

Finance and Marketing

Finance is overseen and reported on by the treasurer but is the joint responsibility of all committee members. A good business plan, along with a clear finance policy are key documents for a hall committee. They help to plan for future costs, and account to funders and members of the public.

SCVO have good advice on why a business plan is needed, and how to write one.

<https://scvo.scot/support/running-your-organisation/business-planning/writing-business-plan>

OSCR has comprehensive advice for charities on reporting accounts.

<https://www.oscr.org.uk/guidance-and-forms/a-guide-to-charity-accounts-part-1-the-overview/#publications>

<https://www.oscr.org.uk/guidance-and-forms/a-guide-to-charity-accounts-part-2-receipts-and-payments-accounts/section-3-content-of-receipts-and-payments-accounts/>

Please see the Policies chapter for sample financial policies.

Costs

All costs should be known and accounted for, such as all utilities, heating, staff, maintenance, repair, cleaning, licences.

An example of annual running costs from Iona Village Hall can be found here:

<https://ionavillagehall.org/about/>

Revenue

Most revenue will arise from hall hire. Halls may have a membership subscription model, carry out their own fundraising activities, including applying for grants.

Unique situations exist, for example the, MacRobert Hall has a flat to let.

See the Marketing section for ideas to increase letting revenue.

See the Funding section for information on grants and in-house fundraising.

Marketing

Free business support may be available from Aberdeenshire Council:

<https://www.aberdeenshire.gov.uk/business/business-support/enterprising>

On behalf of Aberdeenshire Council, Live Life Aberdeenshire

<https://www.livelifeberdeenshire.org.uk/> deliver sports and cultural services and have a list of village halls on their website.

<https://www.livelifeberdeenshire.org.uk/community-halls/independent-community-halls/>

If information is wrong or your hall isn't included, email townhalls@aberdeenshire.gov.uk

Clear information for hall users on car-parking arrangements and transport options – (bus routes, taxis, etc.) is a useful addition to any marketing information.

Working with organisations like North East Arts Touring can help increase hall usage through shared marketing of their events. Information is available on their website.

<https://neatshows.co.uk/>

Halls often have a website, and social media pages such as FaceBook and Instagram, to promote their activities. There are plenty of sources of online help with marketing via social media, for example: <https://www.scribeaccounts.com/blog/facebook-marketing-explained-for-village-and-town-halls> and <https://www.mantellgwynedd.com/downloads/110314-marketing-toolkit-english.pdf>

Online venue listing might be an option, and there are several sites offering services, such as

<https://yourcommunityspace.co.uk/> <https://www.hallshire.com/> <https://yourhall.co.uk/> and <https://www.venuescanner.com/>