**Proposed spending for BHCC 2024/25**

Short term/immediate measures designed to focus on effective marketing, building volunteer team recruitment and management. To be determined via Change Group/consultation with the Chair of Environment Committee.

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| **Description** | **Estimated cost** | **Notes** |
| 2 new eco-friendly ‘A’ boards. | 200 | To subsidise existing budget.Set aside £200 |
| Commission initial work on website rationalisation to write a brief for what needs doing | 500 | SEO text, repair or cut links, image refresh (see below) |
| ‘Paid for’ Facebook advertising (3 seasonal posts @£30 each) | 90 |  |
| New leaflet (including professional photography) | 600 | Photography commission forms a library for online marketing so is ‘web format’  |
| Improve visitor signage throughout centre | 100 | Possibly buy a laminator for BHCC ?? |
| Design and Print Volunteer Handbook and associated documents | 400 | Internal expertise.To subsidise existing (Recruitment – ‘paid for’ advertising and stalls = additional £400) |
| Volunteer Team building event(s) x 3  | 200 | Sundries for :‘Induction’ event, Summer season prep event, Christmas thank you event |
| Total | £2,090 |  |
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