



cvs south gloucestershire

supporting developing representing

Planning Development Tool

A resource to assist voluntary &
community groups in producing a
Development Plan

Produced by Bradford CVS



What is a development plan?

A Development Plan is a written document which describes the following:

- ⇒ Who your group / organisation is
- ⇒ What you do at the moment
- ⇒ What you want to do in the future
- ⇒ How you are going to achieve these goals
- ⇒ How you are going to finance individual projects

It should convince any potential funder that your group / organisation has the necessary knowledge, skills, and experience to successfully run a particular project.

Why do we need Development Plans?

- ⇒ A tougher funding climate; there is a need to increase funders' confidence that you know what you are doing.
- ⇒ Constant change inside and outside organisations: there is a need to think ahead / think strategically
- ⇒ They can provide the basis for decision-making and priorities

Thinking about the questions in this book should help convince potential supporters of the importance and need for your work - and that your plans are well thought-out. Discussion inside your group about the questions may even bring up new ideas or ways of approaching your aims.

Good planning will build on what you have already achieved as a group or organisation.

Using this booklet

This booklet is designed to help you through the process of putting together a Development Plan.

It should be used only as a guide as to the types of questions you need to think about, and not followed to the letter. The document which your group / organisation writes needs to reflect your own work and priorities.

Section A: Your group / organisation.

This section puts your group or organisation in context. It describes who you are and what you are already doing. You probably already have some of the information needed for Section One in your Constitution.

Section B: Plans for the Future.

This section is about thinking ahead for the next year and beyond. Question 7 gives you the opportunity to think about everything you would like to do and then prioritise.

Once you have prioritised projects that you would like to develop, you can use sections C, D and E (the coloured pages) to think in more detail about how each of the projects can happen.

Section C: Planning

Section D: Funding

Section E: Action plan

SECTION A: The Organisation

This section puts your group or organisation in context. It describes who you are and what you are already doing. You probably already have some of the information needed for Section A in your Constitution or rules.

Name of Group / Organisation:	
Address:	
Telephone number:	
e-mail	
Other ways to contact group:	

1. Describe the aims of your group or organisation

⇒ What do you hope to achieve?

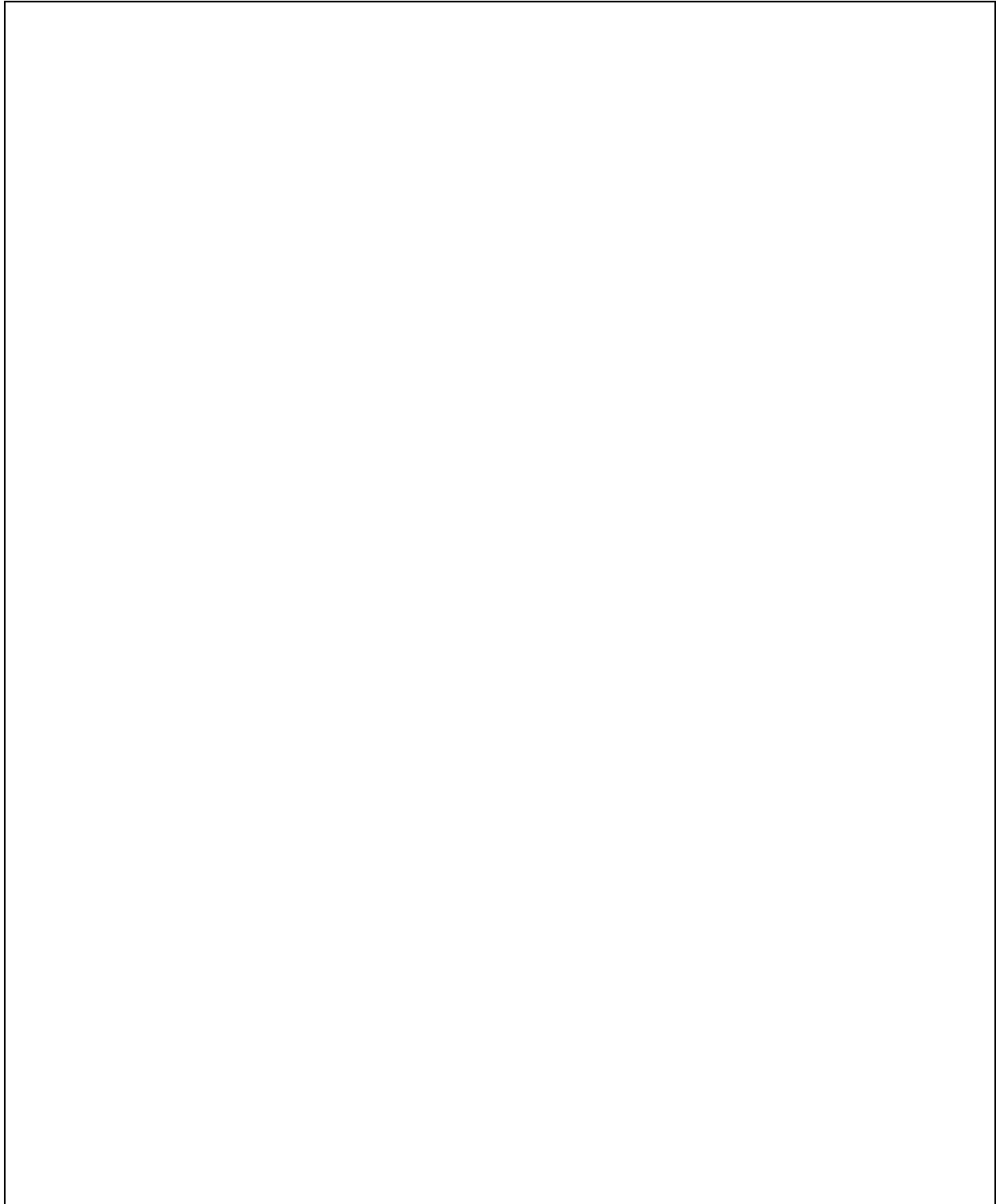
⇒ Who do you work with?

2. Give details of your objectives.

⇒ What do you do to meet your aims?

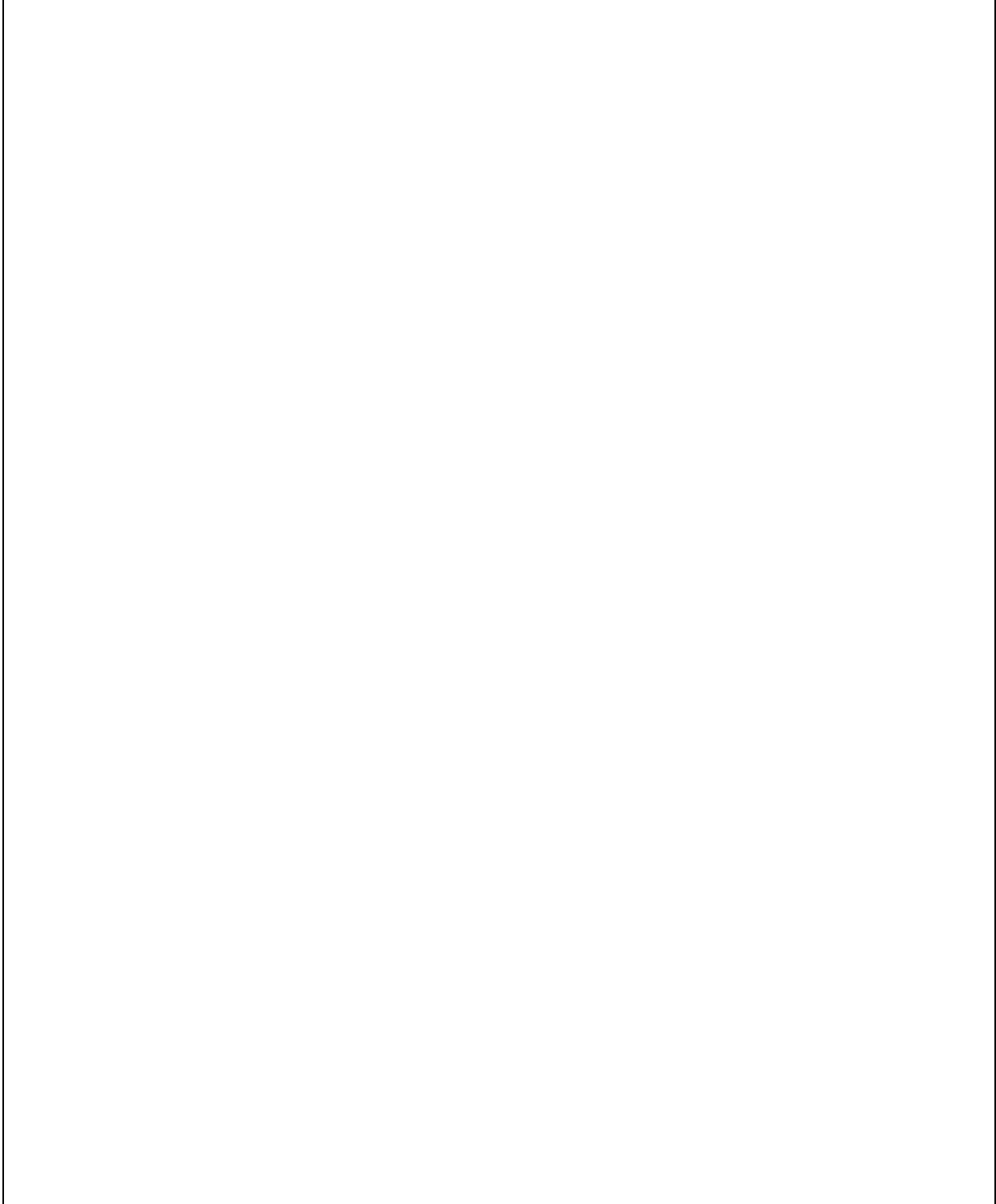
3. History and context.

- ⇒ When / how / why were you set up?
- ⇒ Outline where you are working (e.g. A geographical area? Rural or urban?)
- ⇒ Do you have a specific focus within a particular community?
- ⇒ Other issues affecting the communities involved or that you are working with



4. What have you achieved so far?

- ⇒ Main achievements to date (e.g. meetings, events, setting up a service, research)
- ⇒ External recognition (this could be from other organisations, funders, or your local council, and within your community)



5. How your group or organisations operates

- ⇒ Your legal structure
- ⇒ How are you managed (including details of your management committee)
- ⇒ How are decisions made
- ⇒ Staff / volunteers
- ⇒ Where do you operate from?

Legal structure of your group / organisation:

Constituted by association

Company limited by guarantee

Community Interest Company

Other

Please give details

Are You A Registered Charity?

Yes No

Is your group / organisation:

A local group

A branch of a national organisation

Other

Please give details

Your management committee

(sometimes called just 'the committee' or the executive)

You could use this space to provide details how many people are involved in the committee, and the some of the skills and experience they bring.

Staff/Volunteers

Do you have any paid staff working for your group? If so, how many?

How many volunteers are involved?

Where do you operate from?

6. Where do you get your funding and resources from at the moment?

⇒ Formal Funding

Grants from local council, health authority, trusts and foundations

Funder	What do they fund you to do?	How much do they give you?

Other funding, resources, income and generating activities

As well as any community fundraising activities, this might also include in-kind resources offered by other organisations (e.g. photocopying) and could include hours of volunteer time

Type	Details	How is this worth?

SECTION B: Plans for the future

7. Outline your development plans for the next three years.

⇒ Details of projects you want to start - new initiatives

⇒ Work you want to develop or expand

⇒ How do they fit with your aims and objectives?

Project or development	Priority?

SECTION C: Planning individual projects

Sections C, D and E can be completed for each of the projects you have prioritised in Section B.

8. Description or title of project

9. Why is this project necessary?

⇒ What evidence can you provide that it is needed and wanted?

This could include information gathered during your work to date, any consultation you have undertaken, local or national research, or the experiences of similar groups in other parts of the country (or world!).

10. Are there any factors which might affect whether the planned work is feasible?

⇒ Changes in law, government policy or LA

⇒ Changes in your funding, membership or among volunteers

11. Who else is providing similar activities / services to you?

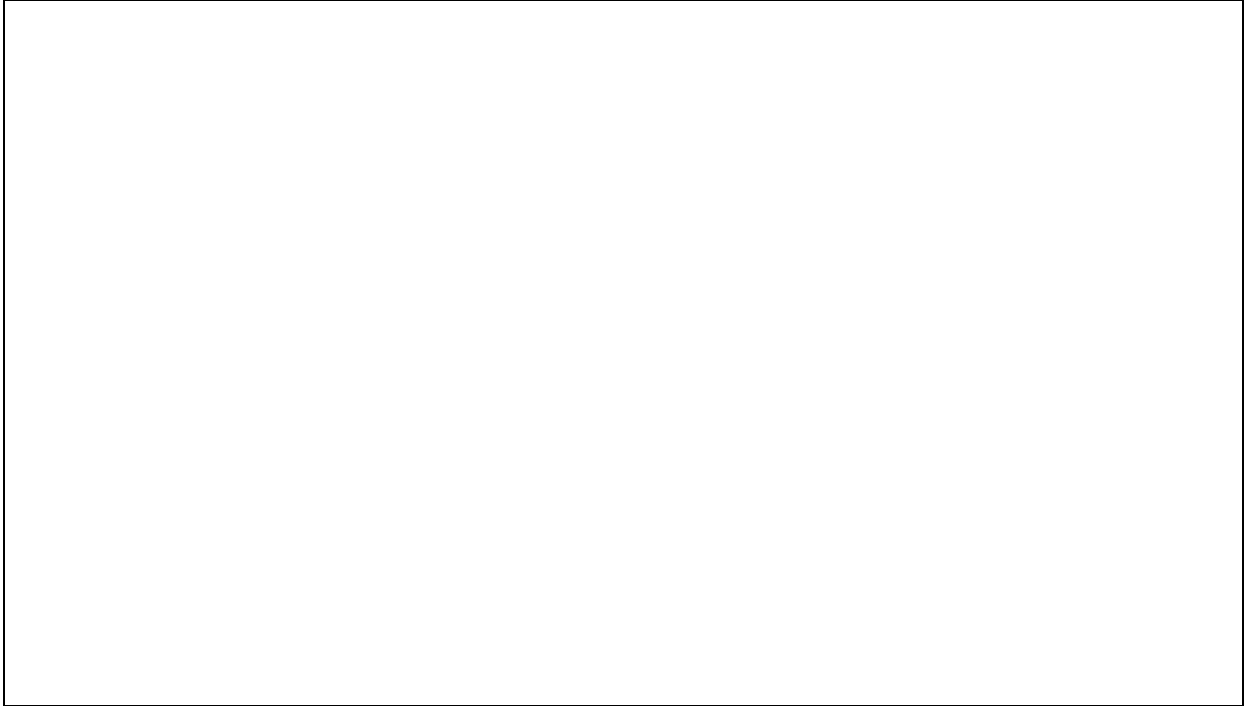
- ⇒ Are there mainstream organisations in your area doing similar work?
- ⇒ Do any other groups do or plan to do similar work?
- ⇒ How are you working with them?
- ⇒ Have groups in other areas developed similar work? If so, can you learn from their experiences?

12. Why should the project be based with you?

- ⇒ What are your strengths?
- ⇒ How are you working differently to other agencies?
- ⇒ Give details of the skills, expertise and experience which your group / organisation has which will help in the running of the project
- ⇒ Are there areas where you could benefit from specific support and advice?

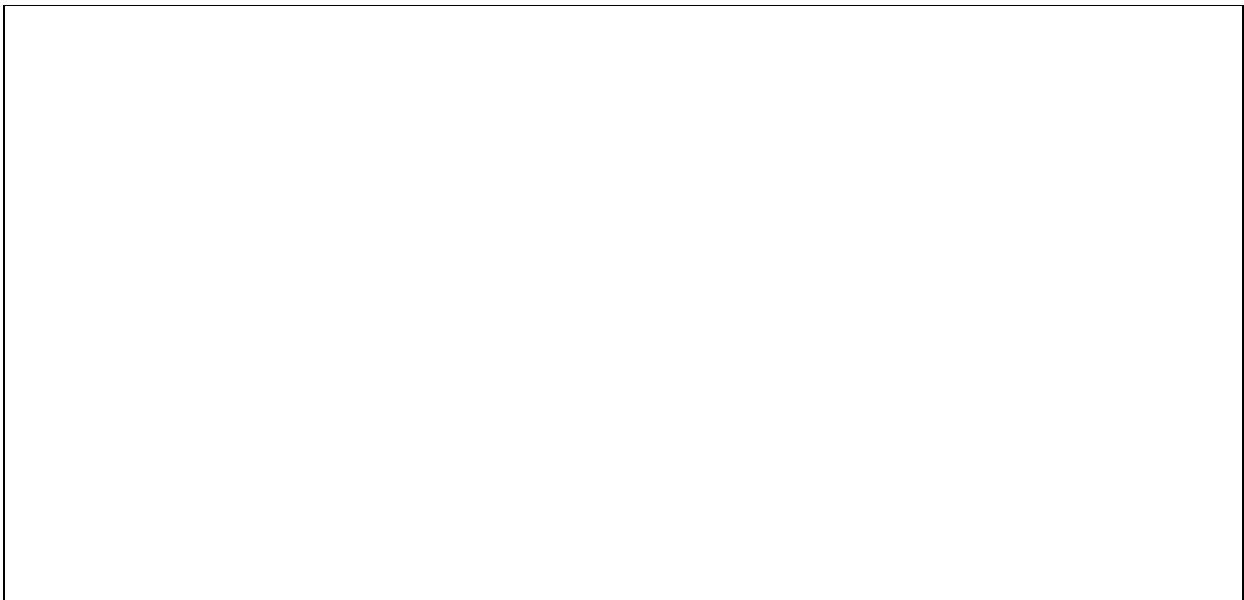
13. How will you ensure that as many people as possible find out about the project and are able to use it or get involved?

- ⇒ It is useful to show practical ways that your group or organisation has and will try to ensure equal of opportunity and recognise diversity.
- ⇒ This might include the ways you plan, publicise, manage and judge the success of projects.



14. How will you know when you have reached each stage of your plan?

- ⇒ How are you going to monitor and evaluate the service you are providing?
- ⇒ How are you going to feed this information back ?



SECTION D: Resources for individual projects

15. Who will be needed to run the new work?

- ⇒ Do you need new staff / volunteers / committee members?
- ⇒ What skills will they need to have?
- ⇒ How will they be managed and supported?

16. What other resources will be needed for the project to happen?

- ⇒ Will the project increase your basic costs? (e.g. telephone bills, postage)
- ⇒ Gifts or support in kind (e.g. larger project offering free meeting space)
- ⇒ Equipment, publicity, travel

17. Is there any work which the group / organisation needs to give up doing in order to free up time and/or resources for this project to happen?

19. How do you hope to finance the new project?

- ⇒ Provide details of possible sources of funding
- ⇒ This may be a new funding source, new money from an existing funder or diverting resources from existing sources
- ⇒ How much money might this provide?

Formal Funders (e.g. trusts and foundations, local or health authorities)

Explain how you fit into each of the potential funders' criteria

Funder	What sorts of projects do they fund	How much do they give you?

Other fundraising (e.g. events, community appeals, donations)

Think about how much time and resources involved in any fundraising

Fundraising activity	Time & Resources required	How much might this raise?

This resource is based on a document originally produced by Charities Information Bureau and a subsequent adapted version created by the Consortium of LGB Voluntary & Community Organisations.