

Friends of Martello24 – Draft Business Plan

Summary

The organisation will be run as a Charitable Incorporated Organisation (CIO) . The objects of the CIO are:

1. to work in partnership with English Heritage to open Martello Tower No. 24 in Dymchurch to the public on a regular basis;

Martello Tower No. 24 is the most accurate example remaining of an original Martello Tower and is currently the only tower solely devoted to the history of the Martello Towers.

2. to work in partnership with the owners of other historic buildings in Dymchurch and the local area to promote greater awareness of the historic value of these historic buildings and, where appropriate, to enable greater access to the public. *The local area is taken to be the villages of Dymchurch, Burmarsh, Newchurch, St Mary in the Marsh and St Mary's Bay.*

3. to work in partnership with other organisations on Objects (1) and (2).

Management

The charity is managed by its trustees and officers, who hold regular meetings to conduct the affairs of the trust in accordance with its constitution.

The charity's *postal address* is c/o Dymchurch Parish Council, 13 Orgarswick Avenue Dymchurch, Romney Marsh, Kent TN29 ONX.

Telephone number c/o the Secretary 01797 212507.

Website www.martello24.net *Email address* friends@martello24.net

Product(s) or service(s) the business is going to provide

1. Forming a partnership with English Heritage, the owners of Martello Tower No. 24, to enable the tower to be opened to the public on a regular basis.

2. Providing information to visitors about Martello Tower No. 24, other Martello Towers and related historical matters.

3. Forming partnerships with the owners of other historic buildings in Dymchurch and the local area.

How the product(s) or service(s) will be provided

1. By forming a partnership with English Heritage, the owners of Martello Tower No. 24.

2. By forming a partnership with the Dymchurch and District Heritage Group

3. By using volunteers to man the Martello Tower No. 24 when it is open to the public.

4. By using display boards etc within the Martello Tower No. 24.

Business mission (the main purpose of the business)

To enable greater public access to Martello Tower No.24 and other historic buildings in Dymchurch and the local area.

Staffing

The organisation is staffed by volunteers. The appropriate training will be given to all volunteers before they commence any duties in Martell Tower No. 24 and other historic buildings as necessary.

Marketing

The market of the charity is all people with an interest in historic buildings, the wars with Napoleon, military establishments and related matters, organised groups and all individuals interested in historic building. In view of its internal condition, there will need to be some restrictions eg mobility and age, applied to the visitors to Martello Tower No. 24.

The organisation will be marketed and promoted by use of leaflets, website, social media, flyers, posters, word of mouth, newspaper/radio advertisement etc.

Finance

The income of the charity will be by donations and grants.