

Promotions, events and marketing – Reading UK CIC

Service Manager	Nigel Horton Baker
Service provided, number of staff & equipment	<p>Events, commercial bookings Approx 40 commercial bookings per year; approx 90 charity/community bookings per year.</p> <p>Street Entertainer Permits - approx 25 on file (£25per year).</p> <p>Bookings for the town centre are co-ordinated by an RBC-seconded Marketing & Events Co-ordinator based at Reading UK CIC. Major events include Hullabaloo, Eat Reading Live, Heritage Open Weekend and a month long comprehensive marketed Christmas programme including 'Apres Ski'.</p> <p>These are co-ordinated as part of the Reading's corporate events programme.</p> <p>Marketing Christmas promotional publications are also led by Reading UK CIC using seconded and paid staffing support from the Council and support in general from local retailers and businesses. Much of the detailed information that informs these publications and e-publications is sourced and co-ordinated by the Marketing & Events team.</p>
Specification	To organise and deliver the above
Performance Measure	<p>Marketing plus events, commercial and community booking The high profile events programme above generates significant additional spend and is well supported by retailers (regular surveys are conducted).</p> <p>Commercial bookings generate income to help offset the cost of town centre events and the salary of a Marketing & Events Co-ordinator</p>
Non-compliance Procedure	Escalation to Service Manager or through RBC's Complaints Procedure.
Existing Value of Contract/Service	As much marketing provision as possible of the town centre events is carried out on a self funding basis with funds found from commercial bookings

	and sponsorship.
Boundary Area	Town Centre