

# SURREY MUSLIM ASSOCIATION – BUSINESS PLAN Draft May 2017

## INDEX OF CONTENT

Executive Summary	Page 1
Organisation Details	Page 1
Background	Page 4
Vision, Values and Activities	Page 4
Beneficiaries	Page 4
Monitoring	Page 4
Strategic Priorities 2017-2020	Page 5
Surrey Muslim Association Delivery Plan 2017-2020	Page 5
Promotion	Page 7
Managing Risk	Page 7
Fundraising	Page 7
Income and Expenditure	Page 7

# SURREY MUSLIM ASSOCIATION – BUSINESS PLAN Draft May 2017

## Executive Summary

The Surrey Muslim Association (SMA) was formally launched on 3rd June 2015 at Shah Jahan Mosque, Woking. The Launch event was witnessed by Civil dignitaries such as Lord Lieutenant Dame Sarah Goad, MP Jonathan Lord, Chair of Surrey County council Sally Marks, Chief Constable Lynn Owens, Chief Superintendent John Cox, Chief executive of Woking Borough Council Ray Morgan, Police and Crime Commissioner Kevin Hurley and a number of faith representatives from various faith groups.

The Surrey Muslim Association (SMA) is an umbrella organisation representing Mosques, religious teaching centres and Muslim organisations in Surrey. It is founded on the principles of serving the communities of Surrey and to provide a united platform to promote and deliver the relevant needs and aspirations of the county's Muslim community.

Through the support of its affiliated Mosques, organisations and partners, SMA has endeavoured to place the individual and collective needs of the Muslim community firmly on the agenda of all service providers in Surrey and neighbouring areas.

The scope of SMA activities covers the varied areas of education, employment, health, community safety, media, quality assurance, and young people/families. Through our work we seek to promote an awareness of Islam amongst all communities, as well as foster understanding, better community relations and community cohesion.

There is an appreciation that the issues of common concern within the community have to be tackled in a partnership community approach.

The objectives of the SMA are to be self-funding by accepting voluntary donations in order to pay for events and grant funding for specific projects and fund running costs such as charity liability insurance and other operating costs.

## Organisation Details

### Name:

SURREY MUSLIM ASSOCIATION

### Address:

Flat 1, 149 Oriental Road, Woking, Surrey, GU22 7BA

### Objectives of the Charity:

The specific objectives of the group is to increase mutual respect and understanding and assistance to residents of Surrey.

The overall objects of the CIO are;-

To promote social and financial inclusion for the benefit of the public by working with members of the Muslim and non-Muslim communities in Surrey who are socially and financially excluded on grounds of their ethnic origin, religion, belief or creed so as to relieve the needs of such members of the communities and assist them to integrate into society by;

Providing a local network groups that encourages and enables members of the community to participate more effectively with the wider community and for the wider community to engage;

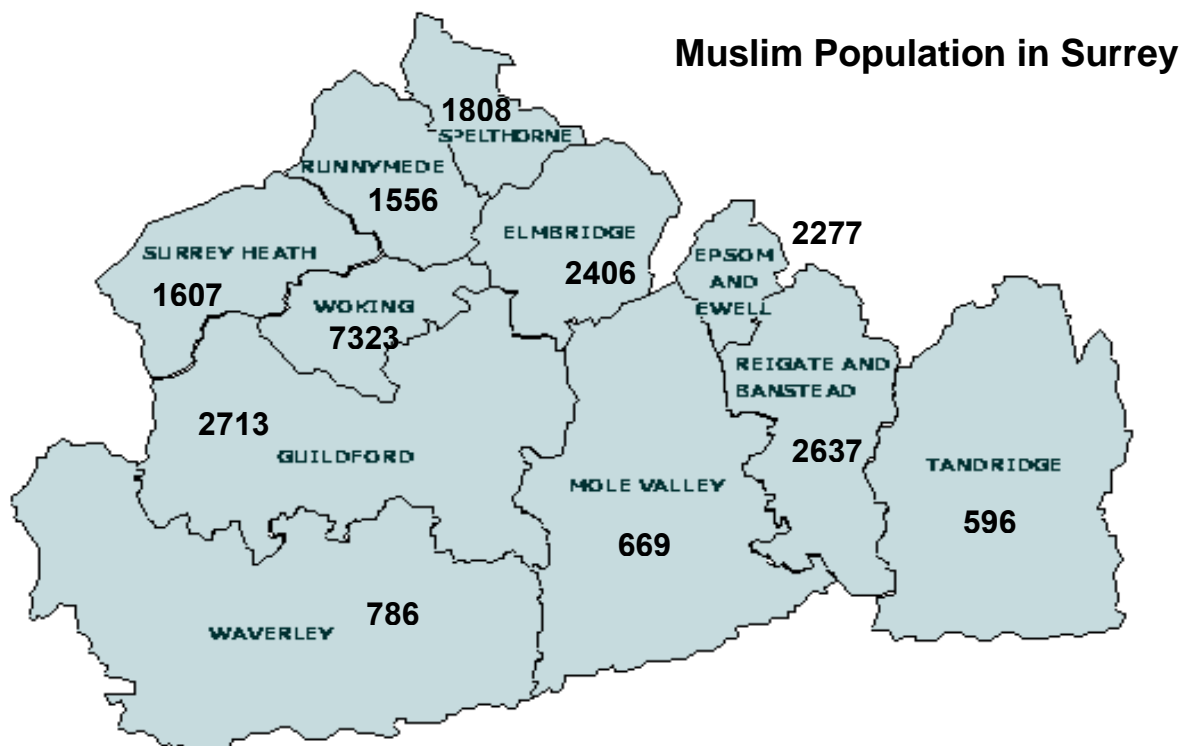
Increasing or co-ordinating opportunities for members of that community to engage with service providers also as to engage with service providers to adapt services so as to better meet the need of that community;

The relief of charitable need amongst Muslim and Non-Muslim community in Surrey for the Public Benefit.

- This will be done specifically by;-
- Provide a united platform to promote the needs and aspirations of the County's Mosques, Islamic Centres and affiliated organisations.
- Serve as a platform and gateway for other organisations to communicate and relay information to the Muslims and non-Muslims in Surrey, such as statutory bodies, and other faith organisations.
- To work with, represent and unite Muslims and non-Muslims of Surrey
- Identify and lobby for the needs and aspirations of Muslim communities in Surrey on all forums and at all functions.
- Promote SMA as the key reference point for issues that concern the Muslim community in Surrey
- Develop dialogue and communication with statutory and non-statutory organisations
- Ensure that the maximum number of Mosques, Islamic Centres and other Muslim institutions are affiliated to SMA.
- Consult, and increase partnership work with other Muslim infrastructures in the region (Council of Mosques).
- Increase the opportunities for Muslims to participate, interact and contribute to the wider society.

# SURREY MUSLIM ASSOCIATION – BUSINESS PLAN Draft May 2017

<b>Charity Number:</b> To be confirmed	<b>Date of Incorporation:</b> To be confirmed
<b>Membership Organisations:</b> <ul style="list-style-type: none"> <li>•Al Asr Education and Community Centre, Woking</li> <li>•Al Kharafi Mosque, Camberley</li> <li>•Al-Rayyan School, Bagshot</li> <li>•Ashford and Staines Community Centre, Ashford</li> <li>•Bangladesh Cultural and Islamic Centre, Horsell</li> <li>•Dorking Muslim Community Association, Dorking</li> <li>•Epsom and Ewell Islamic Society, Epsom</li> <li>•Islamic Welfare Association, Egham</li> <li>•Muslim Chaplain at University of Surrey, Guildford</li> <li>•Shah Jahan Mosque, Woking</li> <li>•Surrey Heath Muslim Association, Camberley</li> <li>•Surrey Muslim Centre, Addlestone</li> </ul>	<b>Trustees:</b> <p>Dr Syed Naqvi (Al Asr Education and Community Centre)</p> <p>Hafiz Saeed Hashmi (Shah Jahan Mosque)</p> <p>Karen Holdsworth-Cannon (Treasurer)</p> <p>Kauser Akhtar (Secretary)</p> <p>Rashid Laher (Elmbridge Multi-faith Forum)</p>
<b>Month AGM is held:</b> To be advised	
<b>Services Provided:</b> <p><b>Phase 1</b>                  Building bridges and fostering good relationships with representatives from the Mosques/Islamic Centres/Organisations and general Muslim community in Surrey</p> <p><b>Phase 2</b>                  Civic and Civil Engagement – establishing links with the Local Authorities and the Voluntary, Community and Faith Sector.</p> <p><b>Phase 3</b>                  Working with affiliates, members and partners to provide a service to the Muslim community. This includes areas such as health and wellbeing, education, young people, women, safe guarding, family life, Mosques, Madrassahs, Interfaith, Intra-faith and Community Engagement.</p>	
<b>Area of Operation:</b> The SMA covers the County of Surrey and neighbouring areas Muslim Population, Census Data 2011: South East: 202,000 (2.3%), Surrey: 24,378 (2.2%)	



# SURREY MUSLIM ASSOCIATION – BUSINESS PLAN Draft May 2017

## Background

Surrey Muslim Association (SMA) was launched on 3<sup>rd</sup> June 2015 as an umbrella organisation representing Mosques, religious teaching centres and Muslim organisations in Surrey. SMA is founded on the principles of serving the communities of Surrey and to provide a united platform to promote and deliver the relevant needs and aspirations of the county's Muslim community.

Through the support of its affiliated Mosques, Islamic Centres, organisations and partners, SMA has endeavoured to place the individual and collective needs of the Muslim community firmly on the agenda of all service providers in Surrey and neighbouring areas.

The scope of SMA activities aims to cover the varied areas of education, employment, health, community safety, media, quality assurance, and young people/families. Through our work we seek to promote an awareness of Islam amongst all communities, as well as foster understanding, better community relations and community cohesion.

There is an appreciation that the issues of common concern within the community have to be tackled in a partnership community approach.

## Vision, Values and Activities

**Vision:** Collective leadership and bringing together scattered resources for the betterment of Muslims in Surrey and the wider communities

### Values:

1. Working for peace and understanding.
2. Improving literacy and educational skills among all community members.
3. Showing love towards children and making families stronger
4. Respecting parents, elders, teachers, and vulnerable people.
5. Sharing and being charitable.
6. Respecting and taking care of neighbours.
7. Research and development.
8. Environmentally friendly.
9. Justice for all.
10. Following rules and abiding by the law of the country.

**Activities:** Building bridges, repairing relationships, winning hearts and minds, community engagement, cohesion and resolution, awareness of services, platform and voice for Muslims in Surrey in Statutory and non-Statutory forums. Detailed below under Surrey Muslim Association Delivery Plan.

## Beneficiaries

Mosques and Islamic Centres in Surrey and neighbouring areas, the Muslim and all faith and belief and non belief communities of Surrey, Statutory and non-Statutory organisations.

## Monitoring

### SMA Evaluation Framework

Right Skills: Does the Management Committee have the right skills

Effectiveness: Are we as effective as we could be?

Role of Chair: Does our chair show strong and effective leadership?

Role of Trustees: Do we understand our roles and responsibilities?

Strategy: Does the SMA have a clear vision and strategic priorities?

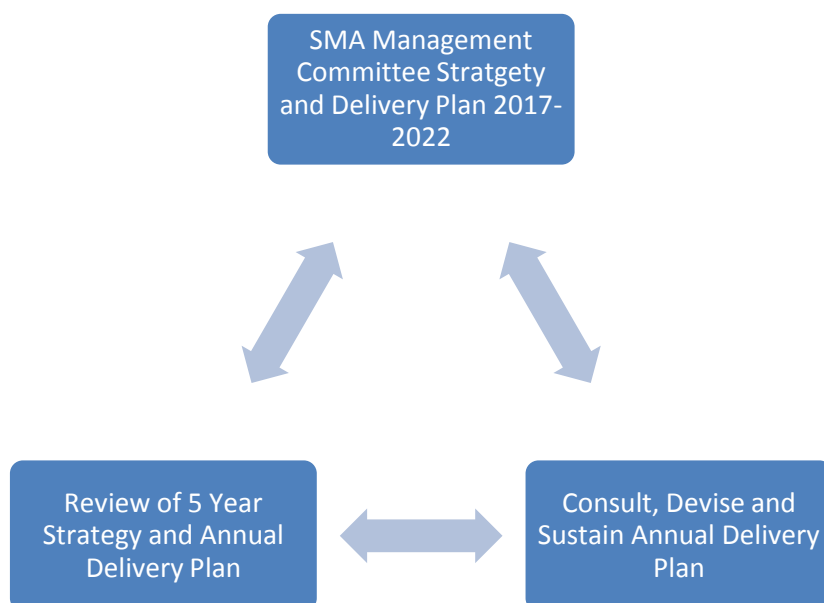
Engagement: Are we properly engaged with our members, community, the wider community and relevant organisations?

Accountability of the Committee: Do we hold the SMA leadership to account?

# SURREY MUSLIM ASSOCIATION – BUSINESS PLAN Draft May 2017

Impact: Are we having an impact on outcomes for members and community?

Evaluation: Are we doing what we said we would do and is this sustainable?



## Strategic Priorities 2017-2022

- Strategic Priority 1: Continuously improve the governance of SMA.
- Strategic Priority 2: Ensure unity is maintained through a consultative approach.
- Strategic Priority 3: Have a realistic strategic approach in delivery.
- Strategic Priority 4: Improve revenue funds.
- Strategic Priority 5: Analyse and interpret relevant policies and strategies.
- Strategic Priority 6: Effectively communicate with all stakeholders.
- Strategic Priority 7: Increase and maintain membership of SMA.
- Strategic Priority 8: Develop Business Plan

## Surrey Muslim Association Delivery Plan 2017-2022

Ref	Priority	Action Points	Who	Target Date/Progress
1	Organisational Structure	1.1 Set up management committee	Trustees	Jan 2017
		1.2 Draft Constitution	Management Committee	May 2017
2	Membership	Consult, devise and deliver strategy to get members for SMA	SMA Management	May 2017
		2.1 Mapping out the Mosques/Centres and allocating a SMA Management member to take responsibility of	SMA Secretary	

## SURREY MUSLIM ASSOCIATION – BUSINESS PLAN Draft May 2017

		<p>communicating with them</p> <p>2.2 Organise meetings with Mosques/Centres</p> <p>2.3 Consult members about needs of the Muslim Community (provide list of ideas) and conduct a needs analysis</p>	<p>SMA Management</p> <p>SMA Management</p>	<p>July 2017</p> <p>July 2017 and on going</p> <p>August 2017</p>
3	Funding	<p>Raise funds for the SMA</p> <p>2.1 Devise standing orders (hard copies)</p> <p>2.2 Devise a clear message from an Islamic perspective the benefits of contributing to SMA</p> <p>2.3 Disseminate standing orders across Lancashire to Muslim citizens.</p> <p>2.4 Collect donations from Member Organisations</p>	<p>SMA Treasurer</p> <p>SMA Management</p> <p>SMA Management</p> <p>SMA Management/Treasurer</p>	<p>June 2017</p> <p>July 2017</p> <p>On going</p> <p>On going</p>
3	Civic and Civil engagement	<p>Establish a link Local Authority and VCFS</p> <p>3.1 Identify key officers from SCC and arrange initial meeting to discuss ways of working together/ services provided by SCC</p> <p>3.2 Refer to needs analysis, prioritise and select main projects for the next 3 years.</p>	<p>SMA Chair</p> <p>SMA Chair plus management</p> <p>SMA Management</p>	<p>August 2017</p> <p>September 2018</p> <p>November 2018</p>
4	Delivery of services	<p>Deliver priority services</p> <p>4.1 Create sub groups from the management committee to lead on each priority</p> <p>4.2 Deliver priority</p> <p>4.3 Evaluate annually</p>	<p>SMA Management Sub Groups</p> <p>Sub groups</p> <p>SMA Management</p>	<p>November 2018</p> <p>November 2018 and On going</p> <p>On going</p>
5	Website/Promotion material	<p>Develop a website and leaflet</p> <p>5.1 Secure a domain and design website</p> <p>5.2 Identify key content element of website and upload</p> <p>5.3 Promote website</p> <p>5.3 Design a leaflet and disseminate to Mosques/Organisations and</p>	<p>Secretary</p>	<p>January 2018</p> <p>January 2018</p> <p>On going</p> <p>On going</p>

## SURREY MUSLIM ASSOCIATION – BUSINESS PLAN Draft May 2017

		citizens of Surrey		
6	Public Relations and Communications	6.1 Devise and develop a clear SMA PR and communications strategy/policy  6.2 Deliver a Communications and PR seminar for SMA members.	SMA Press Officer  Local media/PR advisor	January 2018  March 2018
7	Development of Future Business Plan	Continue to develop the business plan	Management Committee	March 2018 - 2022

### Promotion

SMA is promoted through members, word of mouth, Mosques, Islamic Centres, Civil and Civic engagement and individuals in Surrey and neighbouring areas.

SMA has its own website and Facebook Page to promote its activities.

### Managing Risk

We screen any potential volunteers and undertake enhanced DBS Checks to minimise the risk to any vulnerable clients.

Public Liability Insurance

Employers Liability Insurance

Trustees Liability insurance

We also have a Risk register where issues are highlighted and rated. This is discussed at every meeting. This is an active document.

### Fundraising

Fundraising is primarily done via member organisations, mosques and affiliates. Future projects may be funded by partners.

### Income and Expenditure

Income is derived entirely from the donations from affiliated Mosques, Organisations and members.

The day to day running expenses are met entirely from the income derived from donations.

The day to day running expenses includes the following

1. Charity Insurance Premiums of public liability, employer liability and trustee liability
2. Volunteer Travel Expenses
3. Duty Offices Expenses [Telephone costs]
4. Fees for DBS Checks
5. Publicity /Fundraising
6. Volunteer Training
7. Stationery / Office Supplies
8. Professional fees
9. Rent/Hire of office/venue/equipment
10. Printing
11. Events and outreach

## SURREY MUSLIM ASSOCIATION – BUSINESS PLAN Draft May 2017

### ACTUAL 5 YEAR FINANCIAL PROFILE

	FY2014/1 5	FY2015/1 6	FY2016/1 7	FY2017/1 8	FY2018/1 9	FY2019/2 0	FY2020/2 1
<b>INCOME</b>	0	1060.00	1015.00				
<b>EXPENDITURE</b>	0	580.00	0				
<b>OPERATING SURPLUS</b>	0	480.00	1495.00				
<b>YE BANK ACCOUNT BALANCE</b>	0	480.00	1495.00				

Projected work and budget	2017 to 2018	2018 to 2019	2019 TO 2020	2020 TO 2021	2021 TO 2022
<b>Phase 1</b>					
Building bridges and fostering good relationships with representatives from the Mosques/Islamic Centres/Organisations and general Muslim community in Surrey	2000	5000	8000	11000	13000
<b>Phase 2</b>					
Civic and Civil Engagement – establishing links with the Local Authorities and the Voluntary, Community and Faith Sector.	5000	5000	8000	11000	13000
<b>Phase 3</b>					
Working with affiliates, members and partners to	1000	10000	13000	18000	21000



## SURREY MUSLIM ASSOCIATION – BUSINESS PLAN Draft May 2017

provide a service to the Muslim community. This includes areas such as health and wellbeing, education, young people, women, safe guarding, family life, Mosques, Madrassahs, Interfaith, Intra-faith and Community Engagement					
<b>TOTAL PREDICTED BUDGET</b>	<b>8000</b>	<b>20000</b>	<b>29000</b>	<b>40000</b>	<b>47000</b>