

TURVILLE NORTHEEND VILLAGE HALL

**MEETING OF THE COMMITTEE OF MANAGEMENT
ON TUESDAY 21ST FEBRUARY 2012**

Present :

Michael Wicks - Chairman
Stephen Bucknill - Secretary
Rob Oldershaw - Treasurer
Pippa Wells - Booking Secretary
Colin Malcolmson
Steve Blake
Mirja Robinson
David Cairns
Veronica Ramsay
Ray Jones
Jeremy Mais
Sophie Chiape

1. Apologies

Margaret Drage James McConville and Jo McConville

2. Minutes of meeting held on the 9th October 2011

Approved

3. Matters arising not covered elsewhere on the Agenda

None

4. Financial Report

The Treasurer reported that the primary outgoings had been electricity, the repointing of the paved area (£1,800.00), re-plumbing in the kitchen and toilet (£1443.00), redecoration of the hall and shed (£330.00), and insurance of £700.00. No further large outgoings were anticipated before the 31st March 2012. In terms of income there had been a wedding in May, various children's parties, Riding for the Disabled, table tennis, the election, the London to Oxford cycle ride, the TPCC AGM and the Village Hall nursery donation. No further significant income was expected. The balance on account was just over £10,000.00.

5. Buildings, boundary walls and related maintenance

- (a) **Dampness in the kitchen and toilet.** John Hawes had quoted a figure of £1,143.00 and had done a reasonable job. There is no sign of any re-occurrence of the damp at present.
- (b) **Re-decorations.** All the hall, toilet area, committee room and kitchen have been re-decorated
- (c) **Kitchen.** A kitchen heater had been installed and the proposal to instal a double drain sink was in hand. The fridge plug had been replaced and the leaking expansion valve was being dealt with.
- (d) **Sign for the Hall.** This had been ordered (now in situ).
- (e) **Windows.** A couple of the windows were showing signs of woodworm and/or cracks. Steve Blake would ask Chris to check the windows.
- (f) **Boundary.** DC was trying to find a moment to speak to the neighbours.

6. Gardens, hedges and related maintenance

The pointing had been done. Adam Clissold would be asked to spray any weeds coming through. The hedges had not been done but Chris would be asked to do them and would liaise with CM.

7. Bookings

Bookings were up a quarter on the previous year. There have been more bookings eg. Garsington Opera.

8. Marketing

The marketing sub-committee had met several times and produced a marketing plan. JMC had made a number of suggestions. The objective of the plan was to increase the usage of the Hall without making it an inconvenience to the local residents. The target use types which included JMC's amendments were agreed. It was proposed to promote the Hall by internet, leaflets and newsletters and the website would also be a key marketing tool. It was agreed we should have a budget of up to £200.00 for leaflets and other advertising material.

It was suggested that we obtain a Parish wide email list via the Village Associations in order to improve the Hall's marketing, this would need people to sign up to it, and could be linked to the website.

A copy of the approved marketing plan is attached to these Minutes

9. Website

A paper on the website redesign was produced and a copy is attached to these Minutes. A simple design was proposed but with more colour and with appropriate links to other sites such as Hambleden and Turville Parish Councils. A new domain name was suggested to maximise links and coverage although our existing domain name of 'thevillagehall.co.uk' was thought to be very special and should not be jettisoned. The overall cost for the final version of the redesigned plan was to be £150.00 to include a briefing for up to six people to be able to update the site.

Jeremy Mais suggested that it would be good to have pictures of the rooms with people in, rather than just photographs of empty rooms.

10. Rates charged to hirers of Hall

There were to be some minor alterations to the rates which would go on to the new website shortly. They were to increase from £5.00 to £6.00 per hour which was still reasonably competitive.

11. Diamond Jubilee

Mirja Robinson on behalf of the Village Association reported that the hog roast/party preparations were going well. Details were given of the proposed events for the day including the hog roast, rounders, bouncy castle, possibly live music and afternoon tea in the Hall. If weather was bad it was proposed to use the hall or gazebos and volunteers would be required to help on the day.

There was also a formal request on behalf of the Village Association for a flag pole to be erected outside the Village Hall and the cost had already been funded by those in favour. The Committee was unanimous in supporting the flying of Union Jack for the Diamond Jubilee on a temporary flag pole. A decision would be made whether or not to make a flag pole on a more permanent basis and it was agreed that this would be discussed at the meeting in October.

Ray Jones pointed out that the road outside the Hall could not formally be closed as there had to be room for emergency vehicles if necessary.

David Cairns pointed out that there could be a problem with insurance regarding a bouncy castle as this was not covered by the Parish Council website.

12. Fund raising events

Wine tasting – 30th March 7.30pm to 9.30pm in the Village Hall

13. Updating constitution

SB to liaise with DC and then update the Constitution for final approval and wider circulation.

14. Date of next meeting

Tuesday the 16th October 2012 at 7.30.

TURVILLE NORTH END VILLAGE HALL

WEB-SITE RE-DESIGN

There are 3 sections in this document:

1. Design thoughts - key points from discussions so far
2. Layout – diagrammatic view for discussion
3. Content - mostly drawn from existing website

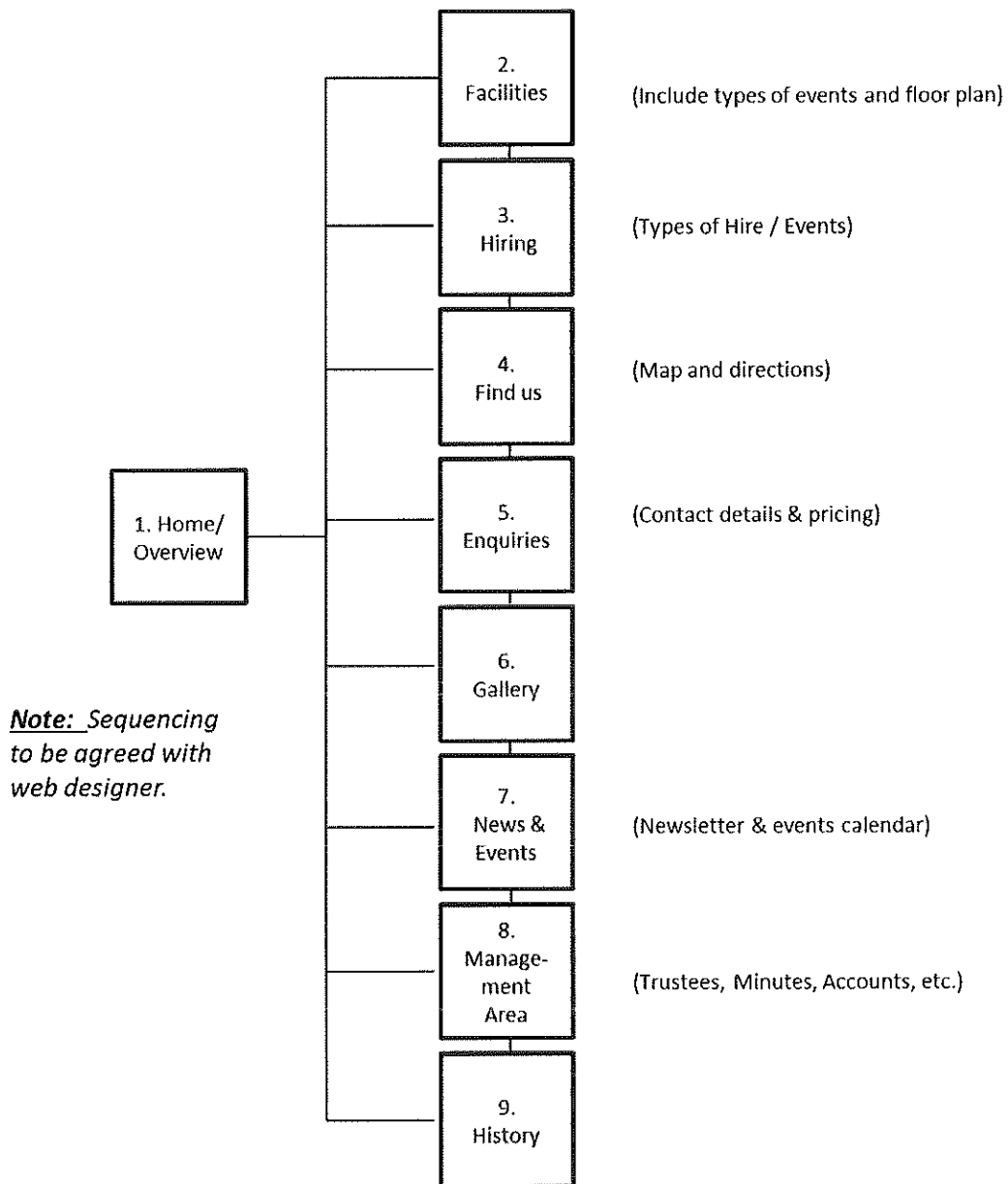
1. DESIGN THOUGHTS

General preference appears to be for a contemporary design

- Colourful (and needs pictures)
- Simplicity (of design, must also be easy to maintain, shop-window style)
- Must be able to link to the village hall website from
 - Hambleton PC Website
 - Turville PC website
- Suggestions of new domain name
- Look to maximise coverage through the setting of a wide spread of “search words”.

2. PROPOSED STRUCTURE

- See overleaf.



3. CONTENT

1. Overview

Located in the Heart of the Chilterns between Christmas Common and Stonor, six miles from Henley-on-Thames, Turville and North End villages are within a designated Area of Outstanding Natural Beauty. The Turville Parish Village Hall at North End was refurbished with the aid of Millennium Funding. It provides a unique facility which is greatly enjoyed by the local population and the surrounding areas of Watlington Parish and beyond. Events and activities range from church occasions, village parties, playgroups, dances, and keep-fit classes to professional theatre productions, charitable societies, local history groups, flower shows, and fund-raising events.

2. Facilities

This 19th Century brick and flint building, formerly the Village School, has been fully restored. It has excellent facilities, which include:

- Fully equipped kitchen
- Central heating
- Disabled access
- Main Hall and Small Meeting Room
- Large, private terrace
- Toilet facilities, included Disabled toilet

[Insert plan of premises]

[Insert diagram of terrace]

3. Hiring

The Village Hall boasts excellent facilities and ample room, in a stunning location. It is available to hire for:

- Church and Social Events
- Fund-raising events
- Charitable societies
- Business Meetings and Conferences
- Lectures and Exhibitions
- Flower shows and similar
- Classes
- Play-groups
- Filming
- Theatre productions
- Sales and Fund Raising Events
- Dances and Parties
- Christenings and Weddings
- Local history groups

[Click for Conditions of Hire and Enquiries for bookings and charges].

- Special Occasions

The Hall has seen many happy family events over the years, from christenings, to birthday parties and wedding receptions. *[Photographs to be included]*

Your special event can either be an intimate occasion in the hall itself, or the large, private back terrace can be used as well for larger functions. *[Add link to terrace plan here]*

- Filming

The location of the hall and its character has made it an attractive to the filming industry. Examples include the "Goodnight Mr Tom" and "The Great Outdoors".

- Classes and Corporate Events

The Hall has two sizeable rooms which can be used for meetings, training, and workshops. On sunny evenings, the large private terrace is ideal for outdoor lunches or cocktail parties.

Special arrangements for parking can be made. Full details including parking arrangements can be obtained from the Bookings Secretary.

- Exhibitions

Be it arts and crafts, culture, horticulture, safety, sports - the Hall has been chosen on many occasions as an exhibition site. Its ample space and easy access to main routes make it a great choice for all public events

4. Find Us

- **Map**

[Note: need new map]

- **Directions**

From M40 north:

Exit junction 6 on M40

Follow signs to Watlington

In the centre of Watlington turn left up Hill Road

At the top of the hill (in Christmas Common) take a right and then, almost immediately, the first left to North End

At North End Common the Village Hall is ahead on the right, just past the pond

From M40 London:

Exit junction 5 on M40

Turn right to cross over the M40 and take the A40 towards Oxford (left)

First left off A40 to Christmas Common

In Christmas Common - left fork to North End

At North End Common the Village Hall is ahead on the right, just past the pond

From M4 east:

Exit junction 8/9 on M4 and take A404 north

Turn off onto A4130 to Henley

Travel through Henley on the main street, turn right at second set of traffic lights

Follow signs towards Nettlebed

One mile out of Henley - right fork to Stonor

Through Stonor - then turn right to North End

At North End Common the Village Hall is on the left

5. Enquiries

- Contact us

[Email address and contact person]

- Hiring fees

[Insert tariff sheet]

6. Gallery

[Insert pictures]

7. News and Events

- Calendar

[Insert events calendar]

- Newsletter

Turville Times
North End News

8. Management Area

- Trustees
- Committee
- Accounts
- Agendas and minutes of meetings

9. Village Hall History

The Village Hall was originally the local school and land for the building was gifted and moneys for the school were raised in 1863, mainly through the efforts of John Rixon the Elder of Turville Heath. Records show that the land and buildings were conveyed to the Rev. Richard Wallace Deane, Vicar of Turville, and John Rixon the Younger and Richard Kimber, Churchwardens, and their successors. The site was to provide the School and Schoolhouse for "the poor persons of and in the Parish of Turville". A further parcel of land was given by Stafford O'Brien Hoare in 1899.

Funds to build a Village Hall in North End were raised during and after the Second World War. However, following the closure of the school, the Rev. Charlesworth suggested in 1954 that these (substantial) funds be applied for the purchase of the school building from the Oxford Diocese. Further fund-raising was undertaken and records show that donations were received from at least 75 households. After much voluntary work on maintenance and refurbishment the School was eventually purchased from Oxford Diocese and since then has been held by the Village Hall Committee as Trustees of the Registered Charity which was formed on 1st May 1960 with the title of "Turville North End Village Hall, known as the Village Hall".

The Hall has been greatly enjoyed by parishioners over the years and people may recall seeing it as the billeting centre which featured in the well-loved TV film "Goodnight Mr Tom" starring John Thaw. North End Village is within a designated Area of Outstanding Natural Beauty and the Village Hall itself forms part of a Conservation Area. It provides a unique facility which is in frequent demand and greatly enjoyed by the local population of several hundred people within Turville Parish and the surrounding areas of Watlington Parish and beyond. Events and activities range from church occasions, village parties, playgroups, dances, and keep-fit classes to professional theatre productions, charitable societies, local history groups, flower shows, and fund-raising events. The Village Hall is a traditional meeting point for the many ramblers, cyclists and ornithologists who visit the area each year.

TURVILLE NORTH END VILLAGE HALL MARKETING PLAN

1. OBJECTIVE

The overarching purpose of the village hall is to be available for use by the inhabitants of the parish in the interests of their wellbeing and the spirit of the community as a whole.

The marketing objectives of the village are to:

- Raise awareness that the hall provides suitable, effective and affordable accommodation for community events and activities
- Increase the use of the hall by the parish community and others outside the parish, with due consideration to the community.
- Generate income to maintain the hall, so that it can continue to serve the community

2. BENEFICIARIES

The Prime beneficiaries are

1. Friends of the Village Hall - Organisations / groups which directly support the Village Hall and local good causes e.g. parish council meeting, village hall committee, village association Christmas party and charities for local causes
2. Parishioners – parish events run for and by parishioners Coffee mornings, playgroups, table tennis & snooker evenings, badminton, bridge etc
3. Private users - within the parish and surrounding area for private bookings and use by other local activities.
4. Local enterprise – business meetings, small conferences, and other commercial use (e.g. filming).

The purpose of marketing is mainly to benefit the first 2 groups. It is however expected that groups 3 and 4 could provide additional income to the hall for maintaining and improving the existing facilities.

All enquiries for use will be directed to the Booking Manager, who has discretion regarding the nature of the hire and if necessary will refer to the Trustees for guidance.

3. PRINCIPLES

The marketing of the hall is intended to be an on-going, targeted and subtle activity, with which the community will be asked to assist. Activities include

- identifying how the hall could better serve the needs of the community
- distributing materials
- identifying potential hirers

So that:

- A sustainable income can be generated to cover costs
- The hall becomes a venue of choice in the community but without causing inconvenience to those living in the village.

4. EXISTING AND TARGET CUSTOMER GROUPS

- The parishioners of Turville Parish
- Charities within and outside the Parish
- Members of the public from communities in the surrounding areas

5. TARGET USE TYPES

- Parish Council
- Parochial Church Council
- Other Church groups e.g. Reading Church's 'away days'
- Local clubs e.g. amateur dramatics, table tennis, fitness, Pilates, Royal British Legion
- Summer nursery school
- Playgroups
- After school clubs
- Quiz nights
- Wedding receptions
- Day-time and early evening parties (particularly children's birthday parties)
- Business conferences or away-days for staff
- Filming
- Fundraising events (typically 3 or 4 every year)
- Adult lessons (e.g. bridge lessons)
- Community Impact Bucks
- Chiltern Conservation Board
- Walking groups (e.g. Ramblers Association, Amersham Walking Group)
- Local schools and scout groups (incl. Turville School)

6. PROMOTING THE HALL

There are 4 main methods proposed for promoting the hall

- Internet
- Leaflets and notices (e.g. brochures which can be readily picked up by visitors)
- Newsletters
- Word of mouth

Internet

Raising awareness of the hall using the internet, would include the following activities

- Revamping the village hall web-site,
- Improving the spread of search words so the village hall site gets more "hits"
- Links to the village hall web-site on other sites (e.g. local pubs, Parish Council, Bucks County Council, Wycombe District Council, Hambleden Valley church)
- Advertising the hall on sites such as
<http://www.bucksinfo.net/hallsforhire-in-bucks/>
www.hallshire.com.
www.ruralcc.org.uk
www.hambleden-valley-churches.org.uk
www.chilternsociety.org.uk/
www.chilternsaonb.org/
www.communityimpactbucks.org.uk/
<http://www.turvilleschool.com/>
<http://www.ramblers.org.uk/>

amongst others

Email

- Emailing forthcoming events to residents (for those who wish to be on the email distribution list)
- Sending an email "mailshot" to companies in the area

Leaflets and notices

Two forms of paper-based advertising are proposed: general information/promotional leaflets and occasionally, special events notices (such as the Jubilee)

Notices will generally be A4 size, and colourful so they draw the eye of passers-by. Since they will usually be on village notice boards, it is suggested they are laminated to protect them from the elements.

Promotional leaflets (A4 sheets) could set out key information about the hall, such as its special features, facilities, a picture of the hall, booking contacts, and a listing of what's already on offer in terms of clubs and groups.

Leaflets (and notices, as appropriate) are to be placed in sites at Marlow, High Wycombe, Henley and Watlington. Target sites include

- libraries
- post office
- shops
- pubs
- car park notice boards

Other sites include

- within the village hall (e.g. when offering facilities to walker, scout groups etc)
- in the and on parish notice boards (but should be laminated)
- in the churches in the area
- local schools

Newsletters

Updates on forthcoming hall events, as well as advertising that the hall is available, could be published in

- Hambledon Valley Group Magazine
- Turville Times
- North End News
- Wycombe District Council newsletter
- Watlington Times

Word of mouth

Parishioners' personal networks, preferred charities and clubs would be a useful and informal way of promoting the hall e.g. by offering the hall as a venue for a special event; as a new / alternative site for a club / activity; or as a training venue. Parishioners may have a favourite charity which they would like to support by helping to organise a fund-raising event at the village hall. The event could be in aid of just one particular charity or for several charities with the proceeds being divided. Fund-raising might be by way of table-top sales etc.; or by specialist demonstrations e.g. the Benson Chefs; or by inviting speakers to present particular causes e.g. the Air Ambulance.

Users of the village hall will be asked for feedback on their experience.

7. PLAN

1. Present the outline plan to the Trustees at the February 2012 meeting, and obtain their input.
2. Review existing paper based advertising and distribution methods. This includes reviewing the existing village hall "business card" and developing an A4 leaflet for distribution to sites in the area.
3. Revamp the village hall web-site. Key principles include
 - a. Colourful (includes pictures)
 - b. Simplicity (of design, must also be easy to maintain, shop-window style)
 - c. Have links to the village hall website from
 - i. Hambleden PC Website
 - ii. Turville PC website
4. Review and refresh the village hall tariff sheet, to align with other halls in the area.
5. Follow up on previous bookings and contact for future use of hall either by letter or verbally.