

Rosemarkie Amenities Association (RAA)

Business Planning

RAA are a voluntary community group which provides events and amenities, including a beach cafe, for the local community. They wished to transform the cafe and the local environment. They needed help to develop the group to meet the challenges this would involve including necessary legal changes. They received funding from Highland Council to engage a consultant to develop a business plan with them. This work went out to competitive tender and SSB was successful in obtaining the contract.

SSB developed and ran a series of interactive workshops with them covering.

- Governance – including legal structure, duties, responsibilities and paper work
- Identification of appropriate business models (social enterprise, development trusts, charities etc)
- Skills development programme – including – how to manage and work with volunteers, marketing and sales, finance and operations
- Development of business plan including points for action
- Networking and PR

The outcomes of the workshops were that RAA has developed an understanding of their priorities and a clear indication on how to move forward. This led to the second phase of the project

- Working with the key individuals to develop a business plan that outlined the business, social and environmental objectives.
- Identification of appropriate funding schemes with key criteria for eligibility, based on the association's priorities and the business plan. In addition identification of appropriate "funded learning journeys" and conferences were highlighted to increase the association's awareness of the wider third sector and potential support, advice and grants.

The outcomes of the second phase were a realistic and robust business plan, identified funding sources and an increased knowledge of and contact with the third sector.

"SSB has held our hand through the business planning and has helped us look at our enterprise in a new light. Their style of sharing knowledge while keeping us on track has been very empowering."

- Anne Philips, Chairperson