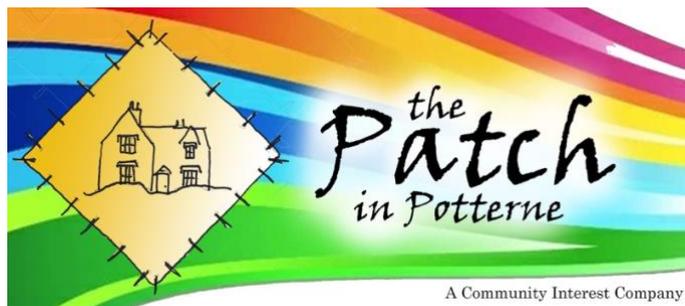


CASE FOR SUPPORT - COMMUNITY REGENERATION PROJECT



THE VISION

To transform Potterne's former village school, a lovely Victorian building, into a thriving, multi-use space for community benefit

GOALS

Social responsibility

Benefit the whole community, while giving essential support to those in greatest need

Encouraging culture and education

Offer new space for arts, clubs, crafts and exhibitions, and for heritage purposes

Financial Sustainability

Ensure long-term viability with an extensive mix of educational and community use, supported by dedicated staff and local volunteers

Balancing heritage and innovation

Enhance the look and feel of this versatile building to provide a stimulating community hub



"I am delighted by the plans to convert the former Potterne school into a thriving hub to benefit the village and wider community. I wish The Patch in Potterne every success and look forward to seeing it in action."

Dr Brian Mathew, MP for Melksham and Devizes

INTRODUCTION

Background

While rural villages may seem charming and idyllic, this often masks very different experiences within the community, such as inequality and significant financial hardship.

Community life has been getting harder for many years as local services (health, schools, banks etc) have been moved or merged. This gives less opportunity for communities to interact, for instance at the school gate. The latest cost-of-living crisis makes life more difficult for those less able to fend for themselves, increases hardship for the underprivileged and amplifies concerns about mental well-being.

In Potterne, the recent withdrawal of a local service - the village school - presents a unique opportunity to reverse some of this decline. The school building is to be bought, with the aim to become a thriving community hub.

The ongoing plans include working with village volunteers, partner charities, and local organisations to create a multi-purpose village centre. This should eventually include provision of local services (health practitioners, physio, mental health), lifelong learning opportunities (e.g. computing, cooking) and other community activities.

Recent census figures show the population of Potterne, Devizes, Wiltshire, to be **1,623** people. Also:

- **11.3%** of under 20 year olds live in **poverty** in Devizes area)
- **10%** of pupils are entitled to **free school meals** in Devizes area) *Source:*
- **11.8%** of households live in **fuel poverty** in Wiltshire) *WiltshireIntelligence.org.uk*
- By 2030 there will be an estimated **41% increase in over 65s** in Wiltshire)

The Building

Potterne school has been a children's place of learning since 1831. A Community Interest Company known as [The Patch in Potterne Ltd](#) (C.I.C. No 14133290) has therefore been formed to lead the project and create truly inspiring plans for the building and its future.

Alterations to the Building

Renovations will be relatively minor, and local crafts people have offered services at below market rates. The first floor is suitable for conversion to a small apartment, or as rented office space, to help cover day-to-day running costs.

The car park is essential for The Patch and associated village activities, with potential space for vehicle charging points.



THE PROJECT

Executive Summary

The Patch in Potterne is a regeneration project that will breathe new life into the former village school, turning it into a vibrant hub that offers community and commercial activity - cultural, social and well-being:

- **Community Objectives:** to empower and support a wide variety of community activities for all ages, including special provision for the vulnerable and those most in need.
- **Funding:** some of the building will be rented as office space and / or for functions, to generate sufficient income to meet annual running costs.

The market value of this building is around £300,000. However, as a community asset the unique opportunity exists to purchase it for just **£105,000**. Highest running costs will be in Year 1, with an additional spend to cover refurbishment, capital items as well as gradual take up of facilities. An income / cost summary is attached at **Annex B**.

The refurbished building will be available to all ages, for practical skills, physical and mental awareness, creative learning and development. **It will complement, rather than compete with, existing village venues.** Here are some of the proposals made by volunteers from Potterne community:

- IT learning skills / technology security sessions / computers for job seekers
- DIY make and repair sessions, arts groups, puppy classes (yes, really!)
- Free cooking sessions and meals for under-privileged children during school holidays
- Visiting health practitioners / keep fit / self-protection for all
- Village museum with displays of history / photography / archives, all of local interest
- Future use may include vehicle charging points and a mobile banking facility

The Interior

For community use, the hub of the centre will include space for smaller evening events, and where local craft and artisan traders can display and sell their wares. Music and art will be part of venue activity for artists to use as a practice or learning centre. Other uses include a designated museum of village history.



"Meditation can give a sense of calm, peace and balance to benefit emotional well-being and overall health, and I look forward to holding regular sessions at The Patch in Potterne."

Paul Moss, Potterne Resident

Key Features

Once completed we hope that users will enjoy the following facilities:

- A new Potterne local history centre
- A community tearoom / cafe offering affordable fare
- Performance space for music, dance and art displays
- Office rental for professionals and small businesses
- Conference & workshop facilities, IT and broadband Wi-Fi
- After-school pursuits such as cooking classes for children
- A village car park, possibly with electric vehicle charging points



"My passion is to encourage all ages to enjoy the gift of language, and would use The Patch in Potterne to help those who would benefit from fun French sessions."

Sabine, Native French Speaker, Potterne Resident

MANAGEMENT

The Patch In Potterne Community Interest Company (C.I.C.)

The C.I.C leadership will oversee the planning and implementation of this regeneration project. It will also manage the new facility. The C.I.C. currently has 5 directors and over 70 members, and will hold its AGM every May.

The financial data that sets out the management arrangements and projected annual income from hirings is attached: see **Annex B** to this document.

FUNDRAISING

Financial Summary – £200,000 target:

<u>Item</u>	<u>Cost</u>
Purchase of school building	£ 105,000
Legal and professional fees	£ 5,000
Capital items: fittings, IT, furniture	£ 15,000
All refurbishment, install kitchen, toilets etc	£ 57,000
First year running costs	£ 18,000
<u>Total</u>	<u>£ 200,000</u>

Through crowd-funding, online auctions, an arts fair, group and individual giving, the village has already raised an impressive **£126,000**.

Our fundraising target of £200,000 relies on gifts from individuals, trusts, corporate partners and appropriate grant-making bodies. Below is an example of how a possible scale of giving could look:

GIFT £	NO OF GIFTS	TOTAL £
15,000	x 5	75,000
10,000	x 5	50,000
5,000	x 7	35,000
3,000	x 10	30,000
2,000	x 5	10,000
Total:		200,000
Funds raised to date:		-126,000
Remaining amount needed:		74,000

Donor Recognition and Naming Opportunities

Donor and sponsor gifts and pledges can be associated with particular areas of the development, for example:

- £ 15,000 could name the Village Museum
- £ 10,000 could name the large Activity Room
- £ 5,000 could name a small Activity Room

WHO BENEFITS?

Consensus

This regeneration project has drawn wide-spread public support to retain the school building as a community hub that **aims to complement, rather than compete with, existing village groups and venues.**

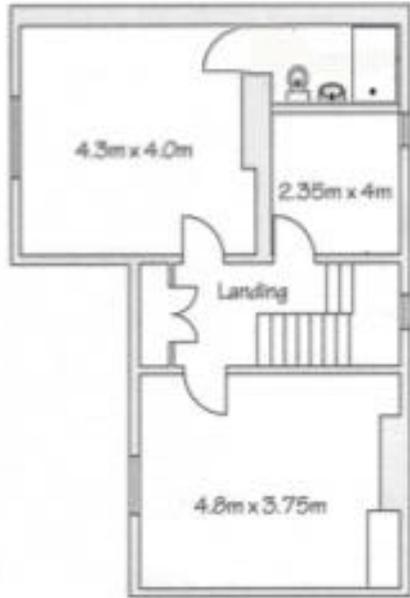
Potential Users

- Businesses and Charities: group meetings, hot-desking, printing and other office facilities
- Vulnerable people: education and outreach, disadvantaged children, job seekers
- Residents of the area: exhibiting local historical records; charging points for electric vehicles
- Arts & Crafts, Clubs: art displays, flower arranging, camera club, table tennis, puppy classes
- Music & Dance Societies: dancing classes, drama rehearsals, traditional music clubs, cultural activities
- Well-being: keep fit, slimming, and affordable meals

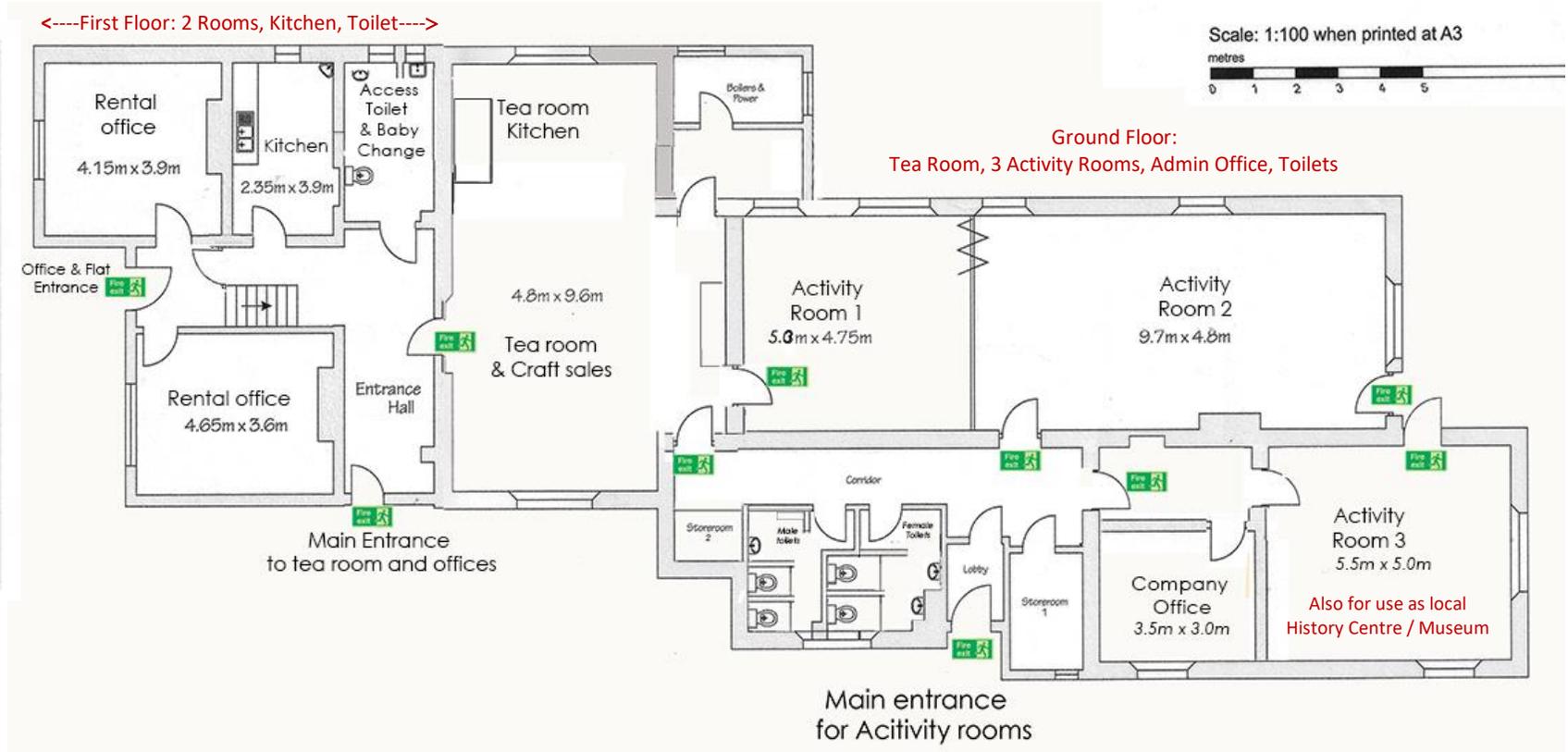
ATTACHED: Annex A (Floor Plan) Annex B (Financial Data)

ANNEX A - FLOOR PLAN

1st Floor



Ground Floor



BUSINESS PLAN - THE PATCH IN POTTERNE

Rate Card Commercial

Rate Card Charity

25% discount

Code	Weekday				Weekend				Weekday				Weekend			
	Hourly	8am - 1pm	1pm - 6pm	6pm - 12pm	Hourly	8am - 1pm	1pm - 6pm	6pm - 12pm	Hourly	8am - 1pm	1pm - 6pm	6pm - 12pm	Hourly	8am - 1pm	1pm - 6pm	6pm - 12pm
E Event space	£20	£80	£80	£100	£25	£100	£100	£125	£15	£60	£60	£75	£19	£76.00	£76.00	£95
EM Event space + meeting room	£27	£108	£108	£135	£34	£136	£136	£170	£21	£84	£84	£105	£26	£104	£104	£130
M Meeting room	£12	£48	£48	£60	£15	£60	£60	£60	£9	£36	£36	£45	£12	£48	£48	£48
ES Extra seating provided from outside: Set up charge and one day rate	£20				£20				£15				£15			
ED Extra seating provided from outside: Additional day rate	£5				£5				£4				£4			
K Use of kitchen for catering other than providing liquid refreshments	£20 per session				£25 per session				£20 per session				£25 per session			

Notes:

Charges for periods less than full session are by the hour

weekend uplift	25%
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Target Income from Space Hire

	Commercial	Charity		Commercial	Charity	
	Frequency per annum	Frequency per annum	Assumed average requirement for event	Annual income	Annual income	rate card key
Event space						
Income from kitchen / café food & drink sales			Regular café sales throughout year	8,000		
Computer security & IT workshops	4		One weekend session + kitchen	£500	£0	E K
Parties & private entertainment weekend	4		Event plus meeting room +kitchen	£644	£0	EM K
Ad hoc and regular event space single sessions	4	2	3 hours	£240	£90	E
Event space for physical activities (evening)	8	4	Evening session	£800	£300	E
Event space for other day function	4	2	Afternoon session	£320	£120	E
Event Space Weekend days	4	2	whole day	£800	£304	E
Exhibition use, weekday	2	2	Total days use	£520	£390	E
Miscellaneous one-off use, weekday	3	1	Total days use	£780	£195	E
Miscellaneous one-off, weekend	2	0	Total days use	£650	£0	E
Meeting room hire for 1 day, week	4	2	Whole day (2 sessions)	£384	£144	M
Meeting room hire for 1 day, weekend	2	2	Whole day (2 sessions)	£240	£192	M
Meeting room hire - short session	6	2	one hour	£72	£18	M
Letting of top floor apartment, or as business office rental				£7,200	£0	ES
Ongoing fundraising activity				£0	8,000	

Total Initial Target Annual Income

Year Total	£21,150	£9,753	£30,903
Monthly average	£1,763	£813	£2,575

Differential of annual income over annual expenditure from Year 2 **£953**

Year 1 Operating Costs & Capital Expenditure

	Cost per Year
Running Costs	£
Accountancy Fees	800
Directors Indemnity Insurance	500
IT and Broadband	600
Sub Total	1,900
<i>plus</i>	
Business Rates (estimate) TBC	6,500
Heating Oil (estimate) TBC	2,000
Water supply	500
Electricity supply	500
Insurance - building & contents	6,000
Boiler appliance maintenance	600
Sub Total	£16,100
Total Running Costs	£18,000
	Capital Costs
Capital Items	£
Property purchase price	105,000
Legal and conveyance fees	5,000
Decorate front house, refurbish letting space	15,000
Internal Fire Doors	5,000
Total of Above Capital Costs	130,000
Total Running plus Capital Costs Year 1	£148,000

