

From: Lance Juby
Sent: 30 March 2015 17:15
To: Sarah Dunn; Rachael Wade
Cc: David Wakelin; John Clarke
Subject: Brickyard Community Centre Promotion 2015/16

Brickyard Community Centre Promotion 2015/16

Hi Sarah and Rachael,

I agree to the following limited time promotion for the Brickyard Community Centre as per delegations:

- 50% off promotion for one off bookings taking between 1 April 2015 and 31 March 2016 (but not for dates that go beyond 31 March 2016).
- 50% off promotion for new regular bookings that are taken between 1 April 2015 and 31 March 2016 (until 31 March 2016).
- The 50% off promotion will be honoured for existing regular bookings for the period 1 April to 31 March 2016.
- This promotion may be subject to change at any time and excludes all concessionary rate bookings.

Business Case

Previous 50% promotions have attracted new business and generated additional income for the Brickyard Community Centre.

Monitoring

The promotion will be monitored at quarterly periods in June, September, December and end of March 2016.

Marketing

The promotion will be marketed in the following ways:

- Promotion through Honeywood Estate Action Team
- Press release and social media campaign with the Communications Team
- Articles in the e-bulletin
- Website promotion
- Use of TV screens at Leisure centre
- Promotion flier for local schools, shopping centres.
- Any other additional marketing opportunities

Thanks

Lance

Lance Juby

Service Manager – Community Relations

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