

Appendix A: TOWN HALL RE- BRANDING-BRIEF

Brand:	Burton Town Hall	Date:	01/04/2016
Brief writer:	N Gallagher	Budget:	TBC

Objective/goal

Branding brief

To rebrand Burton Town Hall and position it as a professional, flexible venue which offers great service in an iconic building. Creating a strong brand that is attractive and contemporary, which will be recognisable for providing quality to its customers.

Although managed by East Staffordshire Borough Council, the new brand will become a focal point, improving perceptions and sales in key areas such as weddings, conferences and live entertainment events. The new brand should also compliment ESBC's other cultural services in its approach, to raise the profile of Burton as a place with high quality venues and cultural events, and increase opportunities for joint promotion and marketing.

The Civic Function Suite identity had lost its focus, with many mixed messages communicated to visitors and hirers, with confusion often about the purpose of the Town Hall and the lack of understanding and awareness of the Civic Function Suite as a standalone service and its current offer around Civil ceremonies and large scale events and conferences. The aim is to rejuvenate the Town Hall brand with a series of key strands, creating a new 'commercial' strands whilst retaining its historic links with its civic role and internal service i.e. elections, cabinet etc.

- Conferences
- Weddings
- Commercial Live Entertainment
- Community & Social Events
- Civic Services/meetings

The brand known as 'Burton Town Hall' rather than 'Civic Function Suite' will be protected and communicated in professional and innovative ways to support the programming and mission to become known for quality.

A brand guideline will be produced which will maintain these standards and will ensure a constant message.

DeChernatony and McDonald (2008 pp133) state, " A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. Furthermore, its success results from being able to sustain those added values in the face of competition".

With increasing brand awareness online and digitally, also brings other associated benefits to venue, according to government's digital champion.

Martha Lane Fox, Guardian (2014) writes "For years, businesses have been using digital communications to improve services and engagement with their consumers. Government should take advantage of the more open, agile and cheaper digital technologies to deliver simpler and more effective digital services to users."

Positioning – Write down your company’s elevator pitch

Branding brief

Burton Town Hall will be:

- An attractive and elegant environment for all your occasion needs, that provides a high quality but affordable service unique to the local area
- Managed in a way that recognises the influence of its stakeholders but reflects commercial realities
- Develop strong and reliable commercial income streams
- Recognised locally as a place where you can celebrate, be entertained and socialise
- Key delivery partner for ESBC’s strategic objectives

Current/desired positioning/brand image

Branding brief

A clear brand for the whole building will provide an external ‘voice’ for the Service, rather than the current mixed messages presented with the ‘Civic Function Suite’ and ‘Town Hall’ perceived as separate services or offers.

Burton Town Hall is currently promoted under the ‘ESBC’ brand and as the ‘Civic Function Suite’, providing hireable space for meetings, small and large events and weddings. The venue currently competes in a crowded market with various other private organisation including, country houses, hotels and bars.

Burton Town Hall needs to raise its profile and promote itself more aggressively as a quality venue that is delivering services at the same level as these organisations, at a competitive and affordable price, and a new brand and image will to help reflect this.

Key messages and voice for the new brand is

- Professional
- Quality
- Contemporary
- Heritage

Target audience

Branding brief

Research conducted with current customers shows the need to improve the awareness of the offer at the Town Hall Therefore the brand will need to communicate with various audiences, including those looking for affordable but high quality weddings, local audiences, particularly couples, those of retirement age with some disposable income looking for evening entertainment and local and national businesses for conferences and meeting s in a convenient location and iconic building

The key audiences to develop will be,

Couples

Local Organisations (public sector and not for profit)

Older/Retired

Corporate Sector

Competitors

Branding brief

Regional

East Staffordshire

Branston Golf and Country Club

The Winery

National Brewery Centre

DoveCliff Hotel

Hoar Cross Hall

Mercure Hotel, Newton Park

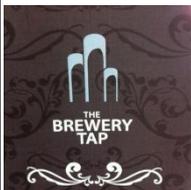
St George's Park

The Waterfront at Barton marina

Examples of competitor brands/logo's and how they reflect the venues service:



reflects location, contemporary feel, quality



reflects heritage, contemporary, simple



reflects high quality, grandeur, quality



reflects contemporary feel, fun, location, accessible/affordable

Company values**Branding brief**

Quality customer service

Varied programme of entertainment/social events

Welcoming environment

Affordable but high quality

Unique, historic surroundings

Brand promotion**Branding brief**

Website

Internal Signage

Internal Posters/Flyers

External Posters/Flyers

Events Brochure

Corporate Hire Brochure

Direct Mail

Email Newsletters

Advertising

Tickets