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**Strategy**

The overall strategy is to focus on our customers and clients, as well as our community engagement activities. This will ensure that our customers and clients receive a streamlined and focused service that puts them at the centre of everything that we do and the service they receive.

**There are two parts to this strategy**:

1. Customer / client services
2. Community engagement

A strategy has been developed to support the marketing of our services to our customers and clients. Our customers can be categorised as follows:

* Local population.
* Voluntary and Community Groups.
* Local schools.
* Social enterprise.
* Corporate businesses.

The content and planned integration of activities within our Marketing Plan is aimed at maximising the potential bookings available in our Community Centres, for income generation, which will provide an outlet and community space for groups and clubs within the above categories.

Secondly is a strategy to examine, develop and integrate a planned marketing approach to our engagement within the community.

Community engagement is hugely important to our success and is an embedded focus for the growth of community groups and the alignment of the culture and values of the Community Centre.

These two strands of our strategy and the implementation of same are borne out through our Marketing Plan below.

Our customers and clients have varying degrees of needs and personal attainment goals through the provision of their classes and services, and, to that end, our Marketing Plan is wide reaching with a variety of activities that will be integrated and implemented across our categories of customers.

Similarly, our community engagement activities are targeted at and will respond to the outcomes and analysis of our Marketing Plan, so that we can continue to be embedded in our local community in an active and effective way.

This Community Centre Marketing Plan is written in conjunction with the Marketing Strategy and the Community Centre Work Plan (see Appendix 1).

This Marketing Plan addresses the Community Centre’s objectives in providing a wide range of activities across voluntary, community, social enterprise and corporate sectors, while working towards a financially stable operation for (x Community Centre)

We plan to take a people-based marketing approach that is centred on the benefits that involvement can bring both to individuals and the whole community.

1. **Services,** (insert site specific information)

| **Room** | **Room Size****(Square metres)** | **Voluntary****€ / hour** | **Community****€ / hour** | **Social Enterprise****€ / hour** | **Corporate****€ / hour** |
| --- | --- | --- | --- | --- | --- |
| **Ground Floor** |  |  |  |  |  |
| Sports Hall | 594 | 20 | 40 | 60 | 80 |
| Sports Hall half size (N) | 297 | 12.5 | 25 | 35 | 45 |
| Sports Hall half size (S) | 297 | 12.5 | 25 | 35 | 45 |
| Meeting Room 1  | 23 | 8 | 12 | 20 | 25 |
|  |  |  |  |  |  |
| **First Floor** |  |  |  |  |  |
| Childcare Room | 82 | 15 | 20 | 30 | 40 |
| Meeting Room 2 | 31 | 12 | 15 | 20 | 25 |
| Meeting Room 3 | 26 | 12 | 15 | 20 | 25 |
| Meeting Room 2&3 | 62 | 15 | 20 | 30 | 40 |
| Dance Studio  | 64 | 15 | 25 | 30 | 40 |
|  |  |  |  |  |  |
| **All-weather Pitches** |  |  |  |  |  |
|  |  |  |  |  |  |

**Additional Services for Conferences (when restrictions allow):**

| **Refreshments** | **Cost** |
| --- | --- |
| Tea / coffee |  |
| Tea / coffee with biscuits |  |
| **Printing / photocopying service** |  |
| Black & white |  |
| Colour |  |
| **Office equipment hire** |  |
| Flipchart |  |
| Liquid Crystal Display (LCD) projector |  |

1. **Marketing Objectives**

Below are the five main categories that we intend to market to under our strategy goals, customer and client services, and community engagement.

**Local Population**

The objective is that the Centre will be open, friendly, and secure, and that there will be a large range of activities within it. Marketing to this group helps build support within the community for the Centre. The goal is to get the Centre into the spotlight, increase its profile, and gain public confidence. As the Plan develops into (insert relevant year) marketing will be designed to reach new audiences where we see evidence that usage is below expectations, for example to different age groups and multicultural groups.

We intend to engage with the community through taking part in activities like Community Consultations and organising events such as Summer or Easter Camps and Children’s Christmas Parties. This will give not only an awareness of the Centre and its location / activities, but also enable it to cement its position as part of the central hub of the community.

**Voluntary and Community Groups**

This will be more of a directly targeted marketing to organisations and community groups that are decision-makers and influencers in deciding which location to run their activities. Examples would include local residents’ associations, sports clubs, choir groups / church groups, adult education classes and Fingal County Council (FCC) development initiatives such as Fingal Childcare Department and Fingal Sports Division. Assistance from FCC Community Development Officer is essential here, as they will have first-hand knowledge of all local groups.

We will contact local politicians to ensure that they are aware the Centre is open. We will also ask if they will mention the Centre in their newsletters / website.

We will engage with the local Community Gardaí, to secure a relationship with them and the Centre and to provide, where possible / desired, a venue for Garda Clinics.

**Local Schools**

We believe that working with (insert site specific information) is essential for the success of many of the bookings within the Community Centre. It will give many groups a natural target base for their classes. There is also the opportunity for spreading the message to a wider audience by using traditional paper drops and the schools’ social media network.

Schools Programmes. We will engage with schools on the campus to see where their programmes within the school can be extended into the Community Centre, reinforcing the programmes with students, and extending them into the adult community. We can also use the assistance of Fingal Sports Department to get some of these programmes off the ground.

**Social Enterprise**

We will target individual companies / sole traders who may want to use the community to facilitate classes on a commercial level. Rates for this type of booking are higher, as the classes are charged by the Company. We would take bookings of this nature on a block booking of 10-12 weeks at a time or in some cases on a quarterly or monthly basis, depending on the activity and time of year. There may also be an opportunity to overlap on marketing campaigns in order to reduce our costs. We would need to market directly to these Companies – both new ventures and those that are established and seeking to move venue or expand.

**Corporate Businesses**

We intend to contact larger businesses, many of which have Corporate Social Responsibility budgets to encourage them to spend this budget for the benefit of (x community centre) This can take the form of promotional gifts, employee time and expertise, and donations. PLEASE CHANGE TO SITE SPECFIC INFORMATION IN RELATION TO SITE LOCATION

### Marketing Plan

| **Areas of focus** |
| --- |
| **External Communications** |
| 1. Refresh websites with more interactive information, infographics, etc. |
| 2. Develop a relationship with FCC and stakeholders for more structured content. |
| 3.  Set up Twitter (one account for all Centres). |
| 4.  Set up Instagram Account (one account per each Centre.) |
| 5. Newsletters. |
| 6. Calendar of events and social media posts. |
| 7.  Target audience feedback (Survey Monkey). |
| 8.  Video production. |
| **Media Relations** |
| 1. Bank of artwork for adverts. |
| 2. Bank of photos in a library. |
| 3. Public relations (PR) writing training for managers – suggestion for network training. |
| 4. Updated social media training and keeping up to date with trends. |
| **Internal Communications** |
| 1. Establish an Internal Communications Working Group to support exchange of information and ensure more effective internal and external communications outputs |
| 2. New mobile app for staff – Yammer. |
| **Marketing** |
| 1. Funding acknowledgment posts on social media and internally on sites. |
| 2.  Awareness campaigns. |
| 3. Website - review website functionality and reports. Ongoing - ensure all literature and e-data contains web address. |
| 4. Open evenings |
| 5. Leaflet drops. |
| 6. Local shopping centre. |
| 7. Shared advertising with the school (e.g., local school text alert / school bag drops. |
| 8. Advertising banners (where applicable – some might be dependent on planning). permission) |
| 9. Local media / radio. |
| 10.Community engagement – and contact list.  |
| **Event Coordination** |
| 1. Calendar of marketing activity (see Appendix B). |
| 2. Event Planning Form  |
| 3. JotForm |

### Review

We will invite users and hirers of the Community Centres to provide feedback on the services provided. This will also provide some indirect marketing opportunities. We will conduct both an online survey via Facebook and a written survey in the Centre to gain this feedback. We will then review feedback for actions required.

This plan should be reviewed quarterly.

1. **Appendices**
2. Workplan
3. Calendar of Marketing Activity