



Hale Community Centre  
charity no 1132822  
company no 06872992

130 Upper Hale Rd,  
Farnham GU9 0JH

<https://www.halecommunitycentre.org.uk>

## **BUSINESS PLAN 2022-25**

### **1. Who we are**

Residents of Sandy Hill first used a bungalow for community activities in 1998. Originally a caretaker's residence, the building was converted and became a well-used community facility, contributing significantly to major improvements in the opportunities available to local residents and their quality of life. As usage of the building greatly increased a stage was reached where the old facilities were no longer adequate to meet growing needs.

As a result, First Wessex (now Vivid) worked with Surrey County Council and other partners to develop a brand new facility, which in 2009 became a registered charity and company limited by guarantee with the name Sandy Hill Community Bungalow. It is leased by Surrey County Council to the organisation on a 50-year lease from 2009 – 2059. In 2018 the name was changed to Hale Community Centre in recognition of the Centre working with and for all those living in Hale.

In 2021 the Centre acquired the use of a Surrey County Council building on a 5-year lease, renovated by the Council for use as an Open Access Youth Centre for 11-19 year olds, with 5 years of funding for such use from Reaching Communities.

Since its beginnings in 1998 the Centre has been a crucial component of, and hub for, many activities and improvements which have been developed by involvement of the residents and partners, and it wishes to remain at the forefront of providing opportunities for all within Hale and surrounding areas.

Whilst the Centre is one of a number of organisations within Farnham providing similar facilities, it is unique in having very strong partnerships with other key local providers and organisations and in ensuring that all services provided are complementary. Over the last two years its activities have increased considerably, with a corresponding increase in income from our local authorities and grant-making trusts. However, hiring out of the Centre's space remains a crucial component of its income.

### **2. How the Centre Works**

As a charity and company limited by guarantee the organisation has a Board of trustees/directors who are responsible for ensuring the organisation is well managed, has agreed and set the strategic direction of the organisation with clear aims and objectives and complies with all relevant laws and regulations.

It has a small staff, all of whom are part-time, and a large body of volunteers who support the Board and members of staff in delivering our services.

4.2

See Appendix 1

### 3. The Context

The Centre is based in Upper Hale, Farnham, Surrey, in the Borough of Waverley. The community is a diverse one covering all age groups, with a mixture of social and local authority housing and a good proportion of owner occupied properties.

To the north is Sandy Hill, which appears high on the indices of deprivation for Surrey, and very high for Waverley. It is one of the most disadvantaged areas in Waverley, Surrey County Council and the country as a whole. In the 2019 Indices of Multiple Deprivation it was shown to be overall in the lowest 30% of LSOAs in England and in the lowest 20% for education, skills & training. And the local authority health profile for 2019 shows that life expectancy is a number of years lower for both men and women in the most deprived areas of Waverley than in the least deprived areas.

### 4. What we have achieved within last Business Plan period

- Substantial increase in income and therefore activity
- Stronger engagement and cohesion within the local community through
  - Open Access Youth Centre for 11-19 year olds, the major achievement throughout the period
  - Club for girls 11-16 years of age
  - Club for boys 11-16 years of age?
  - A food cupboard and fridge
  - On-going Seniors group
  - On-going Opportunities group
  - Supporting holiday activities by working in partnership with SHIP (Sandy Hill Inclusive Partnership)
  - The Community garden and its related activities
- Strong partnerships with .....

### 5. The Differences we have made

Through the activities we host, those we host and the involvement of a now substantial body of volunteers we have:

- Improved health and well-being and reduced levels of anxiety, stress, depression and associated ill-health
- Reduced isolation
- Improved confidence and self-reliance
- Improved levels of education, skills and training

## 6. Vision

Creating lasting positive change

## 7. Mission

Provide a safe, welcoming and inspiring environment where the whole community is encouraged and enabled to thrive

## 8. Core Values

- Community led
- Respect – for all
- Inclusivity
- Integrity – honesty, openness, transparency, fairness
- Excellence

## 9. Aims & Objective

### Aim

**Keep the building available, accessible and safe for the use of local people and others**

### Objectives:

- Ensure that the Community Centre is well maintained, looks cared for and welcoming
- Ensure all users of the main and youth centre are kept safe
- Youth Centre is available for use by other agencies/groups

### Aim

**Be financially sustainable and continue to strengthen the management of the Centre**

### Objectives:

- Diversify income sources & maximise grant income and income from lettings
- Strengthen staff team & volunteer management
- Strengthen the Board & improve representation on it from the local community
- Deliver activities in line with Reaching Communities budget
- Increase the offer available to young people through relevant projects that meet their needs
- Develop a Young Person's Steering Group to ensure Hale Youth Centre is delivering against expectations, funder investment, evaluating programmes, developing the future vision for the centre, its activities and projects
- Representation at Board meetings from members of the Young Person's Steering Group
- The Youth Centre becomes a vibrant community hub that is well attended and young people are referred to the specific groups/projects that are available
- The community values the Youth Centre as a trusted place of support

**Objectives:**

- Work collaboratively to raise awareness of and maximise our impact
- Increase our partnerships with local statutory and voluntary sector organisations
- Develop Youth Workers Network
- Improve how we communicate our vision, activities and events

**Aim: Signpost to advice and information for all sections of the community**

- Increased awareness of benefits, entitlements and services for wider community via:
  - Job Club
  - IAG signposting
  - CAB outreach
  - Drop in one stop shop weekly
  - Youth centre
  - Host and co-ordinate Time to Share

**Aim**

**Provide and enable a range of opportunities and activities which respond to the needs of local people and where all are made to feel valued and safe**

**Objectives:**

- Identify a range of projects in response to local need.
- Provide a safe environment to access opportunities and activities
- Create a culture where local people know they are valued
- Deliver:
  - Girlz Club for 10-12 year olds
  - Session for 14-19s
  - Session for 11-19 year olds
  - Boys Night In for 14-19 year olds
  - Additional projects/workshops/events that meet the needs of young people within the community

## **10. The Facility**

The Youth Centre:

Purpose renovated centre for the use of youth.

The Main building of the Centre:

- **Large Meeting Room**  
This room can seat up to 40 people and can comfortably hold 60 people standing. Used during the day by Hale Children's Centre, this room is available for hire between 6pm and 10pm Monday to Friday and 10am to 5pm at weekends.
- **Lounge**  
This is an informal space that can be used for meetings or social activities. Equipped with sofas and coffee tables this space provides a relaxed and homely environment.
- **Training Room**

This is a multi-function space that can be used as an IT Training room. Laptops are available for training courses and all have wireless internet connection. If not used for IT Training the room can be used for meetings, or small scale classes including pilates, yoga etc..

- **Counselling Room**

A small room equipped with its own sink unit. Used by the Community Midwives through the Children's Centre during the day, it can be used for private consultations, health screening etc... when not in use by the Midwives

- **Kitchen**

A fully fitted kitchen with two cooking hobs and ovens, fridge freezer and dishwasher. The kitchen is equipped for people to provide their own catering. All crockery and cutlery provided.

## 11. Charging Policy

When looking at the hire fees, Trustees are mindful to strike a balance between being competitive and reflective of the target audience, but also the need to generate income to support our community activities.

## 12. Promotion of Services

A variety of methods are used to promote the Centre and the services on offer. Methods used include:

- Newsletters and Leaflets
- Hosting own Website <https://www.halecommunitycentre.org.uk> and use of social media
- Advertising in local newspapers, parish magazines and other media outlets.
- Word of mouth through existing users
- Signage and banners on Upper Hale Road

## 13. Finance

Annual budgets are prepared and quarterly management accounts presented to the Board. End of year report and accounts are prepared as required under company and charity law.

## 14. Closing Statement

This Business Plan will be reviewed on an annual basis and will be used to drive forward the work of the organisation. The identified strategic and Operational Aims will be used as a working document and monitored on a quarterly basis, with a focus on achieving the stated outcomes. Quarterly reports will be submitted to the Board with an update of progress.



**Project Delivery 2022/23.** The following diagram shows the Hale Community Centre’s core projects and the staff supporting their delivery and development through 2022/23

