



# Rural Regeneration Zone - Information Sheet 1

## How to develop a sustainable Multi Use Facility

*This short guide has been assembled to assist projects in developing their bids to the RRZ Multi Use Facilities Programme but may be useful to all community centres, village halls and public buildings looking to increase their role and sustainability.*



### Key message

Groups looking to make a bid for the RRZ Multi Use Facilities funding should concentrate on the basic needs of the people in their community and opportunities for service providers to supply that need through the Building. Try not to look at the project from the perspective of the building even though for most this will be the initial driver. This will ensure that the proposal is sustainable in the long term.

#### Strategic Fit

Identify how your project fits into the bigger picture. Does it compliment other activities and add to the strategic direction of the County and Rural Regeneration Zone. Use your LSP and RRZ officers to help explain these, they're there to help

Over and above the service delivery angle, the project will need to align with AWM outputs. At some stage in the application process you will need to identify which core AWM outputs your project meets. These include jobs created and safeguarded, businesses created and safeguarded, people assisted to get a job, people assisted

to improve skills, amount of brownfield land reclaimed and matched funding.

#### Funding

Remember, the RRZ is not the only source. Seek advice on other programmes and consider how your group can contribute, for instance through the sale of existing assets, Capital contributions from your local authority, fund raising and grant applications to other bodies.

#### Management and Coordination

It is vital that successful facilities are managed effectively. This statement encompasses financial, organisational and operational management.

With the likelihood that successful facilities would host a range of services there will need to be professional management and coordination. This could be developed in the form of a paid dedicated manager or by a contribution from a number of providers. However, if the second option is favoured, a robust management structure will need to be demonstrated to ensure the sustainability and consistency of approach and signposting for the end user.

Costs for managing the facility and promoting the services on offer will need to be built into any business planning and sustainability must be proved.

## Provision and hosting

Projects looking for RRZ funding will be expected to have considered all avenues for encouraging more service delivery from the venue. The stronger the service case the stronger the bid.

As a guide, a successful Facility will need to host a minimum of 2 'Group 3' service functions, a number of group 2 users and lots of group 1. These will add to the sustainability of the facility and the services by encouraging the development of a hub for the community.

The table below gives a basic guide to these definitions as far as this programme is concerned.

Projects looking for RRZ funding will need to be able to evidence the need for these services in their community and the

opportunity to supply them by the relevant service provider. For help in identifying contacts, call your relevant Local Strategic Partnership Support Officer.

- Herefordshire  
Joel Killer - 01432 260000
- Shropshire  
Joe Bubb - 01743 251000
- Worcestershire  
Rob Grunsall - 01432 262972

## Ensuring sustainability

Consider the costs of professional management, cleaning, sinking fund contributions, marketing, evening cover, replacement equipment and other on costs. Keep your costs realistic and look for savings including how a volunteer base can be developed.

Think about your ongoing income. Agree an income to the venue with the service providers who show an interest in the facility. Develop an acceptable pricing structure and consider Corporate, Voluntary & Community Sector and Community tariffs.

Identify further income opportunities e.g. rental to businesses, conferences, sponsorship and grant applications

Identify the cost savings. The aim of this programme is to centralise service delivery in a managed space so there may be an argument for the reduction of costs to the providers from a rationalisation of their own resources which will need to be calculated.

There may even be a case for calculating the additional investment that the area will receive from encouraging increased service provision.

Group 1	Group 2	Group 3
<p><b>Definition</b> - Activities in the main run by the voluntary &amp; community sector which create a wider use of the venue and therefore a greater footfall of the local community and target population for the core and additional services. These are the usual 'bread &amp; butter' activities that are located in community facilities and which will add to the overall sustainability of the building.</p>	<p><b>Definition</b> - Occasional events or training and also outreach activities at or less than 2 hours per week but still aimed at providing a service directly to the local community and assured for a satisfactory period of time.</p>	<p><b>Definition</b> - Activities operating from the proposed venue for more than 3 hrs per week and aimed at providing a service directly to the local community. These will ordinarily be provided by a statutory body but could also be provided by a social enterprise, business or voluntary organisation so long as the continuation of the service can be assured.</p>
<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Women's Institute</li> <li>• Youth Clubs</li> <li>• Sports Clubs</li> <li>• Theatre / Music Groups</li> <li>• Gallery / Exhibition Space</li> <li>• Café</li> <li>• Community Transport Schemes [Supporting activities]</li> <li>• Lunch Clubs</li> </ul>	<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• College Courses</li> <li>• Computer Training</li> <li>• H&amp;S, First Aid and Food Hygiene Training</li> <li>• PACT Meetings</li> <li>• Mentoring</li> <li>• Business Advice Sessions</li> <li>• CAB Outreach</li> <li>• JCP Outreach</li> <li>• Smoking Cessation</li> <li>• Arts and Sports</li> <li>• Blood Donor Days</li> <li>• Flu Jab Days</li> <li>• Town / Parish Council Meetings</li> </ul>	<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• Children's Centre / Creche / Play Groups</li> <li>• G.P. Surgery / Pharmacy / Dentist</li> <li>• Library</li> <li>• Police Station / Fire / Ambulance Station</li> <li>• Job Centre Point</li> <li>• Customer First / Info Point</li> <li>• Broad Place / Community Access Point</li> <li>• Community Transport Office/Meals on Wheels Coordination</li> <li>• Citizens Advice Bureau Office</li> <li>• Post Office</li> <li>• Age Concern Day Centre</li> <li>• Housing Association Services</li> <li>• Town / Parish Council Office</li> <li>• Health Visitor Office / Consultation Rooms</li> <li>• Training Provider</li> <li>• School</li> <li>• Tourist Information</li> <li>• Youth Service Office</li> <li>• Credit Union Office</li> </ul>



## Rural Regeneration Zone

The Rural Regeneration Zone (RRZ) was set up by Advantage West Midlands to deliver the regional economic strategy in rural areas. It is the only one of the six regeneration zones to focus on non-urban communities and is unique in England.

The RRZ covers most of Herefordshire and Shropshire and some of Worcestershire. It is overseen by a board made up of representatives from the public, private and voluntary sectors.

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