

Financial Sustainability for Community Buildings

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1. Reducing regular costs

- Utilities- electricity / oil / gas / water etc.
- Insurance- buildings / contents / public liability / trustee indemnity
- Health & Safety and Fire risk assessments... etc...

2. Reducing irregular costs

- Replacing expired equipment
- **SOME** professional fees
- Innovative construction methods... etc...

3. Getting more money in

- Marketing
- Generating new income
- Funding... etc...

Reducing regular costs

Utilities

Are you paying more than you need to for electricity, oil or gas? How do you know?

Does your hall have a phone or utilise broadband?

Are you checking prices at least once a year or following price changes?

Energy Helpline

www.energyhelpline.com

0800 074 0745

uSwitch

www.uswitch.com

0800 404 7908

UK Power

www.ukpower.co.uk

0845 009 1780

www.moneysavingexpert.com critiques comparison services
and provides guidance

Reducing regular costs (2)

Reducing waste

Help hall users not to waste energy or water:

- add signs in the toilets to say turn off taps and lights
- improve insulation and reduce heating
- tamperproof thermostat controls- reduce by 1 degree
- develop a 'green policy' and inform regular users

Monitor the use of energy and set targets to bring it down

Reducing regular costs (3)

Other costs:

Insurance- be sure to shop around (at least 3 quotes)

Consider what insurance is needed and take specific advice from an FSA registered broker or insurer

Health & Safety and Fire Risk Assessments

Good practice to do yourself as you likely to be more familiar with the building- plenty of guidance available

Sometimes larger halls may have an initial assessment and report done professionally

Reducing irregular costs

Replacing expired equipment

Consider the long term running and maintenance costs as well as the initial price

Take the opportunity to replace with more efficient equipment built to withstand heavy use

e.g.

- replace broken tea urns with instant hot water taps
- replace light bulbs with CFLs or LEDs when appropriate
- new toilets could be dual control and consider IR urinals

Reducing irregular costs (2)

SOME professional fees can be reduced or completely avoided e.g.

- Legal fees- amending a governing document in most cases can be done by the committee
- Accountants fees- info on VAT and other taxes

First check information and guidance from the Charity Commission www.charitycommission.gov.uk and Her Majesties Revenue and Customs www.hmrc.gov.uk

When professionals are required, be it solicitors, accountants, surveyors, architects etc. always check the firm's CSR credentials and enquire about Pro Bono work

Reducing irregular costs (3)

Innovative construction methods:

Burtle Village Hall, Somerset

1000 straw bales, 1500 sheep fleeces, 4000 wine bottles, about 20 tons of clay, some good weather and a lot of free help.



Burtle Village Hall, Somerset



Burtle Village Hall, Somerset



Getting more money in

Marketing

- Regularly consult your community and user groups
- Strengths-Weaknesses-Opportunities-Threats
SWOT analysis
- Identify Unique Selling Point (USP) e.g. large hall, committee rooms, central location, accessible to all, good storage, equipment, stage, good kitchen etc.
- Never miss a marketing opportunity
- Hall website
- Make sure contacts for booking are easily identified

Getting more money in

Generating new income

- Encourage ideas from all committee members
- Residents still require services which are being lost:

Post Office services in village halls

Small shops in village halls

- Other income generating ideas:

Community work spaces for teleworking

Parish Council office space

Will need to satisfy Charity Law and Trust Deed

Getting more money in

Funding

- Local and national grant funding is invaluable
- Analyse the hiring charges structure
- Fundraising / seeking donations
- Engage local businesses to sponsor events or equipment
- Gift Aid

Summing up

- Analyse how much money the charity is spending
- Can this be reduced?
- Investigate other means to bring in revenue
- Business planning
- Aim to keep hall well maintained
- Make your hall as accessible as possible
- Tell everyone how great your hall is!!
- Social, environmental and economic sustainability

