



T3SC Factsheet 18

business plans

A business plan helps you think through all aspects of your organisation and plan for the future. It helps you to get an overview of your work, and is a useful tool for presenting yourself to funders and supporters. A business plan may be for your whole organisation or for a particular project or part of it (when it is sometimes called a Project Plan)

Always make sure your business plan is clearly written, realistic, and in accordance with your constitution. You should discuss it with appropriate people such as your committee, volunteers, staff etc. They may have useful ideas and will be affected by the result. You may also wish to consult people who use your service.

Below are some common points that are usually in a business plan – add any more sections that you think are appropriate.

A Summary of the Business Plan

One or two pages, summing up the main point of the plan and introducing the project in an appealing way. Its often easiest to write this part last.

The Background/ History of your organisation

Put details of your legal and charitable status here, along with your aims and objectives and how you are managed. Talk about your track record and highlight your achievements.

The Need for The Services Offered

You must show how you are meeting a clear need, and that your activities are in demand. Include evidence, either your own or any external research or reports.

Aims and Objectives of The Project

This is the creative part, where you can think about what you would like to see happen in the next three years or so. This will of course depend on what you are set up to do, and the objects in your constitution but it goes into more detail.

Aims: These are statements detailing the purpose of your organisation or project. They can be seen as the changes you want to make, through your organisation or project. Don't have more than about 6 aims. An example of an aim: To provide a variety of ways for people to understand the lives of disabled people through the mediums of art, drama, training and education.

Aims lead to outcomes – the benefits that will be achieved. For the above aim an outcome might be: Local people will gain a greater insight into the lives of disabled people, which will lead to less discrimination against them,

Objectives These are the tasks needed to achieve the aims. Each aim will have several objectives. An example of an objective for the above aim:

Produce performances based on the lives and experiences of disabled people.

Objectives will have targets – sometimes called outputs- realistic numbers for what you expect to achieve.

A Workplan

The workplan gives details about each of the above tasks: when they will be done, and who will do them. A plan can be used by the management committee and staff to monitor progress. It should include key dates.

Resources Required

From the planning you have already done, you are now in a position to decide what resources you will need to carry out the work. Resources include:

People. Staff and volunteers. How many staff hours will this work need? What kinds of skills will people need to deliver this work? Is it appropriate to involve volunteers? What salary should workers be paid? What about recruitment, management, training etc?

Work space and equipment

Think about where you will carry out all your activities. Do you need to buy a building or rent space? What equipment do you need to run an office and your activities? Is the space accessible to everyone?

Office costs

Bills for things like telephones and mailing, heating and lighting plus consumables like paper and envelopes.

A budget can be created when you have got costs and quotes for the above. A 3 year budget is useful, with all predicted outgoings and income. This should also be combined with a cash flow forecast, which looks at the timing of money flows in and out of the organisation to make sure you always have enough cash when needed. To make a cashflow forecast you need a fundraising plan; T3SC can help you identify funders and assist in submitting applications. Remember, any budget must be based on real costs.

Promotion and Publicity Plan

How will you advertise what you do to everyone who could use your services? How will you make sure no one is excluded? How will you target the kinds of people you most want to reach? How will you promote yourself to supporters, partners and potential funders?

Management

It is always a good idea to draw out your staffing structure. Make sure people are clear what their roles are. Who will have responsibility for what? Who will people report to and get supervision from?

Monitoring and Evaluation

How will you measure the success of the organisation or project? How will you make sure you reach the targets you have set? How will you collect information about the work that you are doing? On paper or in a database? Who will do this and when? How will this information feed into improving the project? Who will analyse this information and act on it to make changes? There are two types of information to collect: statistics about the quantity of work you do and feedback to measure the effectiveness of your work.

The best business plans are a joint effort, carried out in consultation with staff, management and other interested parties.. A plan will always work best with the input and support of the people who will be expected to make it happen.

T3SC offer a range of support to help local groups grow and develop - this includes detailed information and assistance producing business plans. Please contact us to find out more.

for more info please contact T3SC
tel 0161 339 4985 email info@t3sc.org