

EXECUTIVE SUMMARY

Ipswich Hindu Samaj aims to support spiritual growth, personal development, fulfil the various needs of the individuals from the Hindu Community in and around Ipswich, provide them the infrastructure and resources to organise various cultural, religious/ spiritual, social and educational activities and open new ways to bring social cohesion by establishing a Hindu Community Centre in Ipswich.

The demographics show an ever-increasing Hindu population in the Ipswich area. The figures show a steep increase in the Hindu population over the past six years and the current facilities for informal gatherings and small scale activities cannot cater and accommodate huge numbers. Ipswich Hindu Samaj is regularly forced to depend on the availability and suitability of different venues, adjusting and altering plans to fit the given situation. Even then, most of the families have to go to the temples in other cities and make some special arrangements to hold the activities.

This prompted Ipswich Hindu Samaj to have its own Community Centre and this business plan will take you through the various aspects of the plan, such as the vision of the project, the organisational structure, the management strategy, the financial break-up, range of activities, marketing and the SWOT analysis of the proposed project.

The Executive Committee of the Ipswich Hindu Samaj has undertaken basic groundwork on how big the centre needs to be and what facilities are deemed necessary, whilst also liaising with the local government, various property dealers and potential property sellers with regards to this project.

Ipswich Hindu Samaj will raise the money to buy a suitable property for the Community Centre through its savings coming from various activities and membership fees, various fundraising events, donations and through the application for grants to all possible and appropriate agencies. The yearly membership fees, various fundraising activities and donations received at various points in the year, will cover the running costs of the Community Centre.

The community centre will get support from the wider Indian community not just in Ipswich but also in the East Anglia region, various local organisations and statutory bodies. The Community Centre will facilitate drastic change in the social life of Hindu community, encouraging the exchange and learning of new skills, interaction with other communities and provide a means to enrich their life experiences.