THE CHURCH OF ENGLAND

How are you going to deliver the new activities when the building work is finished?

We can help you plan your way to success.

Download the toolkit

Section one: background information

Pull together everything you have done so far and answer the following questions.

Who are you and what do you want to do?

Describe:

- Your group

- Your vision

- Your project in general

- Its aims

- And who you are trying to help

Where are you?

Describe:

- Your location

- Your community

You can include maps, plans and photos in an appendix.

Why is your project necessary?

Describe the results of:

- Your community audit

- Your surveys

Make it clear that you have:

- Checked out the competition

- Found a real gap in the market

- And are proposing something different

What systems will you have in place?

Describe:

- How you will manage the activities in the long-term

Your policies and procedures

- o/more/church-resources/churchcare/making-changes-your-building-and-churchyard/organise-yourselves (e.g. faculty)

- And how you are going to sort them out

Section two: how are you going to do it?

Describe your project strategy in detail.

How will you manage your project?

Describe in detail:

- Who will manage it (e.g. staff or volunteers)

- How you will find them

- What skills you need

- Your partners

What resources and equipment do you have? And what do you still need?

Describe in detail:

- Your assets (e.g. your building)

- Any building work (include plans)

- What equipment you need

- Where you are going to get it

- Any IT needs

Strategic plans

- ChurchBuild: Strategic plan for your church building (475.92 KB)

Section three: how much will it cost?

Put together a budget and separate:

- The cost of putting the project together

- The costs once the new activities are up and running

Capital costs

Capital funding means money paid for one-off things. They include:

- Professional advice

- Building costs

- Marketing

Important: If your funder says that they will pay for your overheads or core costs (i.e. full cost recovery), include them here.

Revenue costs

Revenue funding is the cost of running your activities every day. This includes:

- Utility bills

- Rates

- Insurance

- Salaries for paid workers

- Expenses for volunteers

- Rent

- Maintenance and repairs

Your budget

A budget includes your overall project costs and your income. Make sure everything balances out.

Top tips:

- Build in some flexibility

- Be realistic and do your research

- Don't underestimate costs to make your project sound cheaper. You might run out of money!

- Don't overestimate either. Funders might think others can do it for less

Budget templates

- [Parish Resources: Budgets](#) (414.38 KB)

- [Parish Resources: Basic budget template](#) (11.26 KB)

- [ChurchBuild: How to use the budget template](#) (118.89 KB)

- [ChurchBuild: Budget template](#) (137.5 KB)

Section four: the conclusion

How are you going to pay for it?

Describe where you are getting the money to pay to get the project going:

- ~~Grants and donations~~

- ~~Reclaim your VAT~~

- ~~Community fundraising activities~~

- Your own cash (maybe 10%)

- In-kind support (e.g. volunteer time or free-labour from local businesses)

- Loans

Then show where the money will come from once the new activities are up and running.

How are you going to advertise the project?

How will people find out where you are and what you do?

- Leaflets

- Adverts in the local press

- Signage

- A website

- Local directories

- Special events

How much will it cost to tell them?

Find out more about keeping people informed

How will you measure the success of your project?

Your group wrote down specific objectives to describe exactly what you were trying to achieve.

Now, write down criteria to help you evaluate the success of each objective. And think of ways to monitor those criteria.

Helpful hints

- [Parish Resources: Evaluation and monitoring methods](#) (110.9 KB)

- [Parish Resources: Volunteer timesheet template](#) (154 KB)

- [Parish Resources: VAT recovery schemes](#) (127.46 KB)

- [Parish Resource: Business plan](#) (115.22 KB)

Case studies

- [Case study: St Helen Grindleford](#) (426.62 KB)

- [Case study: St David Islington](#) (172.95 KB)

Next steps

To make your vision become a reality you need to start thinking about:

- Keeping everyone informed

- Appointing an architect

- Raising money

- Searching for grant funders

Want more help?

Writing a business plan

Important things to think about before you start the planning process

Business planning toolkit

For those who've never looked at a business plan

Source URL: *https://www.churchofengland.org/resources/churchcare/making-changes-your-building-and-churchyard/write-your-business-plan*