

EAST WORLINGTON PARISH HALL MANAGEMENT COMMITTEE

PROMOTIONS AND MARKETING STRATEGY

(This Promotions and Marketing Strategy should be read in conjunction with our Communication Strategy)

Why do we need a Promotions and Marketing Strategy

- The Parish Hall is as a community facility offers a service for and to the community and this needs to be promoted.
- The Parish hall has heritage significance and this needs to be understood and the building accessed by others.
- The Parish Hall is run on business principles and relies on income to support its maintenance and running.
- To improve the sharing of good practice and achievements
- To encourage community engagement with and 'ownership' of the Parish Hall that supports community understanding of management issues and contribution to problem solving and securing solutions.
- To ensure the opportunities offered through modern technologies are maximised.
- To ensure the communication engagement with the target audience
- The need to continually support improvement and development and manage change effectively

Strategy Aim

To improve the community use and community benefit, and support future viability by increasing 'customers' and other funding sources.

Strategy Outcomes

The Parish Hall will be:

- a fully functioning Community and Heritage Hub
- the venue of choice for the community
- a financially viable facility
- promoted as a building of significant historical interest

Who are the Target Audience (Also see who are the Community in the Communication Strategy)

- Secretaries and organisers of local community groups and organisations
- People interests in local history and heritage
- Providers of recreational, health, cultural and learning community-based activities and events who require a community venue.
- Organisers of exhibitions, especially art and photograph
- School, education and training providers who need a community-based facility
- Community development organisers and facilitators
- Links to church events, christenings, weddings, funerals, celebrations.
- Families – parties / celebrations / events
- Older people who need specific tailored activities, facilities and services
- Parents and ‘youth workers’ who need specific tailored activities, facilities and services for younger people in the community
- People interested in local history

Our Unique Selling points

The Hall:

- as a grade 2 listed converted tythe barn, has historical value and charm
- is located in a small picturesque village in picturesque countryside
- is located in a cluster of four grade 2 listed building namely the Hall, East Worlington House, St Mary’s Church and the School House providing a historical setting with aesthetic value
- has a kitchen equipped to cook and serve refreshments
- has a stage at one end of the main Hall
- has a small car park in front of the building
- is easy to book with personal and friendly service

Image, Presentation and Style

As a trading and social enterprise organisation we have to be business minded and therefore develop a culture, image and style that reflects our values and business principles.

To achieve this we will:

- develop and consistently use a Parish Hall logo
- use consistency of fonts and the use of colours in all documentation and publicity
- use photographs and images where possible to offer a visual presentation and impact
- promote our values in the way we run and promote our ‘business’.

Locations and Opportunities

We aim to promote our Parish Hall through the following locations and opportunities, some of which are in place and some of which need to be introduced and further developed. (Also see the Communication Strategy)

- Community Noticeboards
- Noticeboards outside the Parish Hall
- Parish Monthly Newsletter
- Posters
- Leaflets
- Word of mouth
- Information and welcome pack for new residents
- Promotional events
- Celebration events
- House and/or mail 'shots'
- Through the use of websites
- Parish Hall Newsletter
- Information about future events at events
- In Parish Hall Noticeboard
- School Newsletter
- Use of a community email distribution community
- Use of social networking websites, e.g. Facebook, Twitter, YouTube, etc.
- Wall mounted displays
- Use of the media to share interest stories and to advertise

Marketing

We need to ensure our hall is an 'attractive' option for our customers and at the same time ensure we have sufficient income to support it. We are hindered in maximising the use of the Hall and therefore the income as the poor internal environment of the hall limits the potential for our business development.

We will:

- Aim to conserve our building and preserve its heritage significance
- Aim to improve the facilities available and their quality e.g chairs, tables, kitchen equipment, etc.
- Review our Pricing Policy (when the Hall internal environment is improved)
- Consider and agree incentives for uses including discount on block bookings, lost leader promotional events, etc.
- Consider the extent to which we can create a community commitment with schemes like 'Join the Club' and 'Loyalty Bonus' schemes
- Produce promotional information packages

Monitoring

We will monitor this strategy to ascertain its impact.

We will:

- ask the community which methods of communication they use / like.
- monitor rise or fall in use and evaluate the extent to which this strategy is having an impact
- 'survey' the community from time to time to clarify their needs, their perceptions of the Hall and their satisfaction with the facility and service.