

# The Windsor Guildhall

**Work done so far and plans for the future.**

## **Civil Ceremonies**

- Promoting the venue as it is a great source of income with prices ranging from £375 to £800 for the one hour booking.
- Taking part in The Windsor Wedding Fayre in February, a joint venture with the Mercure and MacDonald Hotels.

## **Marketing**

- Marketing collateral is being created. Eg: Brochure, posters, stationery
- Pages on Windsor.gov and RBWM website are being updated.
- Windsor Guildhall is now on twitter.

## **Hotels**

- Maximising the cross selling of the Guildhall for meetings, gala dinners, wedding ceremonies, etc.
- The Mercure hotel will include us in their regular FAM trips with conference and event agents from around the country

## **Managing the Room Bookings**

- Improved process for all incoming enquiries.
- A Guildhall specific email address has been created.

## **Suppliers**

- The creation a preferred supplier list is underway
- Aiming to use and promote local suppliers and produce. Eg:Darville & Sons for tea, The Windsor and Eton Brewery, Windsor Farm Shop

## **Tea and Coffee**

- A ground coffee percolator has been purchased
- Improve presentation with new equipment

## **First Impression**

- A clean-up of the Guildhall is underway
- The facility staff at The Windsor Guildhall have been enrolled on a WorldHost Principles of Customer Service course.

## **The Future**

- Growing a reputation as a dinner and reception venue
- Increasing the number of civil ceremonies and promoting the venue for wedding receptions
- Promoting to local businesses that lack meeting space.
- Investigating opportunities to use the Corn Exchange
- Building a calendar of regular events for the community and wider audience such as, lectures, exhibitions, wine tasting.