



## Marketing Worksheet

## Marketing checklist for Room Hire

This information was written as part of the bfunded 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>Customer care</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>Publicity</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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