

## Appendix four Marketing Initiatives

- Information in parish newsletters;
- Advertising and editorial in the Midhurst & Petworth Observer;
- Advertising and editorial in The Midhurst Local;
- Advertising on Spirit FM north transmitter covering the Midhurst area;
- Leaflet drops to schools and local housing estates;
- Attending local events including the Midhurst Christmas Party and Madhurst;
- Letters were set to all customers holding car park permits to offer them a free trial;
- Social Media;
- Website;
- E-Newsletter;
- Banners;
- Posters, leaflets etc.; and
- Information in Initiatives.
- Health Suite Promotional Campaign on Facebook;
- School Holiday Activity advertising;
- Promotion of the Class Timetable with a voucher to try a class in the Observer;
- Bolt on campaign for customers to refer friends and family members;
- Leaflet drop to schools in the area to promote junior activities and parties;
- A Direct Debit Membership offer;
- A half price court hire offer to attract more casual bookings; and
- On-going promotional activities around the events at the Grange.