

# Painters Forstal Community Hall – Strategic Planning

Results of session #1

Monday 9<sup>th</sup> October 2023

# Painters Forstal Community Hall – Strategic Planning



Why?



To understand who we are, and where we want to go this year, next year and in the next 5-10 years.



To develop a common set of values and beliefs



Where are we now?

Start by  
celebrating  
success...



# Strengths

- Proximity to Faversham
- Outside space attractive
- Beautiful building
- Well lit (bright)
- Great feedback – users love the space
- Enthusiastic/passionate trustees
- Volunteers
- A fresh start – no history
- Newsletters
- Community mobilizer
- Governance strong

# Weaknesses

- Outside space landscaping
- Too much reliance on social media
- Apathy
- Price per hour
- Poor acoustics
- Lack of money
- Safe play area
- No stage/sound/light
- Insufficient parking
- Lack of direction 'shooting from the hip'
- Too few trustees
- Range of trustee skills
- Under advertising
- Age specific activities
- Not all interests in the community addressed

# Opportunities

- Healthcare activities
- Engage new residents (in newbuild)
- Raise profile/spread word
- Still 18 months on Community Mobilizer contract
- Faversham
- Business use: workshops, NHS, conferences
- More regular users
- Improve on working details
- Willowfarm (and other local businesses)
- Solar (on roof)
- Shop
- Extension
- Plenty of space to grow
- Special events
- Map out future events
- Create a fabulous outside space

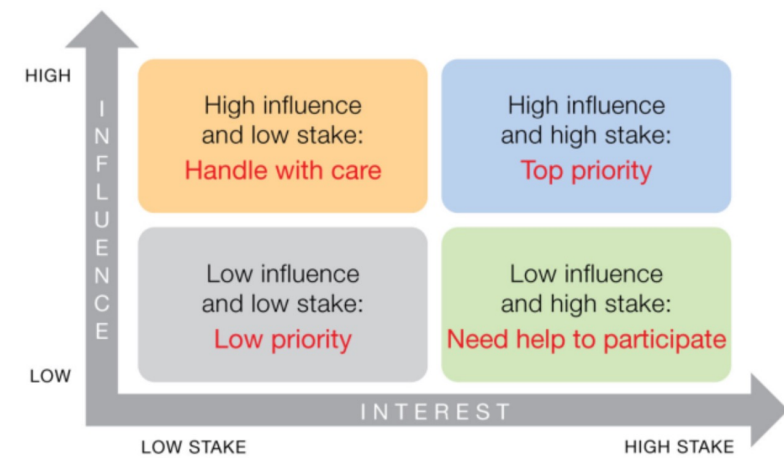
# Threats

- Rising costs
- Negative feedback
- Lack of members
- No bookings
- End of mobilizer contract
- Competition e.g., Brogdale, Eastling etc
- Financial stability
- Lack of community engagement
- Loss of key Trustees/supporters

Where are we going?



# Stakeholder analysis



High Influence & low stake	High influence & High stake
Members KCC SBC <p style="text-align: center;"><b>Maintain engagement</b></p>	Regular hirers Community: visitors, residents, nearby Trustees Donors/grantees Lottery <p style="text-align: center;"><b>Top priority</b></p>
Low influence & low stake	Low influence and High Stake
Lorenden School Ospringe School Gardening club Anglican Catholics Local businesses Parish Council <p style="text-align: center;"><b>Low priority</b></p>	Young families Event holders Hirers Vulnerable in the community <p style="text-align: center;"><b>Needs our help</b></p>

Our key stakeholders are hirers, the community, and our supporters

# Our values

- Honesty/integrity
- Inclusivity
- Friendship
- Community well-being
- Helpfulness
- Transparency/openness
- Community spirit
- Togetherness
- Community ownership
- Inter-generational
- Active

“PFCA aims to help create a strong, healthy and inclusive community that shares responsibility and responds to the needs of all”

# Strategic priorities and actions

# Action plan & projects

Necessary Now (end 2023)	Nice to have soon (Sept 2024)	Wonderful in the future (wow!)
<ul style="list-style-type: none"><li>• More income</li><li>• Advertising/banners</li><li>• More bookings</li><li>• Landscaping plan</li><li>• Strategic plan ✓</li><li>• Coat stand ✓</li><li>• Trustees roles/responsibilities</li><li>• Notice board at hall and village green one repaired</li></ul>	<ul style="list-style-type: none"><li>• Better acoustics</li><li>• Extension parking</li><li>• Landscaping</li><li>• Caretaker volunteer</li><li>• Floor cleaning machine</li><li>• Cess pool alarm</li><li>• Bistro tables and chairs ✓</li><li>• Pre-school</li><li>• Outside benches</li><li>• Action Plan of events</li><li>• PFCH street signs</li><li>• Safe play area ✓</li><li>• EVC points</li></ul>	<ul style="list-style-type: none"><li>• Paid caretaker</li><li>• Stage</li><li>• Mother and toddler group</li><li>• Hall extension</li><li>• Shop</li><li>• Roof solar</li><li>• Projector</li><li>• Sound system</li><li>• Windmill</li></ul>

# Priority projects for 23/24

Project	Sub project	Actions	Deadline	Trustee lead	Notes
Overflow carpark and landscaping		Assess options for carpark			
		Get quotes for carpark			
		Apply for grant			Could be supported by OPC and Murphy
	Procure trees	Arrange planting event			Trees procured
Acoustics		Assess acoustic options			
		Get quote			One quote received
		Apply for grant			Possible application to KCF

# Nice to have projects for 23/24

Project	Actions	Deadline	Trustee
Fence for outdoor play area	Get quotes		
	Apply for grant		

# Longer term projects

Project	Actions	Trustee
Solar		
Stage		
Sound		
Hall extension		

# Volunteering ideas

Activities and skills

## For Children

- Reading to very young people
- Children/teen activities
- Mum and toddler groups
- Christmas and Easter events

## Activities for all ages

- Tai Chi
- Music - needs a piano
- Singing lessons - choir
- Helping young who want to act
- Helping ladies with fashion advice
- Book club - adults
- Horse advice/training
- Crafting
- Gardening
- Flower arranging
- Table tennis
- Film screenings

## Supporting PFCA/PFCH

- Organising community events
- DBS/CRB checking for volunteers
- Safeguarding
- Admin
- Social media

## More support to PFCA/PFCH

- Cleaning up
- Designing/planning special events
- Opening and closing
- Setting out tables & chairs

## Volunteer skills

- Helping with events
- Communication
- Talking to people
- Befriending
- Listening

## More volunteer skills

- Diversity and inclusion
- Admin/form filling
- Support to events
- Raising awareness
- Advertising and promotion
- Grass cutting and maintenance

## General activities

- Clinics - chiropody and optician
- Food and drink events
- Photography
- Board games
- Knit & natter
- Tree planting
- IT skills
- Race nights
- Fete
- Art
- Barn dances
- Men's shed
- Cooking skills for young and old