflation rate				
		*2	Assumes increased use for weddings & business				
			(13/15 - 2 weddings/1 wake. 16/20 - 4weddings/2 wakes)				
		*3	Rent review at year 5				
		*4	Net of fees. Assumes property upgrade				
		*5	Assumes Fete is main fundraiser				
		*6	Minor items only. Major items to be funded by grants				
		*7	Assumes programme of upgrades				
		*8	Scope for new projects or mortgage reduction				

APPENDIX 6. FUTURE STRATEGY

VISION STATEMENT:

“Allowing access for all the community and being financially viable”

It is recommended that the Vision for the hall is staged to allow the business team to consolidate and ensure that appropriate focus is provided to achievable and realistic objectives. As the Strategy plan is developed and updated, recommendations can be fully mapped.

1. Dovetail into assets of the village to attract wider range of people and increase length of stay. This could be achieved through walking maps / routes, cross marketing with the two local pubs, as well as hosting events and evenings for interest groups which use other local facilities.
2. Become a rural hub – open a cafe in the hall (which may also generate a wider range of people using the computers), host a monthly farmers market, as well as showcase seasonal fares from the village therefore being a low-cost sales area for appropriate new businesses. Together, these ensure that the hall becomes a real destination that is ingrained in the day to day behaviours of local villagers.
3. Join up with the aspirations, targets and actions for the wider village plan through collaboration with, amongst others, the Parish Council. The hall is clearly an important vehicle for delivering the plan by leveraging the resources it provides and the function it can play in village life.

To have achieved by 2020:

- A financially viable facility
- A fully refurbished hall and cottages
- A service Integrated into the Local Village Plan
- With Businesses operating from the Village Hall
- Having in place additional services such as a film club.
- A fully functioning Internet café
- A regular functioning facility for youth.

Community

Improve communication to raise awareness of the Village Hall's facilities by planning timed campaigns using all media including website and social media.

Positioning messages tailored to give benefits to the hirer in hiring hall, e.g. no mess in home arising from having Children's party in the Hall.

Consider monthly, bi-monthly and quarterly updates communicated to residents via website, social media and possibly leafleting existing or other local media i.e. a possible new village newsletter.

The Business Team will also advise the Management Committee in reviewing physical aspects of presenting the Village Hall in the best attractive and effective manner.

Remain supportive of Village organisations and existing users of the Hall by continuing to build upon existing relationships with them.

Encourage new activities which have arisen from the consultation process which come under the auspices of the Village Hall. Where new activities have been requested then the VHMC will act as facilitator to assist in establishing these new groups or events. Consider an introductory rent holiday period while the group of event gets itself established.

The activities listed under Section 4 "Consultation" are being considered by the Biz Team on behalf of the Village Hall Management Committee

The Consultation process also highlighted other needs (See section 4 also) which have been passed onto the Parish Council's Parish Plan subcommittee Village Plan/Forum which are outside the remit of this charity. However the Village Hall will liaise with the Parish Council to see how it can help and support them in any of the event that's will potentially use the Village Hall.

Private Bookings

The business Team had identified that in order to keep on a robust financial foundation, the Village Hall needs to increase its share of private bookings.

At the moment of all bookings taken in 2011/12 private hire only accounted for 37% of the total.

The goal is to raise this share to just over 50% within 3 years.

It has been decided that the main strategy will focus on increase revenue by hiring out the Village Hall for weekend hire and in particular wedding receptions.

A number of options such as increasing hiring to businesses as meeting and conference venues during the week. However owing to the Hall's current use during the day it does not offer a clear time periods are quite limited and will make it difficult to market – this area will be promoted but owing to limited budget Weddings will be given a higher priority.

Business Partnerships

The Village Hall should explore partnerships and business relations with local and other businesses e.g. caterers, wedding planners etc. for the benefit of the hall and the hire rate.

APPENDIX 7 THE PLAN - How These Objectives will be achieved

Item	Date for Action	By Whom
Property/Financial/Grant Issues		
To Pursue other grant opportunities to bring the hall up to date for lighting and decoration	April 2013	Bus Team
To scope and seek an upgrade of the side access to the Facilities in conjunction with the PC	By 2015	Buildings
To investigate the feasibility need to upgrade the cottages to provide better accommodation for tenants	June 2013	Buildings/Treasurer
Income Generation: To increase the number of weddings and wakes as per the forecast	Ongoing for 2013	Business Team
To hold an additional fund raising event each year.	July 2013	Fund Raising team
Administration/Governance		
To complete the updating of the Hiring agreement	April 2013	Admin/Finance
To monitor the Budget more rigorously on an annual basis	Financial Year 2013/4	Admin/Finance/Treasurer And VHMC to inform Annual Meeting
To review budget projections prior at the beginning of year 2016/17	Dec 2015	Admin/finance/Treasurer VHMC
To obtain more volunteers including a Chair by advertising and approaching colleges/jobcentre/local businesses	May 2013	Business Team and all

<p>Community/Existing Users</p> <p>To continue to engage existing users through the committee structure and to continue to improve facilities for them.</p> <p>To encourage greater use of the internet café through expanding the café aspect and by obtaining grants for laptops</p> <p>To have a more formal link with the surgery for them to be represented on the VHMC to provide a better service for patients (counselling)</p> <p>Encouraging more use by the church egg luncheon clubs for the elderly</p> <p>Museum fitting out by Hist Soc</p>	<p>Ongoing</p> <p>August 2013</p> <p>2013</p> <p>September 2013</p> <p>July 2013</p>	<p>VHMC</p> <p>Bus team</p> <p>Bus/Admin</p> <p>Church/B us Team</p> <p>History Society</p>
<p>Private Hire</p> <p>To continue to seek additional private hire to complement other user activities</p> <p>To target the venue for wakes through linking with local undertakers.</p>	<p>Ongoing</p> <p>September 2013</p>	<p>Bus Team</p> <p>Bus Team</p>
<p>Weddings and Wedding Receptions</p> <p>To continue to explore wedding fares</p> <p>To contact East Herts Council about wedding licence exploration</p> <p>To liaise with other VHs to learn from their experience of hiring for weddings</p>	<p>Ongoing</p> <p>July 2013</p> <p>April 2013</p>	<p>Bus Team</p> <p>Admin/finance</p> <p>Bus Team</p>
<p>Business & Other Organisations</p>		

<p>To work with the Hunsdon Parish Council to develop the Village Plan sub group and associated activities such as a Village Newsletter and a Business Group and a Farmers Market.</p> <p>To aim to attract businesses to run services from the VH such as a catering facility</p> <p>To aim to attract businesses/partners to run services from the VH</p>	<p>June 2013? To attend PC sub group meeting when arranged</p> <p>September 2013</p>	<p>Business Team</p>
<p>Marketing</p> <p>Raise awareness of the VH hall through the use of social media</p> <p>Raise awareness of the VH hall through the use of social media</p> <p>Keep existing users and new users up to date with VH issues through a flyer and adverts on the VH and PO noticeboards</p> <p>Promote the VH through a quarterly Newsheet.</p> <p>Produce higher quality images of the VH for advertising use.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>June 2013</p> <p>June 2013</p> <p>?</p>	<p>Business Team</p>
<p>8. New Activities</p> <p>Farmers Market (See point 2 under number 6).</p> <p>Film Club – This is dependent on funding for a projector (see action point 1 of 1)</p> <p>Wine Tasting – an event is planned shortly</p>	<p>Referred to PC</p>	

