

The Riverside Civic Hall

Globe Report: Action Plan

Appendix 1



Date: 28th November 2011



Strategic Objective	Action Required	lead	Start Date	Completion Date	Resource	What has been achieved
Increase focus on profitable activity	Target events that bring it`s own inherent mobile audience	Lisa McDowell	1 st March	Ongoing		Hosted Boxing Night Bar takings >3K Addition Booking for 15 th October 2011 Originally one per year, then gone to two and the possibility of going to 4 per year. Revitalise Friends of CLAW Whitworth for increased public support Stars sold out 250. Funeral directors & schools being targeted.
	Consolidate focus of activity on cash generating weekend events...weddings etc	Lisa Mc Dowell	1 st March	ongoing		No further Explanatory Events planned 2011/2012
	Explore / target business use during the daytime core hours	Lisa Mc Dowell	1 st March	ongoing		Attended business conference with Christine – some good contacts made and hopefully we will be holding an organised network event in the future. Attending Valley at work business exhibition 1 st November 11
	Move towards self sustaining catering arrangements	Lisa McDowell/ C Rowan	1 April	ongoing	Commercial Deep Fat Frier	1. Cut-off Date 1 August no further external Buffet Catering for Events <100 Guests 2. Cut-off date 1 November no External Buffet Catering all bookings

Reduce operational cost	Review financial management processes/ take a baseline and monitor direction of travel + or -	CLAW Board /C Rowan/ Christine Ashcroft	1 st April	1 st July	Lancashire Audit Report	<ol style="list-style-type: none"> 1. Monthly Management Accounts versus Budget review every Board Meeting 2. Monthly Meeting with Hall Manager to discuss same
	Carry out a process reengineering exercise	Board/Lisa Mc Dowell	1 st May	1 st September	Globe Report	<p>Re-Education of Hall Management team to extract all financial opportunities from all events/functions.</p> <p>Root to branch review + wash-up of all events to explore further opportunities</p>
	Reduce overheads such as utility costs	Board /Lisa McDowell	1 st April	1 st June	Globe Report	<ol style="list-style-type: none"> 1. Relocation and reduction in operating hours of reception making a reduction in utility cost for that area 2. Increase usability of Heating System by updating operating software / hardware 3. Utilise Cooler single storage vessel method in Bar area
Re-focus the Marketing Strategy	Produce marketing strategy for Riverside					
	Review marketing material					New brochure & pricing structure complete and in situ. If this format works then we will only change when necessary therefore saving funds in future. This method & also changing supplier has saved us £600.

	Optimise website					Additions to meta tags have been done and will improve ranking, however contacts made at business conf can provide us with a new website, all commercial links, social media and the revamp required especially on the events calendar page and be awarded with some match funding - see Christine New & improved website underway, funding guaranteed
	Develop a customer focused organisation – customer care policy - survey feedback – focus groups etc					
Consolidation of staffing structure	Review staffing structure	Lisa McDowell/ Board	1 st March	1 st June		<ol style="list-style-type: none"> 1. Event Staffing Matrix in development taking into account guest expectancy/function type 2. Reduction in reception opening hours reducing staff hours
	Improve working practices including work programming - performance monitoring – 1-2-1s - Annual Reviews	J Dodman	1 st June	1 st September		PDR system under development