

# **CCHS Building a Future for our Community Committee**

## **July 2023 Update**

The Building a Future for our Community committee has been created to support the School with fundraising activity for specific capital development projects that will improve CCHS facilities, and the initial focus will be on raising money to help secure the future of the swimming pool which is in desperate need of major investment. Various elements need updating/replacing so we are planning a phased approach to the works beginning with the boiler, which could fail at any moment, resulting in significant loss of revenue through cancelled bookings (we let it out for around 25 hours a week to local swim schools). Other elements that need to be addressed are wider plant room equipment, gas piping, pool tiles that need replacing, etc.

The total cost of the works is unknown at this stage, so we will target £250k of fundraising as an initial objective.

The new committee has 10 members including staff, governors, PA representatives and 2 senior prefects. The group had their first meeting at the end of April to discuss the terms of reference, approach, etc.

The fundraising campaign will target the following audiences with tailored messaging for each:

- Parents
- Current students
- Alumni
- Local businesses
- Grant sources

Social media will play a key role in raising visibility of the project, hence the importance of the promotional video that will be produced by the senior prefects. This will highlight the urgent need for financial support and will be used in a range of ways across the various channels of Facebook, Twitter, Instagram, LinkedIn, etc.

The next meeting of the committee is on 13<sup>th</sup> July to review progress against each of the actions that are currently underway and agree next steps.

**Jason Oster**

Chair of Building a Future for our Community Committee