

Appendix 1

Action Hampshire Meeting 24 November 2020

List of Marketing Ideas

- Offer the space to the NHS for offsite meetings and local surgery activities, such as administering vaccines.
- Sell desk space to remote office workers where they can work and meet their clients, with social distancing.
 - This would involve the provision of a printer and photocopier, and we would need to ensure our broadband is up to supporting several people.
 - Refreshments could be included in the package.

Outline marketing plan attached as Appendix 2

- Hold an event featuring all the groups and societies who already use the VH so they can show the community.
- Build relationships with local hotels, cafes, caterers, radio stations, etc. (which we have mostly already done but maybe we can expand this to local businesses and business parks).
- Look at re-packaging what we already do, such as our wedding package. We could sell this as a great solution to the current situation of only 15 people being allowed at a wedding. This could be marketed as 'boutique country weddings'.
 - Several people at the meeting were also applying for wedding licenses so the group does not have to travel to more than one location for the wedding. We have plenty of space, soon we will have a great new kitchen, and countryside/garden for photos.
 - One suggestion was to have a camera in the hall where the weddings take place so other friends and family can join in on Zoom. Such a camera could also be used for office meetings where numbers inside the VH have to be restricted.

Produce marketing plan

- Sell Sherfield-on-Loddon Village Hall branded face masks.
- Research the potential for a Repair Shop/Shed activity with people who can fix things holding workshops in the VH and people bring broken stuff to them rather than throw them away. We would have to research the local expertise.
- Another idea is to hold courses, such as flower arranging, painting, photography, etc.
- Hold demonstrations, such as cookery and other skills.

Produce marketing plan