

## Marketing - Room hire

This information was written as part of the funded marketing advice service for voluntary and community groups in Bradford District funded by NRF and CBMDC

The purpose of making room hire available at our centre is:

| <b><u>Our centre has considered:</u></b>  | <b>Yes</b> | <b>No</b> | <b>Unsure</b> | <b>To do</b> | <b>Not relevant</b> |
|---|------------|-----------|---------------|--------------|---------------------|
| A list of people who have expressed an interest in hiring the space (with names & contact details)                          |            |           |               |              |                     |
| Target groups for marketing the space to, their interests and a planned advertising campaign.                               |            |           |               |              |                     |
| Knowledge of local competitors and an understanding of what makes your space different.                                     |            |           |               |              |                     |
| Full cost recovery analysis of the space and market knowledge of what people are prepared to pay.                           |            |           |               |              |                     |
| A clear pricing policy that will be regularly reviewed  |            |           |               |              |                     |
| <b><u>All the paperwork</u></b>   |            |           |               |              |                     |
| Lettings policy – who you will hire the rooms to and how often the space be available.                                      |            |           |               |              |                     |
| Terms and conditions of hire  |            |           |               |              |                     |
| Appropriate licences (e.g. music, entertainment, alcohol)   |            |           |               |              |                     |
| Standard, professional hire agreements / booking confirmation literature  |            |           |               |              |                     |
| Basic information on the space including capacity (number of people) depending on different room layouts and types of event |            |           |               |              |                     |
| Map and directions to the centre  |            |           |               |              |                     |
| Room bookings diary/ paper or electronic  |            |           |               |              |                     |
| Invoice system  |            |           |               |              |                     |

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|--|------------|-----------|---------------|--------------|---------------------|
| <b><u>Customer care</u></b>  |            |           |               |              |                     |
| A named person for room hire enquiries   |            |           |               |              |                     |
| Staffed reception  |            |           |               |              |                     |
| Information on food / refreshments inc knowledge of culturally appropriate food.   |            |           |               |              |                     |
| Crèche facilities in house or nearby?  |            |           |               |              |                     |
| Access audit of the space and basic disability equality training for staff/ volunteers   |            |           |               |              |                     |
| A variety of equipment for hire/ tables/ chairs to suit the space & meet access needs  |            |           |               |              |                     |
| Caretaker arrangements & point of contact for events   |            |           |               |              |                     |
| Customer feedback forms/ complaint policy  |            |           |               |              |                     |
| Feedback/ complaints acted upon and learnt from  |            |           |               |              |                     |
| Cleaning arrangements  |            |           |               |              |                     |
| <b><u>Publicity</u></b>  |            |           |               |              |                     |
| Signage outdoors and in the centre   |            |           |               |              |                     |
| Entry on DIVA room hire page   |            |           |               |              |                     |
| Website available for the centre – with basic information about room hire availability and charges   |            |           |               |              |                     |
| Website with dedicated space for room hire with photos, detailed information etc   |            |           |               |              |                     |
| Website with online booking and availability   |            |           |               |              |                     |
| Printed/ downloadable information on room hire aimed at different audiences e.g. family party, business conference organisers, community playscheme. |            |           |               |              |                     |
| Board members, staff and volunteers are fully informed about the available facilities and able to be ambassadors for the centre.                     |            |           |               |              |                     |
| Publicity campaign plan to cover: the community, other voluntary and community groups, businesses, funders, stakeholders (as appropriate)            |            |           |               |              |                     |

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