



2022

Business Plan



Investing in Community
Investing in all Generations
Investing in Kingsley Holt
Invest in Kingsley Holt Centre
and keep that investment Local

Kingsley Holt Centre Limited Reg 8772

6/2/2022

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Executive Summary

We want to rescue and reopen the essential community meeting space centrally located in Kingsley Holt that has been in regular use for over 80 years.

The building adjoins the Village recreation ground and as such each complement and enhance the other, there are no facilities such as refreshments or toilets available on the recreation ground with anyone attending events at the chapel having direct and safe access to the recreation ground.

The Methodist Church did not reopen the Chapel Building in Kingsley Holt for community use after the lifting of COVID restrictions, deciding instead to sell the building.

This made life difficult for the many and varied groups within the community that had been regularly using the building before closure.

Kingsley Holt

Kingsley Holt is a close-knit village in North Staffordshire, on the 2011 census there were 586 residents in the village, although several properties have been built since this census. It is 3 miles from the closest town of Cheadle, 10 miles from Leek, 10 miles from Stoke on Trent, 12 miles from Uttoxeter and 13 miles from Ashbourne. Surrounding villages include Kingsley, Froghall, Foxt, Oakamoor, Ipstones and Whiston with 4,285 people living in these villages in total. Kingsley Holt has a public house, and until recently a Chapel that was well used by the local community. Each of the surrounding villages, with the exception of Froghall have their own village Hall. Kingsley Holt Methodist Chapel sits in a prominent position in the middle of the village and has been a centre of village activities since its construction.

A group was formed with backing from the community to find a way of securing the building for continued community use.

Having successfully registered the building as an Asset of Community Value we now need to raise funds to bid.

Kingsley Holt Centre Limited a Community Benefit Society was formed in order to try and bid for the building when it becomes available on the open market.

Kingsley Holts Centre Aims

The objects of the Society shall be to carry out business for the benefit of the community.

To source, support and maintain social community space within the village of Kingsley Holt, Staffordshire for the benefit of present and future members of the community.



Objectives

Buying suitable premises (the old Methodist chapel building) within the village.

Running a multi-functional community meeting space.

The organisation

The project will be run by a newly formed Community Benefit Society run by a management Committee elected by its members.

Membership will be by application and purchase of a minimum shareholding.

Product services and activities

Shop/café survey results show strong support for this facility, and it will be complimented by a venue for all ages with space suitable for youth groups, clubs, exercise and keep fit, arts and craft activities, exhibition space. Heritage and history exhibitions will be maintained, and space provided for book exchange plus other activities, focused on inclusion, and preventing isolation.

Market Strategy

Kingsley Holt is a rural community and strong support was shown for a shop, café to be included in the services offered by the Centre. The shop will add value as it will provide an amenity that the community do not currently have within walking distance, it will also provide a place where people will be able to meet and chat with other members of the community, therefore improving the community cohesion in the village and the wellbeing of the community.

Competition

There are village halls in Kingsley 1.5 miles away and Foxt 3 miles and Whiston 4 miles way. Shops in Cheadle 2 miles and Ipstones 2.5 miles.

Resources

The building is available and will need to be purchased.

All staffing and routine caretaker functions will be initially met by volunteers with a longer-term plan to offer work experience and employment opportunities, particularly by development of shop/café.

Revenue

Previous hire and fairs have met running cost to date. This plan is based on the re-establishment of room hire with an allowance for increased hire achievable within the capacity of the buildings. The plan also includes a level of income from shop/café that would exceed 80% of income.

Further income from increased hire and shop café will be reinvested in the further development of the centre for the benefit of its aims and the community it serves.



Share Issue

A Time Bound offer will be launched clearly showing targets and all terms and conditions, anyone interested in buying shares will be given full details and asked to complete an application detailing the number of shares they wish to purchase. This information will be kept confidential; however, a running total will be published.

Targets and outcomes

The aim of the project is to provide a vibrant and welcoming centre accessible to all.

Success of the project will be measured by careful monitoring and by conducting regular surveys.

Risks

A mix of income streams (room hire, shop, café) will be maintained in order to spread the risk of market fluctuations.

The main security for shareholders will be the building market value.

Lack of support from the community.

Failure to meet projected income / targets.



1. Background and current situation

The building and the reading rooms have been a vitally important meeting space for over 80 years. Hosting many community events from Carnivals to Christmas fairs and carol services, fund raising events, toddlers and youth events, group meetings and functions. (See Appendix 1)

The building has been closed since the start of covid restrictions 2020 and the current owners now plan to sell.

This is a building that has become part of village heritage, it is unlikely to lend itself to conversion to residential use, complying with current environmental and building regulation would be difficult and expensive. This means that if sold to a private developer, it will almost certainly be permanently lost not just as a social focal point but as part of the villages building heritage.

This is why Kingsley Holt Residents Group was formed to try and find ways to get the building reopened and back in regular use by the community for the community.

The first action taken was to apply to Staffordshire Moorlands Council for the buildings to be listed as an Asset of Community Value. ACV status was granted on 09/08/21 and the buildings have been entered onto the register.

We have now formed a Community Benefit Society, Kingsley Holt Centre Limited, registered with the Financial Conduct Authority No. 8772 and are working towards raising funds in order to bid for the property once it comes onto market.

A Community Benefit Society has aims and objectives that ensure all its activities benefit the community nominated in its rules, that community will be Kingsley Holt. We have also applied an asset lock to the business ensuring that any benefits cannot be used for any other purpose.

Our accountants will request HMRC to grant an allowance recognising our extensive use of volunteer staff, which should reduce our tax liability to near zero

Kingsley Holt Centre Limited has been formed and has rules that ensure that all activities held will be run by its members for the benefit of the wider community.



2. Kingsley Holt Centre Aims

The Society is registered with the Financial Conduct Authority and the Aims as contained in its rules are :-

The objects of the Society shall be to carry on business for the benefit of the community.

To source, support and maintain social community space within the village of Kingsley Holt, Staffordshire for the benefit of present and future members of the community.

We will provide an accessible place to meet and socialise in a venue that is welcoming and inclusive to all ages offering a range of activities and events that will address loneliness and isolation, especially for the elderly, disabled and young families and improve social cohesion in the community.

3. Objectives

1. To be a not-for-profit enterprise owned by the community for the benefit of the community.
2. To address social isolation through the provision of a dedicated meeting place that supports social interaction and is accessible and welcoming to all. Which will enhance quality of life and improve community cohesion for residents of the village and wider community.
3. To preserve and maintain the former Chapel building as part of the villages building heritage, whilst seeking to continually improve its carbon footprint.
4. To establish a 'village hub' through acquiring an asset adjacent to our outdoor recreation space, enabling us to support healthy lifestyles and a more sustainable community infrastructure 'hub'. Thus, supporting a 15 minute neighbourhood, providing a multi-purpose community space.
5. To operate the Society in an ethical, responsible, and sustainable way for the benefit of the local community and invest profits back into the community.
6. To engage and grow our community volunteers to provide supportive services to the community and provide an opportunity for younger residents to develop skills and experience, vital to obtaining a first job or university place.
7. To co-operate with third party bodies, businesses and projects in the community to mutually enhance an easily accessible hub for activities and services in Kingsley Holt and for the whole community.

We need to buy suitable premises, this at the moment will be the old chapel building within the village.

Having sourced suitable premises, the business will provide a venue for all ages with space suitable for youth groups, clubs, exercise and keep fit, shop, café, arts and craft activities, exhibition space.



4. The organisation.

The project will be run by a newly formed Community Benefit Society, Kingsley Holt Centre Limited run by a management Committee of not more than 12 elected by its members.

Membership will be by application and purchase of a minimum shareholding.

Once the building has been purchased membership and volunteers will be actively recruited to help run, staff, and maintain. All staffing and routine caretaker functions will be initially met by volunteers with a longer-term plan to offer work experience and employment opportunities.

A start-up steering group will run the Society until its first AGM at that point all will stand down and a new Management Committee will be elected by its membership.

No one will need to be a member of the CBS in order to use the venue or partake in events.

(See Appendix 2 for details of the current management committee.)

5. Product services and activities.

The use of this venue has been an essential part of community life for over 80 years. It has provided a focal point for activities, events, and voluntary work enhancing, maintaining, and developing the facility.

(See Appendix 1)

We want to continue that process protecting the past while planning and developing for the future.

The business will provide a venue for all ages with space suitable for youth groups, clubs, exercise and keep fit, shop, café, arts and craft activities, exhibition space. Heritage and history exhibitions will be maintained, and space provided for book exchange plus other activities focused on inclusion and preventing isolation.

Further expansion is planned to include running a combined community shop and café to increase income and complement the existing activities.

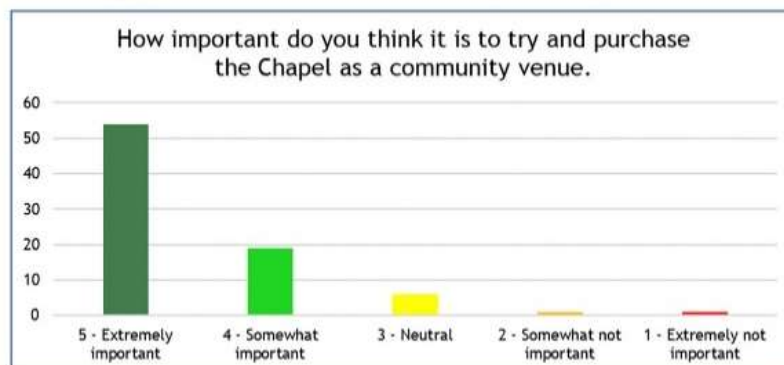
We plan to continue the development of an exciting, vibrant, and welcoming centre for the village.



6. Market Strategy

Evidence from a previous project run at the same venue shows that with a limited number of rentals and activities typical less than 30% of capacity it was possible to meet day to day running cost.

A survey conducted within the village shows strong support for purchase and reopening as a community venue.



(See Appendix 3 for full survey results including shop/café results)

With the addition of new income streams the project can be profitable. Other fundraising activities such as fairs, raffles and a regular lottery could provide further income.

Kingsley Holt is a rural community and strong support was shown for a shop, café to be included in the services offered by the Centre. The shop will add value as it will provide an amenity that the community do not currently have within walking distance, it will also provide a place where people will be able to meet and chat with other members of the community, therefore improving the community cohesion in the village and the well being of the community.

The results of our survey indicate usage would be in line with typical rural community shop/café with the average spend £10 twice a week. (see Appendix 3 for full survey results)

ACS Rural Shop report for 2021 shows the average spend in rural shops as £7.92 with average visits of 4 per week.

Other options for consideration are leasing space for other businesses, bakery, take away outlets.

Any and all new developments and activities will need to be evaluated to ensure they meet the aims and objectives of providing a centre for the benefit of the village community.

7. Competition

There are village halls in Kingsley 1.5 miles away and in Ipstones 2.5 miles away and Foxt 3 miles and Whiston 4 miles away.

These are all village halls serving their communities and all were operational and successful when in competition with the successful operation of this community space in Kingsley Holt.

The aim of this project is to serve the community of Kingsley Holt, to provide a venue easily accessed by the village population without the need to drive. The survey conducted within the village shows strong support for this.

The only other venue within the village is the Blacksmiths Arms, a Public House with no function rooms, and as our aim is to primarily provide space for functions, meetings, and exercise would not compete.

In the past the two venues have provided complimentary facilities for events within the community. (Many a meeting held at the Chapel has ended with adjournment to the Blacksmiths Arms)

8. Resources

The building is available and will need to be purchased. Planning consent will need to be obtained for any change of use.

Although a kitchen is already located within the building it will need modernisation. Toilets and other facilities will also need modernisation this will include levelling floors to provide usable and accessible space. We have included an upgrade figure together with the purchase price in the first year. Capital allowance has also been made to cover the cost of equipment such as, IT, Shop/Café fitting, chairs, and tables. The improvements and modernisation will also qualify for grant funding.

A reduction in income for the first year has also been included to cover for any interruptions during remedial repairs and upgrade work.

It will be possible to start other fundraising activities such as fairs, raffles, and a lottery.

All staffing and routine caretaker functions will be initially met by volunteers, during refurbishment training will be given to provide shop/ café and food hygiene skills. With a longer-term plan to offer work experience and employment opportunities.

9. Revenue

Capital to be raised by Share Issue, Donation and 20% match funding, mortgage.

Previous hire and fairs have meet running cost to date. We plan to compliment this income with other activities such as shop and café.

We plan to start trading after refurbishment from month 6.

Income in the first year will come from:

Shop 60% average over year. Café 33% average over year. Hire 7% average over year.



Going into profit from month 8.

Capital will fall to approx. £10K
Month 7 increasing to £11K by
Month 12. No future capital
requirements have been
identified. See Appendix 7 for full
profit/loss and cashflow over the first 12
months.

Our business plan is based on
income from shop and café, the
continued hire of space,
complimented by fundraising
events starting slightly below
current/previous levels with
increase over the next 3 years
approaching a max 20% hire
capacity in year 4.

Kingsley Holt Centre : FINANCIAL FORECAST- OPERATIONS							
Item No	Description	Comment	1st Year	2nd Year	3rd Year	4th Year	5th Year
1 Income							
1.1	Polling Station	per annum					
1.2	Multi Wk. hire	one per annum		£260.00	£260.00	£260.00	£260.00
1.3	Single Wk. Hire	20*£25 first year then 48 wks.	£1,000.00	£2,400.00	£2,448.00	£2,496.96	£2,546.96
1.4	Single Month	20*£1*£25 first year then 48 wks.	£500.00	£1,200.00	£1,224.00	£1,248.48	£1,273.44
1.5	Parish Council	6*£1*£25 first year then 12 P/yr.	£150.00	£300.00	£306.00	£312.12	£318.36
1.6	Funraising events	2*£25 first year then 4 per year	£50.00	£100.00	£102.00	£104.04	£106.12
1.7	Misc. 0-2-4-4 Shop / Cafe	1, 2 then 3 events per annum	£800.00	£900.00	£1,000.00	£1,500.00	£1,500.00
		Addition hires	£0.00	£2,000.00	£3,060.00	£3,121.20	£3,183.62
			£28,600.00	£85,800.00	£94,380.00	£103,818.00	£114,199.80
		TOTAL INCOME	£31,100.00	£92,960.00	£102,780.00	£112,860.80	£123,388.22
		Balance from startup funding	-£651.00				
2 Expenditure							
			1st Year	2nd Year	3rd Year	4th Year	5th Year
2.1	Interest & Capital	Repayment c/f from Capital	£4,213.32	£4,213.32	£4,213.32	£4,213.32	£4,213.32
2.2	Rates	not Applicable					
2.3	Maintenance		£350.00	£357.00	£364.14	£371.42	£378.85
2.4	Utilities	Water & Power	£1,100.00	£1,650.00	£1,980.00	£2,376.00	£2,851.20
2.5	Insurance	Building	£500.00	£520.00	£540.80	£562.43	£584.95
2.6	General	Fire Inspection	£33.00	£34.32	£35.69	£37.12	£38.61
2.7	Miscellaneous	Advertising, printing, web	£250.00	£262.50	£275.63	£289.41	£303.88
2.8	Data Protection		£50.00	£50.00	£50.00	£50.00	£50.00
2.9	Insurance	P/E Liability	£80.00	£225.00	£234.00	£243.36	£253.09
2.11	Stock for Shop/cafe		£25,740.00	£77,220.00	£84,942.00	£93,436.20	£102,779.82
2.11	Telephone / BB		£150.00	£360.00	£374.40	£389.38	£404.95
2.12	Share withdrawal					£4,500.00	£4,440.00
2.13	Share interest @2%					£2,910.00	£2,821.20
	TOTAL EXPENDITURE		£32,466.32	£84,892.14	£93,009.98	£109,378.64	£119,119.85
	Monthly		£2,705.53	£7,074.35	£7,750.83	£9,114.89	£9,926.65
	Sales as % of income		91.96%	92.30%	91.83%	91.99%	92.55%
	BALANCE		-£2,017.32	£8,067.86	£9,770.02	£3,482.16	£4,268.41
	Total Hires in year		68	240	280	280	280
	Total Hires av per wk.		1.31	4.62	5.38	5.38	5.38
	% use		3.11	10.96	12.82	12.82	12.82

Year 1 Planed operation will show reduced income this takes into consideration the remedial work that will be needed.

Year 2 Income from shop / café is expected to increase from first year and quickly represent over 80% of income.

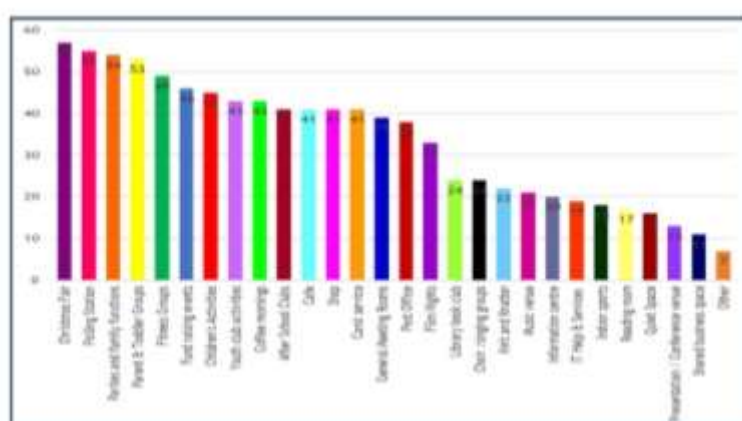
Planned hire operation will be back to pre-closure and in profit. With capacity at 12% max.

Year 3 and 4 Provision has been made to offer interest payments on shares @2% in line with our governing documents. Allowance has also been made for withdrawal.

See Appendix 5 and 6 for further detail.

During year 3 and 4 we plan to develop complimentary income streams using the response in our survey to the question: -

” What would you like to see available at a community venue if we are successful”



(see Appendix 4, 5, 6 for Financial Capital, Operations, Balance and Asset)



10. Share Issue

Our community share offer is a time-limited opportunity for you, your family, friends, local groups, local businesses and other community supporters to invest in The Kingsley Holt Centre to create a multi-purpose hub for our community.

As well as preserving a historic building at the heart of our village you will be investing in the future of our community.

Last year we were informed that Kingsley Holt Methodist Chapel was to be put up for sale by the Methodist Church trustees. After registering the Chapel as an Asset of Community Value with SMDC we held a successful community consultation and began the process to purchase the former Chapel for the community.

We aim to raise £250,000 to purchase the Chapel building and carry out necessary repairs and improvements.

Shares are £20 each, with a minimum investment of 5 shares (£100) and a maximum investment of £15,000 per individual. The society is seeking a minimum of £100,000 from this share offer, an optimum of £150,000 and a maximum of £170,000. We are aiming to raise the remaining funds through donations, local fundraising, grants and if required loan funding. Our business plan allows for sufficient capital to be raised to qualify for a commercial loan, should we require it.

We hope to pay an interest payment to members of 2% from year 4 of trading. Share withdrawals are possible after year 4 at the discretion of the management committee.

The opening date of the share offer is Wednesday 23rd March 2022. The closing date of the share offer is Friday 22nd April 2022. The Management Committee reserve the right to extend the offer beyond this initial period if they believe doing so would benefit the share issue.

The Share Offer will be promoted to the community through the village newsletter, website, social media channels, village noticeboards and local newspapers/radio. We will provide each household in the village with our share prospectus, mail to interested parties and local businesses and it will also be available on our website for the wider community. We will be holding a share launch event, along with several question & answer sessions that people can attend so we can answer any questions they have, they can also return their application forms and make payment at these events.



11. Targets and outcomes

The aim of the project is to provide a vibrant and welcoming centre regularly used by the community. A centre enabling all generations to meet, share, support and take part in their community.

Volunteers will be recruited and encouraged with procedures in place to provide training and work experience opportunities.

Opportunities will be in place to enable progression within the organisation, we will encourage everyone using and attending the venue to get involved at all levels.

Membership will be monitored and encouraged to ensure strong community involvement.

Success of the project will be monitored by conducting regular surveys, recording the number of people using the centre and for what reason / purpose. Levels of isolation and social inclusion within the community will wherever possible also be used to assess the performance of the project.



12. Risks

A mix of income streams will be maintained in order to spread the risk of market fluctuations. The option of special fundraising events, Fairs, Christmas market's will also be used to reinforce regular income.

The main security for shareholders will be the building market value, careful monitoring of the value and levels of investment will be needed. Sufficient funds will be built up and maintained to ensure stability and ensure the society is able to honour any authorised withdrawals allowed for in its rules.

Kingsley Holt Centre : FINANCIAL BALANCE & ASSET						01-Mar-22
Description	Comment	1st Year	2nd Year	3rd Year	4thYear	5thYear
Balance from year operations		-£2,017.32	£8,067.86	£9,770.02	£3,482.16	£4,268.41
Balance brought forward			-£2,017.32	£6,050.54	£15,820.56	£19,302.72
Balance year on year		-£2,017.32	£6,050.54	£15,820.56	£19,302.72	£23,571.13
Assets	Buildings appreciation 5% Equipment depreciation 20%					
	Buildings	£200,000.00	£210,000.00	£220,500.00	£231,525.00	£243,101.25
	Equipment	£0.00	£15,000.00	£12,000.00	£9,600.00	£7,680.00
	Investments	£0.00	£0.00	£0.00	£0.00	£0.00
Total Assets		£200,000.00	£225,000.00	£232,500.00	£241,125.00	£250,781.25
Shares issued		7500	0	0	-225	-222
Share holding value		£150,000.00	£150,000.00	£150,000.00	£145,500.00	£141,060.00
Share value withdrawn					£4,500.00	£4,440.00
Shares as % of Assets		75%	67%	65%	60%	56%
Shares as % of Assets + Rolling Balance		76%	65%	60%	56%	51%
Assets plus rolling Balance		£197,982.68	£231,050.54	£248,320.56	£260,427.72	£274,352.38
Year 4 balance as % S holding						13.27%

At the end of the 3-year share lock, an allowance has been made for share withdrawal.

Lack of support from the community. Without support from the community the project will fail, every effort will be made to engage with and involve all aspects of the community at all levels in order to reduce this risk.

Failure to meet projected income / targets. Continuous monitoring of financial performance will be maintained such that early intervention can be taken to ensure targets are achievable.

Events and Activities

regularly held before closure

Coffee Mornings and breakfast clubs
Community Fundraisers
Dad and Toddler Groups
Little Stars, children's classes
Mother and Toddler Groups
Parish Council Meetings
Kingsley & Moorland Fuchsia & Geranium
Society Meetings
Polling Station
Kingsley Holt Community Fund AGM
Christmas Eve Carol Service
Private hire for parties and community groups
and organisations
Rainbow and Brownie Units, Guiding,
Staffordshire
Local Councillors Surgeries
Annual Kingsley & Kingsley Holt Scarecrow
Festival
Village Fete
First aid courses.



The Team



Kingsley Holt Centre



Julie Sadler-Wright

Julie moved to Kingsley Holt in June 2021 with husband Pete to experience a change of life in the country and to be part of village life, Julie has family connections to Staffordshire and has spent all her life visiting family and walking in the beautiful countryside. Julie currently works for Staffordshire County Council after moving from Northamptonshire County Council. Julie has extensive experience of working with children and families and wanted to be part of this project to support village life and to enhance and develop opportunities for local children and families.



Pete Wright

Pete moved with his wife Julie in June 2021 after falling in love with the people and the area following Julie's influence. Peter has recently retired from 33 years of public service and wanted to put some of his newfound time into supporting village life and helping to keep the Methodist Chapel building at the heart of the community. Pete brings a wealth of experience in working with the public and supporting communities.



Martin Wheeler Chair

Martin a retired Electronics Test Engineer moved to the village in 2010.

Martin and his wife Diana quickly immersed themselves in village life and became involved in the successful listing of the local pub Blacksmiths Arms as an Asset of Community Value in 2013, one of the first pubs in Staffordshire Moorlands to achieve the protection of ACV listing.

Martin enjoys spending time supporting community events and activities and is part of the team producing the monthly free newsletter for the village.

Together with his wife Martin ran for 18 years before retirement a successful Electronics Test Services Company. The company provided training and back up services for specialist test facilities throughout UK, Europe, and USA. Having worked previously for International Computers Limited as a Regional Support Engineer, working on medium to large scale computer installations and projects. Martin has over 40 years of experience in the Service and Support Sector where communication skills, problem solving and working on time critical projects are key.



Karen Bateman Secretary, Treasurer

Karen has lived in Kingsley Holt since 2006. She takes an active part in the community, has been the editor of the village newsletter since 2015 and is administrator of the village Facebook pages. Being a member of the Community Fund, she managed the project to obtain a grant to add new play equipment to the village rec and has organised and volunteered at many village fundraising events.

Karen has worked in Finance and Accounting roles for 20 years and is AAT qualified. She specialises in setting up systems and procedures and trouble shooting. She has experience of working in the retail, tourism, hospitality education and events industries and has also held retail supervisory roles.

She has two young children and is keen to see the Kingsley Holt Centre opened and ran for their and their friends benefit as well as future generations.





Heather Fallows

Heather Fallows has been a Kingsley Holt resident for all of her life, Heather has been married for 36 years and has 2 grown up sons and 2 grandchildren.

She has been an active member of the village ,i.e Best Kept Village Group, Kingsley Holt Methodist chapel (which she has been attending since she was 4 years old) and many other activities.



Jeremy Fallows

Jeremy Fallows moved to Kingsley Holt as a youngster in 1968, and has lived here ever since. He attended St Werburgh's followed by the then brand-new Cheadle High School and Leek College during his engineering apprenticeship.

He married Heather in 1985 and has 2 children and 2 grandchildren.

He likes to keep active in the community, and help with the Best Kept Village Group, and is a member of the Community Fund Committee.



Steve Rollett Vice-Chair

Steve moved from Sheffield to Kingsley Holt 15 years ago. Having worked in Engineering for many years in various companies, taking in supervisory and lower management roles which included quality control, health & safety and risk assessment. In the past Steve has been a director in a community takeover of a swimming baths and believes in community ownership

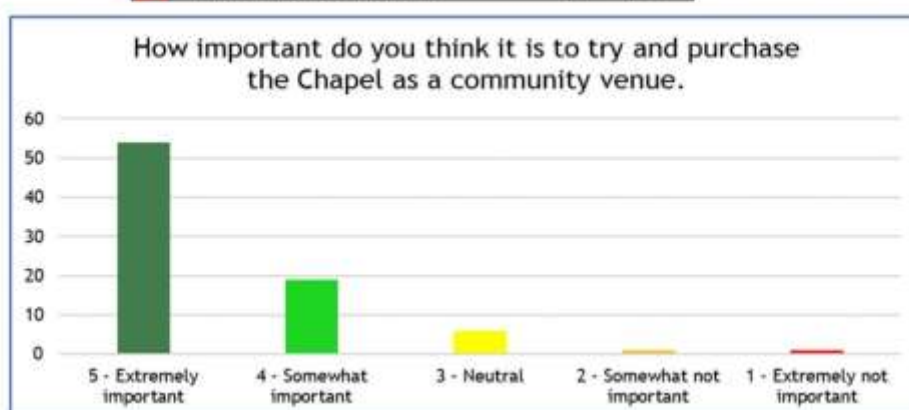
Survey Results

Survey Date 9/2021

Kingsley Holt Chapel - Community Usage Questionnaire Results

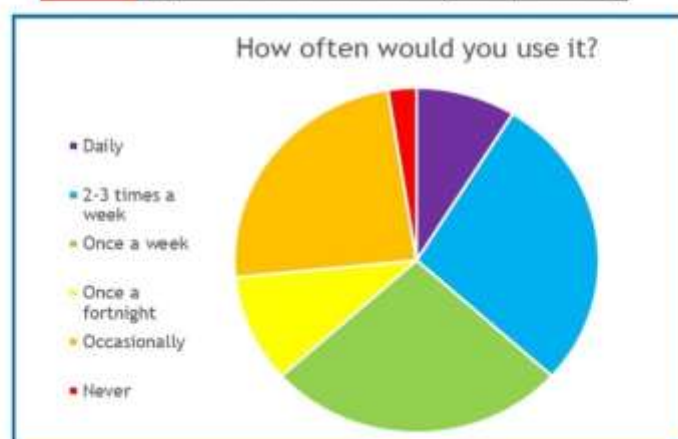
1. On a scale of 1 - 5 how important do you think it is to try and purchase the Chapel as a community venue?
5 = very important 1 = Not important

5 - Extremely important	54	67%
4 - Somewhat important	19	23%
3 - Neutral	6	7%
2 - Somewhat not important	1	1%
1 - Extremely not important	1	1%



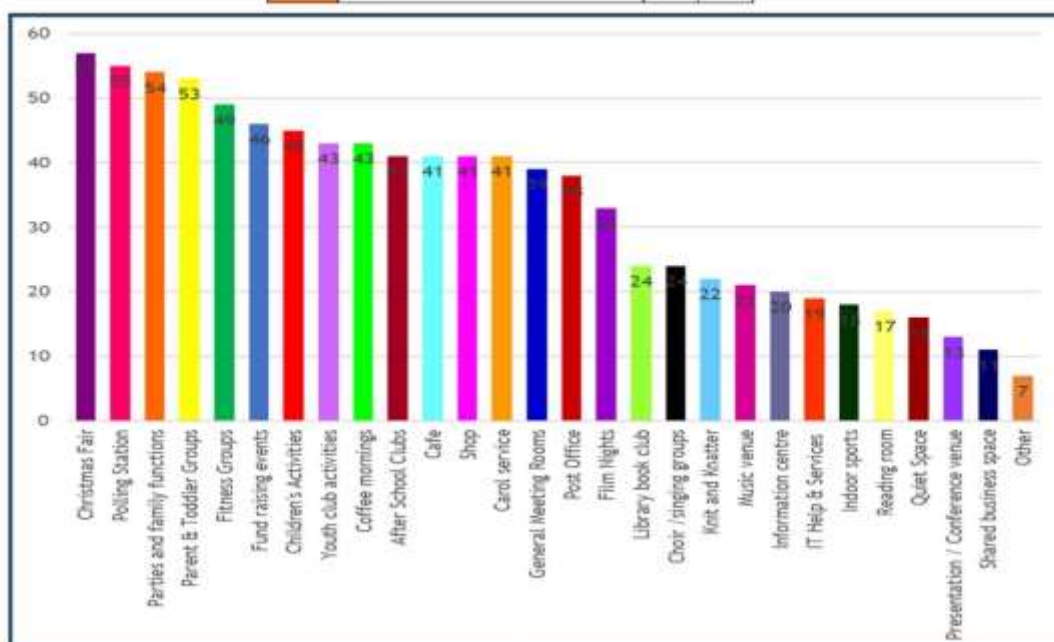
2. If we are able to open the venue, how often would you or any member of your household use it?

Daily	7	9%
2-3 times a week	22	28%
Once a week	21	27%
Once a fortnight	8	10%
Occasionally	19	24%
Never	2	3%



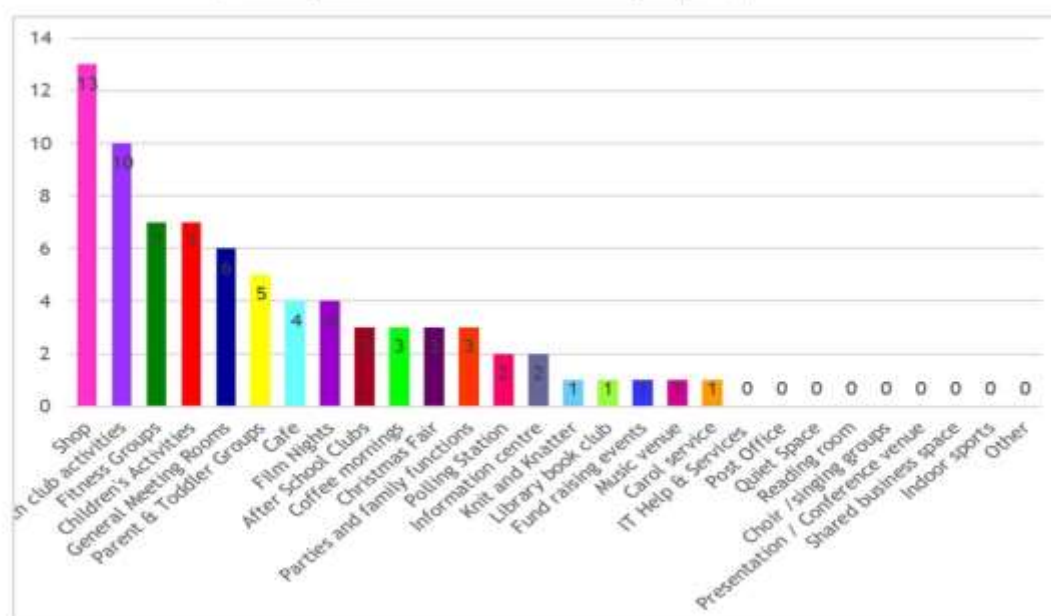
3. What would you like to see available at a community venue if we are successful. (Tick all that apply)

Christmas Fair	57	70%
Polling Station	55	68%
Parties and family functions	54	67%
Parent & Toddler Groups	53	65%
Fitness Groups	49	60%
Fund raising events	46	57%
Children's Activities	45	56%
Youth club activities	43	53%
Coffee mornings	43	53%
After School Clubs	41	51%
Cafe	41	51%
Shop	41	51%
Carol service	41	51%
General Meeting Rooms	39	48%
Post Office	38	47%
Film Nights	33	41%
Library book club	24	30%
Choir /singing groups	24	30%
Knit and Knatter	22	27%
Music venue	21	26%
Information centre	20	25%
IT Help & Services	19	23%
Indoor sports	18	22%
Reading room	17	21%
Quiet Space	16	20%
Presentation / Conference venue	13	16%
Shared business space	11	14%
Other	7	9%



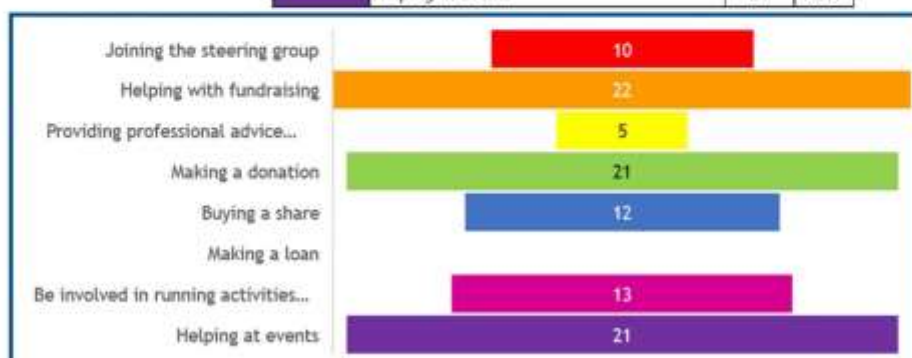
4. What would you most like to see available at a community venue if we are successful. (Tick one)

Shop	13	17%
Youth club activities	10	13%
Fitness Groups	7	9%
Children's Activities	7	9%
General Meeting Rooms	6	8%
Parent & Toddler Groups	5	6%
Cafe	4	5%
Film Nights	4	5%
After School Clubs	3	4%
Coffee mornings	3	4%
Christmas Fair	3	4%
Parties and family functions	3	4%
Polling Station	2	3%
Information centre	2	3%
Knit and Knatter	1	1%
Library book club	1	1%
Fund raising events	1	1%
Music venue	1	1%
Carol service	1	1%
IT Help & Services	0	0%
Post Office	0	0%
Quiet Space	0	0%
Reading room	0	0%
Choir /singing groups	0	0%
Presentation / Conference venue	0	0%
Shared business space	0	0%
Indoor sports	0	0%
Other	0	0%



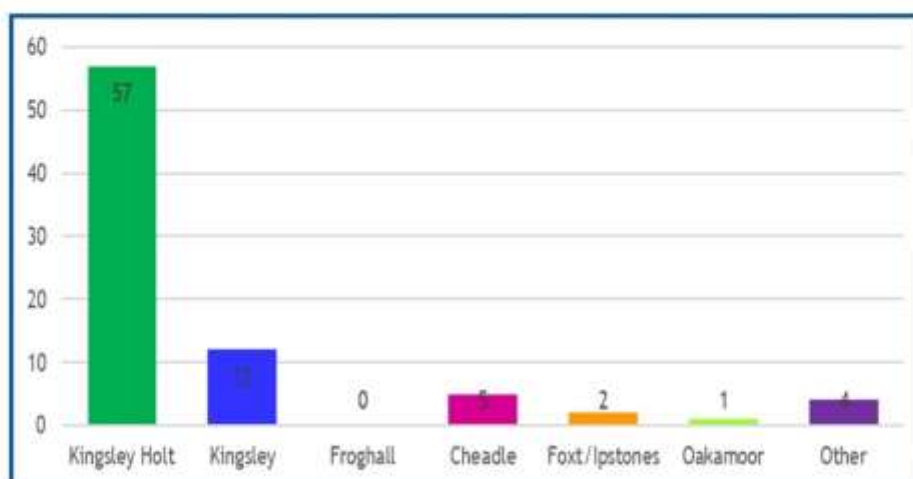
5. Would you or anyone in your household be interested in helping our community project in any way by:

Joining the steering group	10	12%
Helping with fundraising	22	27%
Providing professional advice/services	5	6%
Making a donation	21	26%
Buying a share	12	15%
Making a loan	0	0%
Be involved in running activities/volunteering	13	16%
Helping at events	21	26%



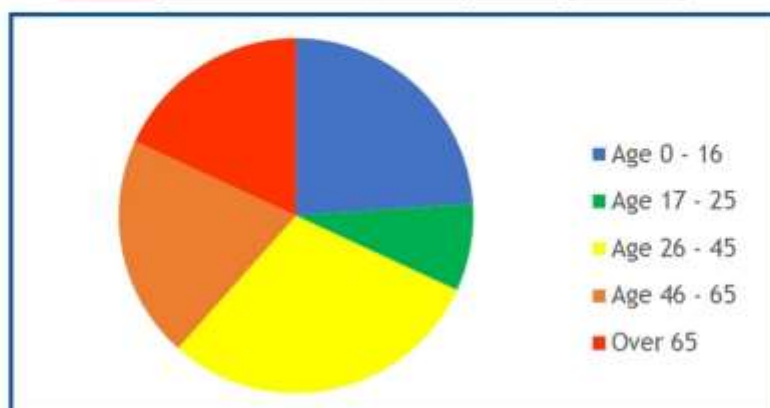
6. Where do you live?

Kingsley Holt	57	70%
Kingsley	12	15%
Froghall	0	0%
Cheadle	5	6%
Foxt/Ipstones	2	2%
Oakamoor	1	1%
Other	4	5%



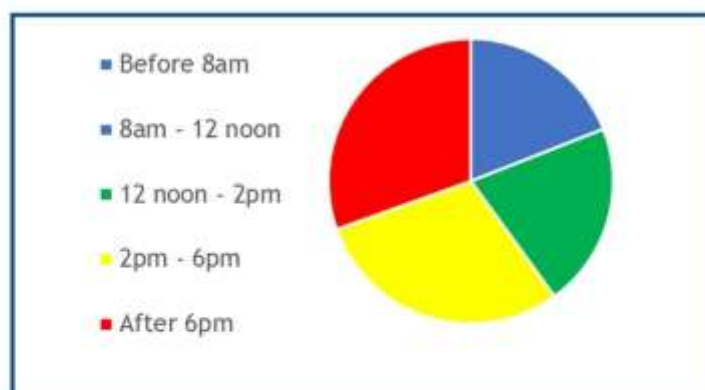
7. Please state what age ranges there are in your household:

Age 0 - 16	33	41%
Age 17 - 25	11	14%
Age 26 - 45	41	51%
Age 46 - 65	28	35%
Over 65	25	31%



8. At what time of day would you be most likely to use the activities?

Before 8am	0	0%
8am - 12 noon	20	19%
12 noon - 2pm	22	21%
2pm - 6pm	31	30%
After 6pm	32	30%



Comments Received

I understand the sentiment about buying the chapel however the upkeep / purchase cost and available pool of people locally all combined i think doesn't necessarily make it viable to keep and run. I think KH needs to focus on the Blacksmiths Arms, and also using Kingsley Village Hall as a center of both villages with a viable committee and full program of activities.	
It makes sense ,to many new builds in and around the area	
Would love for it to become a good space for the community to use especially how we don't have many buildings like that between the 2 villages	
It would not let me tick more than one option on question 4 but most times would be great.	
It was a great venue for Rainbows, really helpful for voting and brought the community together with fetes and fairs.	
Good luck with your / our attempts to keep Kingsley Holt Chapel and Meeting Room open as a community asset. Best wishes.	
Q2. I answered other as I don't think it should be used for just one activity. It has the scope to have many different uses.	
I feel this chapel should stay a chapel it's been here years, I myself went to rainbows, brownies and guides here then become a young leader at rainbows, the chapel need to remain a chapel it's got so many memories for everyone and a lot more in many years to come	
Doesn't really affect me but id use a shop on nights I finish work late as Ipstones shop now closes at 7pm. Id be glad to see the chapel going though either way	
It's a great venue with parking would be an asset to the community and surrounding areas	
I really hope that the building is kept as it is and for the whole community to use . It would be nice to get people together more regular other than the pub . The teens need something and the adults could use it for other clubs during the day.	
Dont want to loose anything else in our community	
I think it's extremely important to buy the chapel for the sake of the community, this chapel was originally funded by Kingsley Holt villagers and should not be sold for someone else to make a profit	
None of the activities listed are going to generate the cash that is needed to fund the maintenance and purchase of the chapel facility. A different approach is required to provide a positive and constant income. And one that will not leave a legacy that cannot be sustained by the next generation.	
Hope it can be brought by the community so we don't loose another valued location to 'big business'	
Wish we were 40 years younger, and then we would be able to help.	

Kingsley Holt Community Shop & Café Survey

Survey Date 1/2022

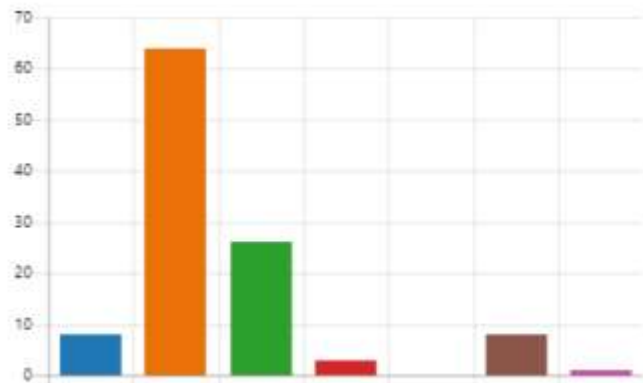
How important do you think it is to have a shop in the village?

Very important Somewhat important Neutral Not so important Extremely not important



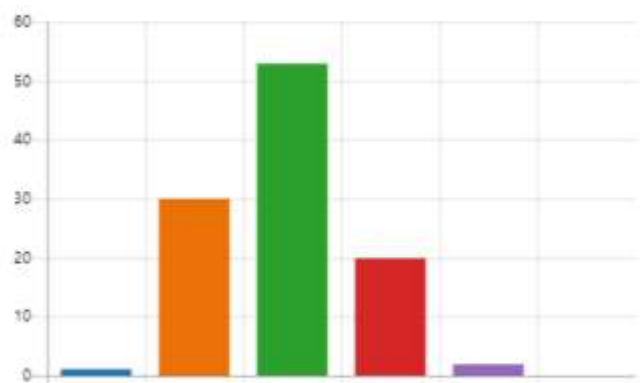
How often would you or members of your household use a shop in the village?

Daily: 8
 2-3 times a week: 64
 Once a Week: 26
 Once a fortnight: 3
 Once a month: 0
 Occasionally: 8
 Never: 1



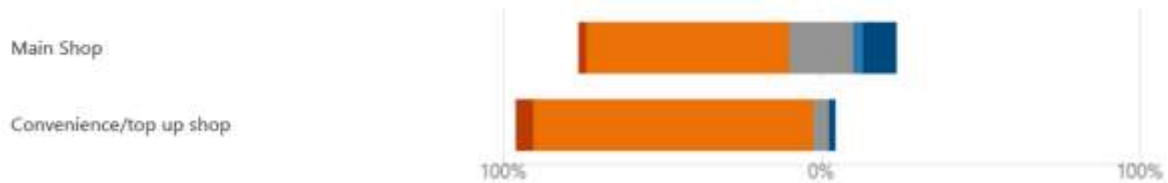
How much do you think you would spend on an average visit to the shop?

£0: 1
 £5: 30
 £10: 53
 £20: 20
 £50: 2
 £75: 0



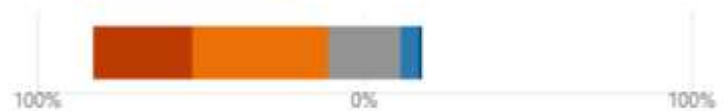
. How far do you currently travel to do your:

■ Less 1 mile ■ 2-5 miles ■ 6-10 miles ■ Over 10 miles ■ Online shop/ delivered.



How important do you think it is to have a café in the village?

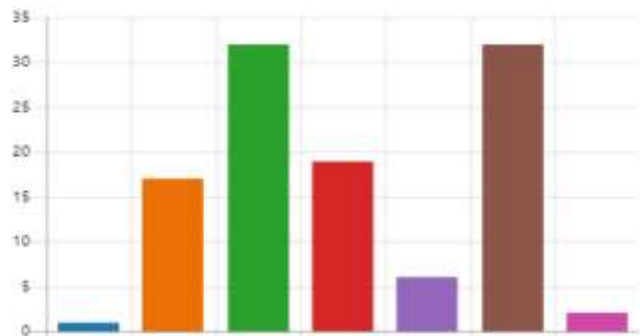
■ Very Important ■ Somewhat important ■ Neutral ■ Not so important ■ Extremely not important



. How often would you or members of your household use a café in the village?

● Daily
● 2-3 times a week
● Once a Week
● Once a fortnight
● Once a month
● Occasionally
● Never

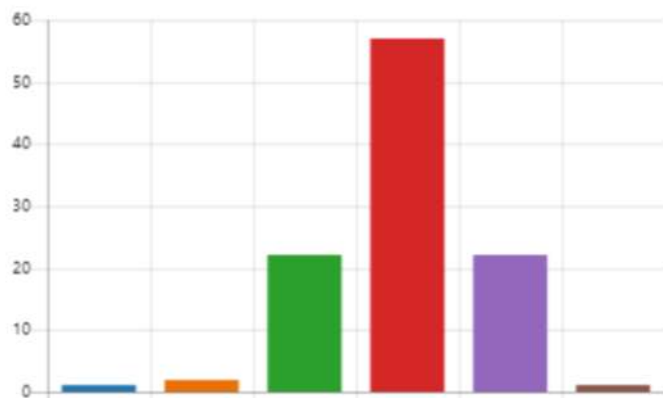
1
17
32
19
6
32
2



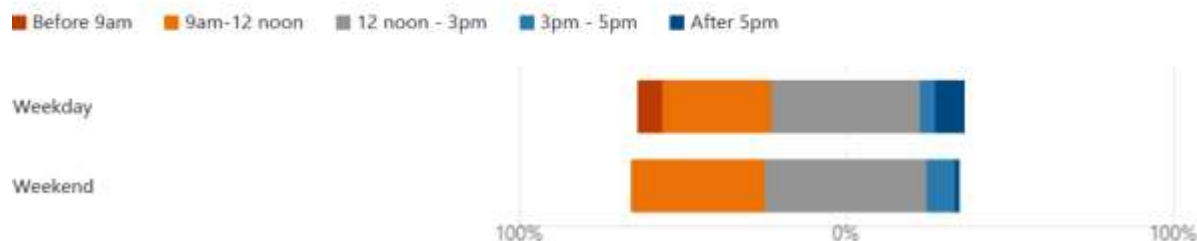
How much do you think you would spend on an average visit to the Café?

● £0
● £2
● £5
● £10
● £20
● £30

1
2
22
57
22
1

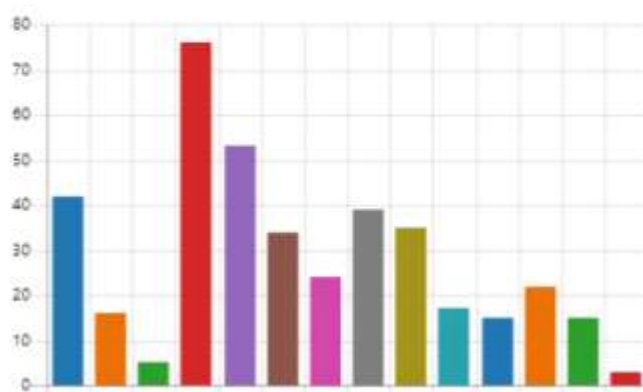


What time of day would you be most likely to use the café?



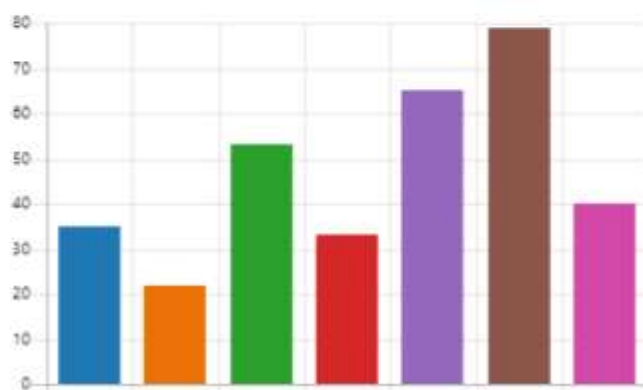
What other services would you like to have available? (tick all that apply?)

Free wifi	42
Printing & photocopying	16
IT Help	5
Parcel collection/delivery point	76
Advertisement Board	53
Tickets for local events	34
Paypoint	24
Delivery service for elderly/dis...	39
Cash back at the till	35
Dry cleaning drop off & collec...	17
Shoe repairs drop off & collec...	15
Lottery tickets	22
E-top up for mobile phones	15
Other	3

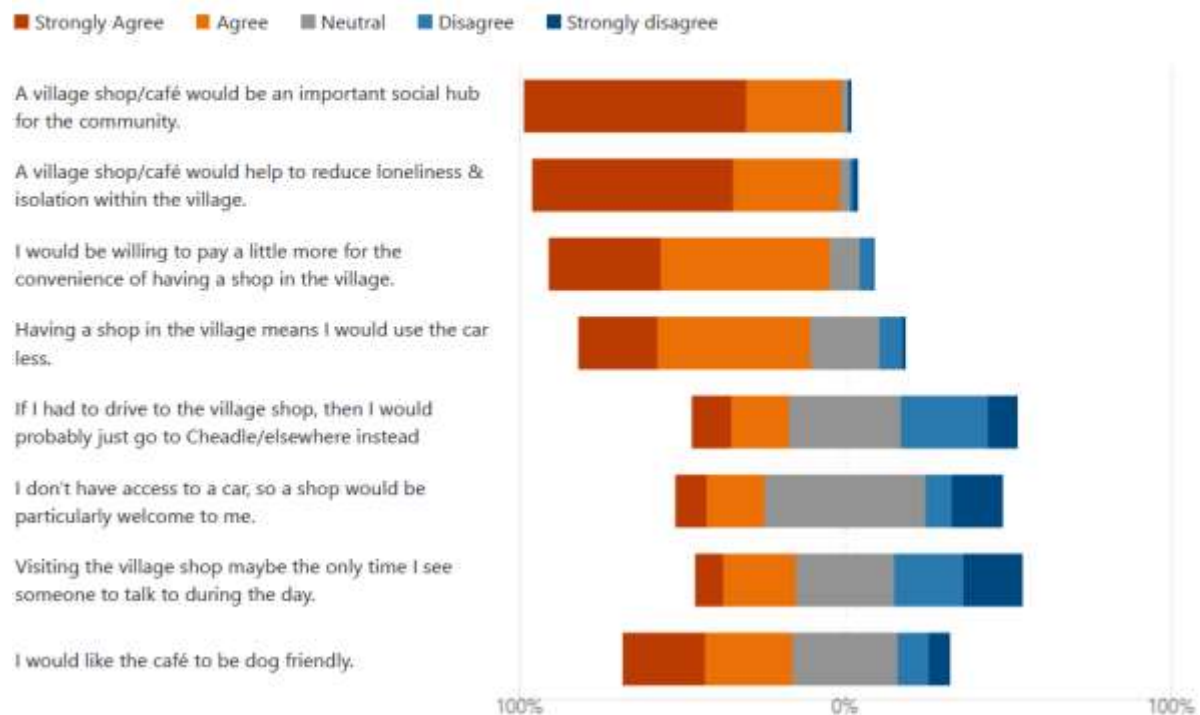


If the community Shop & Café could only open a few days a week, which days would you prefer it to be open? (Tick 3)

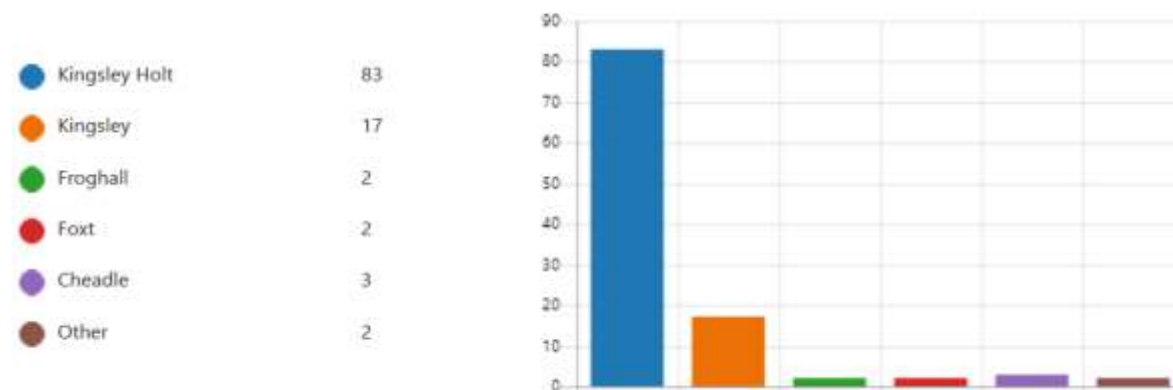
Monday	35
Tuesday	22
Wednesday	53
Thursday	33
Friday	65
Saturday	79
Sunday	40



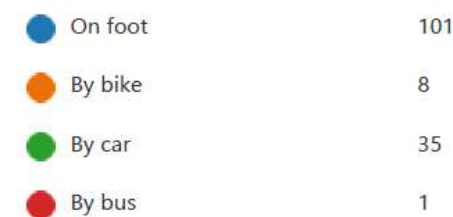
h. To what extent do you agree with these statements?



i. Where do you live?



j. How would you get to the shop/café?



l. Would you be prepared to volunteer to enable the village to have a shop/cafe?

Yes

27

No

78



Survey Comments

Good luck, this would be an excellent asset to the village

I do not have the time to volunteer, but think this would be fantastic for our village

I answered no to volunteering on the basis that I work full time and have a young family and wouldn't have time to commit or else in be happy to volunteer

I wish the team well with your efforts to keep the Chapel open as a community facility. I think the cost of the venture will be prohibitive.

This is what the village needs , lots of families around the areas so this will be very welcoming

This is a wonderful idea I hope it gets set up . It would be great to have the village be a real community

Good quality coffee is a must!

We are pensioners so could not really help. But we would try and use the shop and cafe.

We think the development of a shop and cafe should be a gradual evolvment rather than a major operation from the outset.

Sorry we are unable to volunteer to help as we are over 80 years but hope the project goes ahead and is successful.

So sorry none of our household can volunteer. We all work and study! However, it's such an important community project, and I hope enormously that it all goes ahead. It could be so good for the village.

I would love to volunteer but I have limited mobility

Something is defiantly needed in this area all these houses and no shop or mini supermarket no cafe no nothing think past couple of years have been really hard to those stuck at home who maybe could of done with a local shop ? Fingers crossed and good luck hope it comes to fruition

What a great idea

We have to this because it is important for the community and lets face it, it brings fun to the village.

Capital and Start-up

Kingsley Holt Centre: FINANCIAL FORECAST- CAPITAL					01-Mar-22	
Item No	Description	Comment	2022	Item No.	Description	Start-up
1	Income			4	Income	
1.1	Grants	assume 20%	£33,000.00	4.1	Grant	
1.2	Donations		£15,000.00		Persimmon	£1,000.00
1.3	Share value		£150,000.00		Reach	£5,000.00
1.4	Deposit available		£198,000.00	4.2	Donation	£1,000.00
2	Loan / Mortgage		£52,000.00	4.3	Fundraising	£900.00
2.1	Mortgage	Amount	£52,000.00	4.4	Total income	£7,900.00
	Mortgage with	@6.5% over 25 years		5	Expenditure	
2.2	Monthly Repayment	Coop Finance	£351.11			
		TOTAL YEAR	£4,213.32	5.1	Legal	£4,200.00
		MONTHLY TOTAL	£351.11	5.2	SDLT(Reg Tax)	£1,000.00
3	Expenditure			5.3	Printing	£1,150.00
3.1	Building Cost		£200,000.00	5.4	Surveys	£1,540.00
3.2	Upgrade		£35,000.00	5.5	IT Website	£81.00
3.3	Equipment		£15,000.00	5.6	Registrations	£350.00
3.4	Total Capital exp		£250,000.00	5.7	Memberships	£230.00
				5.8	Total exp	£8,551.00
				Balance		-£651.00
					Assumptions: 1) Total Capital Expense =(Building purchase+repairs\upgrader+new equipment) 2) Grants of up to 20% match funding will be achieved 3) Mortgage will be provided by Coop Finance over 25years 4) An interest rate of 6.5% fixed has been agreed	

Assumptions:
 1) Total Capital Expense =(Building purchase+repairs\upgrader+new equipment)
 2) Grants of up to 20% match funding will be achieved
 3) Mortgage will be provided by Coop Finance over 25years
 4) An interest rate of 6.5% fixed has been

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Balance and Asset

Kingsley Holt Centre : FINANCIAL BALANCE & ASSET						01-Mar-22
Description	Comment	1st Year	2nd Year	3rd Year	4th Year	5th Year
Balance from year operations		-£2,017.32	£8,067.86	£9,770.02	£3,482.16	£4,268.41
Balance brought forward			-£2,017.32	£6,050.54	£15,820.56	£19,302.72
Balance year on year		-£2,017.32	£6,050.54	£15,820.56	£19,302.72	£23,571.13
Assets	Buildings appreciation 5%	£200,000.00	£210,000.00	£220,500.00	£231,525.00	£243,101.25
	Equipment	£0.00	£15,000.00	£12,000.00	£9,600.00	£7,680.00
	Investments	£0.00	£0.00	£0.00	£0.00	£0.00
Total Assets		£200,000.00	£225,000.00	£232,500.00	£241,125.00	£250,781.25
Shares issued		7500	0	0	-225	-222
Share holding value		£150,000.00	£150,000.00	£150,000.00	£145,500.00	£141,060.00
Share value withdrawn					£4,500.00	£4,440.00
Shares as % of Assets		75%	67%	65%	60%	56%
Shares as % of Assets + Rolling Balance		76%	65%	60%	56%	51%
Assets plus rolling Balance		£197,982.68	£231,050.54	£248,320.56	£260,427.72	£274,352.38
			Year 4 balance as % S holding			13.27%

Profit / Loss and Cashflow Months 1-12

P/L or Cashflow first 12 Months	July	August	September	October	November	December	January	February	March	April	May	June
Item no. Description	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
1 Grants												
2 Donation												
3 Fundraising	£150.00		£250.00				£400.00					
4 Hire Income							£150.00	£225.00	£350.00	£300.00	£325.00	£350.00
5 Shop Income						£3,600.00	£1,300.00	£1,000.00	£1,850.00	£2,050.00	£4,500.00	£4,766.00
6 Café Income						£1,050.00	£900.00	£900.00	£1,359.00	£1,050.00	£1,800.00	£2,384.00
Total	£150.00	£0.00	£250.00	£0.00	£0.00	£4,650.00	£2,750.00	£2,215.00	£3,559.00	£3,400.00	£6,625.00	£7,500.00
Shop % of Income						77.42%	55.32%	45.15%	51.98%	60.29%	67.92%	63.55%
Café % of Income						22.58%	38.30%	44.70%	38.18%	30.88%	27.17%	31.79%
Hire % of Income						0.00%	6.38%	10.16%	9.83%	8.82%	4.91%	4.67%
2 Expenditure	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
1 Mortgage	£351.11	£351.11	£351.11	£351.11	£351.11	£351.11	£351.11	£351.11	£351.11	£351.11	£351.11	£351.11
2 Insurance	£200.00						£290.00					
4 Phone BB								£30.00	£30.00	£30.00	£30.00	£30.00
5 Utilities	£50.00		£212.50	£33.00		£125.00			£212.50			£212.50
6 Registration / fees												
7 PC		£899.00										
8 Printer		£199.00										
9 Shop stock												
10 Shop/Café pre stocking												
11 Café stock						£7,500.00			£917.00	£1,697.00	£1,880.00	£4,372.00
12 Tfl						£913.00	£782.00	£860.00	£1,181.00	£913.00	£1,565.00	£2,073.00
13 Chillers						£528.00						
14 Fridge	£156.00			£599.00								
15 Freezer				£369.00								
16 Coffee Mc	£585.00											
17 Packaging												
18 Cleaning Equip	£150.00			£50.00								
19 Cleaning Mat	£90.00	£10.00		£10.00								
20 Stationary	£150.00											
21 Display Shelving			£50.00									
22 Plates cups			£60.00									
23 Utensils						£675.00						
24 Corns installation		£250.00				£153.00	£1,000.00					
25 Floors				£10,500.00								
26 Kitchen refit		£1,500.00		£3,500.00								
27 Tools Hardware	£145.00	£25.00	£109.00		£10.00			£5.00				
28 Toilet refit		£500.00		£1,000.00								
29 Tables Chairs				£1,400.00								
30 Sundries												
Total	£1,967.11	£3,764.11	£782.61	£18,012.11	£13,390.11	£6,357.61	£3,645.11	£2,193.11	£3,476.61	£3,199.11	£6,429.11	£7,053.61
Month P/L	£1,817.11	£3,764.11	£532.61	£18,012.11	£13,390.11	£1,707.61	£895.11	£21.89	£82.39	£200.89	£195.89	£446.39
Balance from CAP IMP	£35,000.00											
Balance from CAP EQP	£15,000.00											
Running Total Capital	£48,182.89	£44,418.78	£43,886.17	£25,874.06	£12,483.95	£10,776.34	£9,881.23	£9,903.12	£9,985.51	£10,186.40	£10,382.29	£10,828.68

Capital Max Share issue

Kingsley Holt Centre: FINANCIAL FORECAST- CAPITAL			
Item No	Description	Comment	2022
1	Income		
1.1	Grants	assume 20%	£37,000.00
1.2	Donations		£15,000.00
1.3	Share value		£170,000.00
1.4	Deposit available		£222,000.00
2	Loan / Mortgage		£28,000.00
2.1	Mortgage	Amount @6.5% over 25 years	£28,000.00
	Mortgage with	Coop Finance	
2.2	Monthly Repayment		£189.06
	TOTAL YEAR		£2,268.72
	MONTHLY TOTAL		£189.06
3	Expenditure		
3.1	Building Cost		£200,000.00
3.2	Upgrade		£35,000.00
3.3	Equipment		£15,000.00
3.4	Total Capital exp		£250,000.00

Assumptions:

- 1) Total Capital Expense =(Building purchase+repairs\upgrade+ new equipment)
- 2) Grants of up to 20% match funding will be achieved
- 3) Mortgage will be provided by Coop Finance over 25years
- 4) An interest rate of 6.5% fixed has been used

Capital Min Share issue

Kingsley Holt Centre: FINANCIAL FORECAST- CAPITAL			
Item No	Description	Comment	2022
1	Income		
1.1	Grants	assume 20%	£23,000.00
1.2	Donations		£15,000.00
1.3	Share value		£100,000.00
1.4	Deposit available		£138,000.00
2	Loan / Mortgage		£112,000.00
2.1	Mortgage	Amount @6.5% over 25 years	£112,000.00
	Mortgage with	Coop Finance	
2.2	Monthly Repayment		£756.24
	TOTAL YEAR		£9,074.88
	MONTHLY TOTAL		£756.24
3	Expenditure		
3.1	Building Cost		£200,000.00
3.2	Upgrade		£35,000.00
3.3	Equipment		£15,000.00
3.4	Total Capital exp		£250,000.00

Assumptions:

- 1) Total Capital Expense =(Building purchase+repairs\upgrade+new equipment)
- 2) Grants of up to 20% match funding will be achieved
- 3) Mortgage will be provided by Coop Finance over 25years
- 4) An interest rate of 6.5% fixed has been used

