

BUSINESS PLANS

Major funders, such as the Big lottery, may ask you to submit a business plan with your application for funding. A Business Plan enables you to see whether you have thoroughly thought through your project. It also shows your prospective funder that you have a well thought out project.

A Simple Example of a Business Plan.

Here is a simple example of a Business Plan laid out next to a suggested template. In an actual Business Plan you would only include the information in the right hand column.

Section 1. Executive Summary

The Executive Summary should be written last as it sums up all the rest of the document. It outlines;

- Who you are
- Organisation Background
- How you are organised
- Your project

Section 1. Executive Summary

Who we are

Ampersham Darts Club is a voluntary community club and has over 70 players and members, all from the Devon village of Ampersham

Organisation background

Ampersham Darts Club was set up in 2001 to promote the game of darts in Ampersham and to participate in a regular programme of games with other villages.

How we are organised

The club is a voluntary community organisation made up of members living in and around the village of Ampersham. The club is managed by Fred Smith (Chair), Sue Jones (Treasurer) and Phil Bloggs (Secretary). The office holders are elected at the Annual General meeting held each October. We have a formal constitution and hold regular monthly business meetings. We have a management committee of six, including the office holders, who meet one a month. Sue Jones (Treasurer) keeps a set of formal accounts on behalf of the club.

Our project

To purchase a small bus to transport the Darts team and supporters to other

villages

Section 3: The Profile of the Organisation

- The reason for your project.
- Mission and Vision
- Aims and Objectives

Section 3: The Profile of the Organisation

The reason for our project.

Ampersham is a very isolated village at the end of a network of narrow lanes. Many of the Darts team and its supporters are elderly and do not like to drive far. While we are thankful to the people who have driven us by car to many games, we regularly miss games due to the lack of transport on the night. The bus will enable us to fully participate in the competition.

Mission and Vision

When given the opportunity, Ampersham Darts Team has demonstrated its talent and will-to-win. Our mission and vision is to become the top Darts team in Devon and to promote darts as a sport throughout the county.

Aims and Objectives

To play and promote the game of Darts throughout Ampersham and the villages of Devon.

Section 3: The Profile of the Organisation

- Background of the Organisation
- Core Activities
- Successes

Section 3: The Profile of the Organisation

Background of the Organisation

Ampersham Darts Club began in December of 2001 as an informal group playing on Thursday nights in the Village Hall, Ampersham. In 2002, Ampersham Darts Club was formed as a community group, to play against teams from other villages around Devon. Ampersham has since won two Shield competitions despite the restrictions of remoteness and distance under which we travel and play.

Core Activities

The core activities of Ampersham Darts club are:

- Promoting darts as a social game amongst the citizens of Ampersham
- Playing in the Devon Shield darts competition
- Training new darts players for both the social games and the Shield competition
- Promoting the game of Darts throughout Devon through displays at fetes and fairs and through our website.

Successes

Ampersham has won the Devon Shield twice since 2001. The group has a total membership of over 70 people and has grown from the original five players in 2001 to a pool of fifteen competition players, plus over thirty playing socially and a regular following of over 30 supporters for the competition games.

Section 4: Profile

- Geographical location
- The Users/Members
- The Need
- Other service/availability

Section 4: Profile

Geographical location

Ampersham is over 25 miles North West of Exeter in the heart of the Devon countryside and at the end of a network of long, narrow lanes that makes access to other parts of Devon slow and difficult.

Our Users/Members

The members of Ampersham Darts Club come from all age-groups within the village and from all levels of income. Our youngest team member is Jim at only 14. Our top scorer is Anwar, formerly from Egypt, who claims that his prowess is enhanced by the fact that he is the only person on the team that doesn't drink, apart from Jim! Annie, our second best player, runs a dairy farm by day.

The Need

As the club has developed and its following has grown, we have found it harder and harder to provide sufficient

cars and drivers to transport the team and its followers throughout Devon. One car was involved in an accident with a contractor's tractor, late one night. Three people were hurt and the car was a write-off. The supporters are particularly important as the team say they are crucial in bolstering their morale at 'away' fixtures and have greatly contributed to their winning form. The purchase of a bus would enable team and followers to travel in one bus which would greatly enhance everyone's safety. It is also planned to use the bus as community transport during the day, with a volunteer driver, to provide daily transport for our pensioners and others from the village to the nearest market town. Currently we have no bus service to the village.

Other services/availability

Currently there is no other alternative to asking people to drive the team and supporters with all the problems that that incurs as outlined above. We have looked at regularly hiring buses but this would be too expensive for the club.

Section 5: Other Factors

	Strengths	Weaknesses
Internal	The Club has a large membership ready to fundraise	Ampersham is a small, isolated and not very prosperous village
	Opportunities	Threats
External	We may be able to find opportunities to use the bus to raise funds for its operation and replacement	We may find that the cost of operation is greater than we anticipated and not attract sufficient donations and income

Section 6: Strategies

- Short term
- Medium term
- Long term

Section 6: Strategies

Short term

We will continue to fundraise to provide the operating costs of the bus for the first year in anticipation of our bid being

successful.

Medium term

If successful in our bid, we will look for opportunities to use the bus as intensively as possible to the benefit of our own and surrounding communities and to earn more money towards its upkeep and eventual replacement.

As well as providing transport for Ampersham shoppers for a donation, we will look at expanding this activity to nearby villages on other days , again for a donation. There is also the possibility of hire by other community groups and sporting clubs in Ampersham and nearby villages.

Long term

We look towards buying a larger bus which could carry more team supporters and generate more income by being more attractive to other communities to hire. We would also be able to expand the frequency of shopping runs to the market town by including for the villages around us, who are also without a bus service, on the same runs on the same days.