

We thought you might like to use the following information to consider and discuss at your next Committee meeting as it is relevant to your Village Hall and its future success.

VILLAGE Halls make an important contribution to the Rural Economy

'With a total asset value of over £3 billion, England's 9,000 village halls represent the country's largest network of community-owned facilities.'

'Halls initiate community activity such as childcare, health and wellbeing, stronger communities and environmental sustainability. Taken together, these attributes have important social benefits and create further employment.'[†]

But, across the United Kingdom, thousands of Villages and Towns with Village Halls or Community Centres, are falling behind in hiring out their rooms and generating income, as the vast majority do not have the facility to maximise this potential.

VILLAGE Hall Funding ..

- *'Only 3% of Halls receive regular funding from their local authority.'*
- *'Rural Community Building Loans (Defra) are available, but to be repaid within 5 to 8 years with local funds expected to contribute at least 10% of the overall project costs.'*
- *'Some 90% of Rural Community Buildings are Charities run by Local Volunteer Trustees and heavily reliant on fundraising.'*
- *'Volunteers work an average of 18.5 hours each week to run their local hall – the most significant factor in keeping the building open.'*[†]

In some cases Village Halls have benefitted from Lottery Funding, enabling them to upgrade their buildings to a high standard, but with local government funding being reduced, the day to day running and management of these Halls makes them difficult to support.

So more than ever, for a Community to keep these valuable assets funding **has** to be self-generating and promoting to remain viable.

The Charity Commission's View

'Our research revealed a mixed picture with some charities being extremely effective at identifying and meeting the needs of their community and others being very narrow in their focus. At one extreme there is great enthusiasm for the diversity of interests in the community and at the other a tendency to focus on problems rather than solutions. While some trustees and their staff embrace change and seek imaginative ways of responding to it and securing the funding they need, others are blinkered by nostalgia.'[†]

Research shows that a successful Village Hall or Community Centre usually has:

- *'A building that meets legislative requirements and that can facilitate a diverse range of activities.'*
- *'A sustainable Financial System, diverse enough to adapt to local needs and interests whilst maintaining the fabric of the building.'*
- *'A Trustee body who can present an effective means of communicating and consulting with the local Community, so that their needs and interests are understood and that the Community knows about the Hall's activities and plans.'*
- *'An effective and efficient System for managing the Enquiries and Bookings Requests when all the above three are in place.'*[†]

Hallmaster enables local communities to come together on one simple **Online Hall and Venue Booking System**, to maximise the ability to rent out empty rooms, halls and clubhouses and prevent duplicate reservations, whilst promoting and therefore generating valuable income.

As the internet is now very much part of our everyday lives, people expect to be able to view availability and book directly through their computer or mobile phone 24hours a day. It is also the most up to date place for the Community to find out what's happening in your area and where to find details of events or classes.



Hallmaster is an online Booking Management System specifically designed with Village Halls and Community Centres in mind.

What **Hallmaster** will do for ...

The Bookings Officer:

- By streamlining booking management quickly, efficiently and avoids any double bookings.
- All Customers can view availability for events and make reservations online in 'realtime', reducing the amount of calls.
- Other Authorised users can take control of bookings if a colleague is ill or away
- Will manage bookings for multiple rooms in your Hall.
- Takes bookings 24/7
- Automates booking confirmations
- Easily intergated with existing websites with no software to download.

The Event Organiser:

- Finds your perfect venue or hall
- Allows multiple or single bookings
- Gives details and contact information for the event.
- Publicise events, classes and meetings through Social Media Websites (Facebook, Twitter etc).

The Hall Visitor/Community:

- Helps find out what events or courses are happening in your area gives up to date details and contact information for the Event Organiser.