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Date of Document	28/05/12
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Document Title	Update on Spend of Common Good Funding for Brunton Hall Business Plan Implementation

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Additional information:

Authorised By	Tom Shearer
Designation	Head of Policy & Partnerships
Date	31 May 2012

For Office Use Only:	
Library Reference	145/12
Date Received	31/05/12
Bulletin	May12

REPORT TO: Members' Library Service

DATE:

BY: Head of Policy & Partnerships

SUBJECT: Update on Spend of Common Good Funding for Brunton Hall Business Plan Implementation

1. PURPOSE

- 1.1 To update Members on the progress made with the £90,000 funding from the Musselburgh Common Good Fund allocated to support implementation of the Brunton Hall Business Plan.

2. RECOMMENDATIONS

- 2.1 To note progress made and approve further progress.

3. BACKGROUND

- 3.1 East Lothian Council is refurbishing the Brunton Hall in Musselburgh. As part of the refurbishment plans, Scottish Cultural Enterprise (SCE) were appointed to undertake a range of consultations and research related to the development of the Hall, an options appraisal and finally produce an indicative Business Plan for the launch of the refurbished facility.

- 3.2 Funding to implement the business model has been approved by the Council from April 2012.

- 3.3 The re-launched Brunton Hall will have the following aims:-

- To be a community asset.
- To develop partnerships and strategic alliances with conference and events providers.
- To offer a high quality venue for hire for community activities, functions, award ceremonies, dinner dances, weddings, showcase events, craft fairs, etc.
- To offer a performing arts programme for larger scale music and film events to complement the Brunton Theatre programme.
- To attract new users to the Hall.

- To maximize the use of the facility to deliver an appropriate return on investment.
- To contribute to the positive image of Musselburgh and East Lothian.
- To operate to the highest professional standards.

3.4 Re-Launch of Brunton Hall

3.4.1 Very little marketing activity has taken place exclusively for the Brunton Hall and the Hall has not been fully functioning for a number of years.

3.4.2 In addition, new areas of business development have been planned for the venue through the Business Plan to assist with improving revenue income.

3.4.3 These new areas of business require specialist knowledge in order to re-position and re-brand the venue, thus establishing the Brunton Hall as a destination for key events.

3.4.4 In addition, customers need to be aware that the Hall is re-opening so that bookings can be encouraged.

3.4.5 Through the Musselburgh Common Good Fund, a sum of £90,000 was approved in order to assist with the marketing and business development of the venue in the period up to the re-launch of the building.

3.5 Update on Activity

3.5.1 The sum of £90,000 has been allocated as follows:-

3.5.2 Marketing and Business Development consultant. £20,000 fee. Appointment on 19 March 2012. Activities:-

- Integrate the marketing plan for the Theatre with the outline marketing plan for the refurbished Hall as contained within the new Business Plan, making effective use of market research to devise strategies and campaigns for the re-launch of the venue and the achievement of targets.
- Re-brand and re-position The Brunton to deliver the new Business Plan.
- Advise on the creation of a new or refreshed website, integrated ticketing system, new or refreshed logo, letterhead, internal and external signage and branding to support the re-positioning of the venue.

- Build and develop audiences for the new programme at the venue in advance of the opening date using a variety of promotional techniques.

3.5.3 Conference and Events consultant. £20,000 fee. Appointment on 19 March 2012. Activities:-

- Re-visit the Business Plan outcomes for events and conferences and advise on the current market, the Brunton Hall's position within that market and the potential business that could be generated.
- Develop relationships for new business with conference, event and function organisers (local and national).
- Establish a conference and events programme for autumn 2012 onwards.
- Work with the Business/Development/Marketing consultant to reposition the Brunton to maximise its events and conferences business.
- Advise on venue hire rates for events conferences and functions.

3.5.4 Promotional Materials for the re-launch and re-branding of the venue £20,000. Timescale: March–November 2012. Activities:-

- New brochure of events.
- Conference and events package, including CD and brochure.
- New logo and website.
- Advertising.

3.5.5 New Management Systems. Timescale: March–November 2012. £30,000. Activities:-

- Upgraded ticketing system and online ticketing facility to improve customer interaction, promote the brand, and increase sales.
- Upgraded venue management and stock-taking system to improve the efficiency of the organisation, increase business and maximise sales.

4 POLICY IMPLICATIONS

4.1 The progress made on the activities to re-launch the Brunton Hall will support implementation of the new Business Plan.

4.2 The Brunton Hall will contribute to the wellbeing of East Lothian residents through a programme of activities and the development of a well resourced asset for the community which will support the implementation of corporate objectives.

5 EQUALITIES IMPACT ASSESSMENT

5.1 This report is not applicable to the wellbeing of equalities groups and an Equalities Impact assessment is not required.

6. RESOURCE IMPLICATIONS

6.1 **Financial** – Funding for the developments has been approved through Musselburgh Common Good. East Lothian Council approved the allocation of funds from Musselburgh Common Good as it was a greater sum than £10,000. Report to East Lothian Council 25 October 2011 refers.

6.2 **Personnel** - None.

6.3 **Other** – This proposal plays a role in supporting staff to develop the Brunton Hall in line with the new business plan to provide a high quality venue for the benefit of East Lothian residents.

7 BACKGROUND PAPERS

7.1 Report to Council on 25 October 2011.

AUTHOR'S NAME	Lesley Smith
DESIGNATION	Principal Arts Officer
CONTACT INFO	Tel: 0131 653 5240 E-Mail: lsmith@eastlothian.gov.uk
DATE	28 May 2012