



WALSDEN NEIGHBOURHOOD WATCH COMMUNITY GROUP



BUSINESS PLAN

2020

EXECUTIVE SUMMARY

WHO We are a volunteer community group born from the Walsden Neighbourhood Watch.

WHY We would like to acquire the land as somewhere for the residents of Walsden to meet and work together as a community to build and maintain the garden thereby helping to prevent isolation and to promote mental and physical wellbeing.

HOW With grants, fundraising, donations and volunteers.

WHAT will be the outcome Team building, increased community spirit, decreased sense of isolation, increased physical and mental wellbeing, an area for all ages and abilities to enjoy.

Equality in access to the garden by people with diverse physical and mental abilities.

Promoting the beauty of nature with bee and insect hotels along with the plants and flowers.

Additional outcome Other community groups are willing to support the venture such as Healthy Minds, Age Concern, Todmorden Civic Pride, Todmorden Veterans and Tod in Bloom.

BUSINESS PLAN

The Business

The WNWCG is a volunteer organisation under the umbrella of the National Neighbourhood Watch.

Whilst there are currently no assets we intend to acquire, through donations, fundraising and sponsorship, raised gardens, bench seating and planting.

An asset register will be kept of all items for insurance and public liability purposes. We will establish a separate group within the Watch scheme to take responsibility for this project.

The Business History

Walsden Neighbourhood Watch Community Group (WNWCG) started in late 2019 as a group of volunteers interested in the safety and wellbeing of the Walsden community. The group have 30 plus members who are keen to watch out for and assist their neighbours and friends in good times and bad. It is community oriented and is open to all residents of the village.

The group have run a competition for the children during lockdown and have had a small fundraiser to help get a bank account established. We have set up our own Facebook and Whatsapp pages to keep the villagers informed of happenings and notifications in the district.

The Business Structure

The WNWCG is run by an Executive Committee with the assistance of a management group. These are all volunteers. We will have a garden management committee to take responsibility of the garden.

The Product

WNWCG is wanting to have the land on the corner of Rochdale Road and Inchfield Road (the library corner) turned into a community garden for the use of all villagers and visitors alike.

WNWCG hope that the garden will be a sanctuary for those who need a quiet meeting place or a somewhere to rest.

It is the aim of WNWCG to turn the corner into a 'village green/square'.

The WNWCG are prepared to take responsibility for the upkeep and maintenance of the garden.

The Goals and Objectives

WNWCG is committed to ...

- assist those who need guidance and support with security and safety within the village.
- being active in helping the village become more desirable and welcoming.
- seek volunteers from within the community to come together to create opportunities for the wellbeing and enjoyment of all.
- support the elderly by helping them feel less isolated and inviting them to get involved with activities in the garden.
- encourage families with children to use the garden as a learning experience.
- encourage all to have an active participation in the planting, maintenance, or simply meeting others in the garden.
- ensure all village residents and visitors have an enjoyable experience.

Volunteers of the group will be encouraged to invite local residents to meet up or register on Whatsapp or Facebook their interest with contact details and how they would like to take part. A register of volunteers would be kept by the garden committee to enable regular contact and seek assistance.

The Target Market

All the residents of the village and those passing through will be welcome to use the garden.

There are groups in the Village who are interested in having a welcoming communal area that is available for use free of charge with a pleasant ambience and easy reach by their members.

Groups such as Healthy Minds, Age Concern, the local primary school, to name just a few.

The local Todmorden Veterans group have expressed interest in installing a small memorial in the garden if the venture goes ahead for the remembrance of Walsden folk who served in past conflicts.

Funding and Finance

The WNWCG is a not for profit organisation therefore will not be selling any produce from the garden.

The WNWCG want to obtain a peppercorn lease of five years from the Calderdale Council for the library corner land.

We request the site be left in a “helpful” state (in a safe manner to ensure public health and safety) after demolition. We will request the Council to leave the existing pathways, railings and the pad the structure is sitting on thus reducing the expenditure needed to make the site user friendly.

Some of the soil etc from the original site can be redistributed into the gardens thus saving on the purchase of soil and compost.

Funding

The WNWCG intend to approach such organisations as the Abraham Omerod Trust, Town Centre Development Board, Todmorden Town Council, Morrisons, Co op, Calderdale Community Trust Foundation and the Mayoral Fund for Grants to fund the major expenses incurred in setting up this project and capital investment.

Ongoing expenses will be funded by donations, raffles, market stalls and community days depending on the Covid situation.

It is also expected that local businesses will also get on board with contributions of goods and assistance where needed. Free advertising on benches and garden beds can be a major trade-off.

Local schools will be encouraged to use the garden for the education of the local children.

We will also offer members of the community the opportunity to install memorial seating in the garden.

Funds raised will be for the sole use of supplying materials for seating, planter boxes, etc and hedges and plants for the garden, and any labouring costs for work that may be needed that cannot be done by volunteers.

Todmorden Civic Pride (who have assisted with the setup of Patmos, Fielden Wharf etc) have offered their assistance and advice, and also an unused bank account to put funds raised by the WNWCG into, until such time as we can get our own account.

Break down of funds required for initial set up...

- Raised garden beds 8’x4’x2’ fully installed with liners
£180 x 6 £1080

• Soil (new top soil) £50 per ton delivered x 2	£ 100
• Park bench seat (backed) £180 x 4	£ 720
• Bench seat only £50 x 4	£ 200
• Equipment Tools, storage box with secure locks, compost bin and water bins etc	£ 800
• Plants and bushes Approx. 50 metres hedging	£1700
Assorted plants and trees	£ 400
• Labour costs (professional)	£ 500
<u>Total</u>	<u>£5500</u>

IF the Calderdale Council remove all existing structures that we have requested to be left insitu, then the following will be required to bring the park back to a user friendly site.

• To replace the concrete slab to the same size and concrete poured paths with steel work and poured cement	£3000
• Turf	£1500
<u>Total</u>	<u>£4500</u>
<u>GRAND TOTAL</u>	<u>£10000</u>

Ongoing expenses – Yearly Budget

• Hire of wheelie bin	£ 50
• Grass cutting	£ 500
• general maintenance	£ 500
• admin costs	£ 50
<u>Total</u>	<u>£1100</u>

Income

Volunteer labour of approx. 30 hours per month @ £10 per hour

• fundraising stalls, raffles, competitions etc	£ 400
• Donations including goods in lieu	£ 700
<u>Total</u>	<u>£1100</u>

Further grants for improvements in the future will be applied for as and when required.

Insurance

This project will be covered for Public Liability by the Neighbourhood Watch Network Public Liability Scheme (see attached).

The group have already started fundraising on a small scale with a raffle and will continue to hold raffles, and have market stalls and community days in the future depending upon the current situation.

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths The garden will promote the wellbeing and mental health of those who are living alone, in poor health, those recently bereaved etc. It gives the community somewhere they can go to socialise and interact with others.

Weaknesses As the garden will be maintained by volunteers, the group will have to rely upon the good nature and assistance of whoever is available to do the work. Funding and donations may be hard to come by and will rely upon volunteer assistance.

Opportunities The opportunities and benefits derived from the garden will be positive for all those who use it. The ambience of the garden will uplift those who are low, energise those who are tired and bring peace to those who are sad. The garden will give a sense of belonging to the lonely and elderly of the village as it will become a central meeting place within reach of most. It will give young families a place where they can picnic and the disabled somewhere they can access to meet and chat with friends.

Threats WNWCG are aware that there could be a shortage of volunteers to maintain the garden so the group is actively looking for new members all the time. Vandalism is threat which the group hope that through education of the youngsters who will be encouraged to use the garden, that they will have respect for the asset which will be theirs to use in the future. Residents in neighbouring houses who have CCTV have offered their support in case of any vandalism etc.

Walsden Neighbourhood Watch Community Group Executive Committee

Deb Jones [REDACTED]

Katy Reaston [REDACTED]

Lesley Hart [REDACTED]

Ian Thorne [REDACTED]

Cathy Whipp [REDACTED]