

Partnership Committee

Date:	13 February 2014
Title:	Astral Park Literature (Big Plan Publications)
Purpose of the Report:	To request use of Big Plan Publications budget to fund marketing literature to promote the sports and community facility at Astral Park.
Contact Officer:	Mark Penton, Senior Centre Co-ordinator (Astral Park)

RECOMMENDATION

To support use of up to £6,000 from the Big Plan Publications budget (502-4325) to fund marketing literature to promote the sports and community facility at Astral Park.

1. INTRODUCTION/BACKGROUND

- 1.1 Building work has now been completed at Astral Park, with the keys of the new sports and community facility handed over to the Town Council on 3 February 2014.
- 1.2 The new building incorporates four separate sports changing rooms, a large community room which can be sub-divided into three separate spaces, a state-of-the-art catering kitchen, a smaller kitchenette and an office.
- 1.3 Discussions have been taking place with key stakeholders throughout the build project regarding potential uses for the building, and a number of enquiries have already been received for private hire for functions. A survey of local businesses is currently being undertaken to determine their requirements for training/conference facilities.
- 1.4 It is anticipated that the building will officially open on 29 March 2014.
- 1.5 The building will be open 7 days per week and manned by Town Council staff during all opening hours. Catering will be available. In addition to regular community and sports use, it is anticipated that the building will be available for private hire for training, business conferences, parties, weddings and other events. Licenses are currently being applied for.

2. MARKETING

- 2.1 In order to maximise potential bookings, a suite of marketing literature needs to be developed for the Astral Park facility.
- 2.2 In the first instance this will include business cards and branded literature folders (forms/information to be printed at White House and inserted into folders).
- 2.3 It is anticipated that a full brochure will be developed to include different room layouts.
- 2.4 Table hire would be required to enable the room to be setup for numerous business, celebration and wedding layouts. For this purpose, quotes are currently being sought from local businesses.
- 2.5 There is no specific budget for the development of marketing material for the Astral Park facility.
- 2.6 It is anticipated that £900 will be required for the initial printing of business cards and literature folders, with up to £150 required for the photography and a further £800 for the design and printing of a colour brochure for Astral Park.
- 2.7 We will also be looking to design and print price lists, A5 flyers and branded notepads and stationary for business use.
- 2.8 Three quotes are currently being sought, in accordance with Town Council Financial Regulations, for the artwork, printing and table hire required for the marketing materials.

3. BIG PLAN

- 3.1 £6,000 exists in the 2013-2014 budget for Big Plan Publications (budget code 502-4325). No expenditure has been undertaken this year to date from this budget.
- 3.2 The Astral Park facility meets several policies and proposals contained within Big Plan II, including:
 - *The development of new and existing sports facilities (Sports & Leisure)*
 - *Secure the provision of additional adult and junior football pitches at Astral Park (Sports & Leisure)*
 - *Local People would like a suitable venue for community groups to meet (Social Infrastructure)*

- *Secure use of a venue in or near to the town centre that has the capacity to host large meetings and a range of social events (Social Infrastructure)*

4. CONCLUSIONS

- 4.1 The Committee is asked to consider supporting the costs of marketing material for the Astral Park facility from the funds available in the Big Plan Publications budget.
- 4.2 For visitors to the facility, image and first impressions prevail. In order for the facility to compare favourably against other venues, it is important that visitors are welcomed not only when they arrive in the Centre but also through creative and well designed literature. These funds will provide the necessary revenue to establish Astral Park as a stand out facility not only the immediate Local Area, but within Central Bedfordshire.

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