

**Centre of Slough**  
**Workstream 7 – Opening of The Curve**

**Proposal – The Curve opening 17-20 December 2015**

Aim

To launch The Curve to residents, businesses and staff with a weekend of activities showcasing the building, its facilities and its place in the town centre.

Proposal

An event with four days of activities targeting various audiences and potential users of the building.

General 'dressing'

- Very large Christmas tree real or virtual, fully decorated and lit
- Outside lighting, lasers, attention grabbing
- Curve goodies – Curve cookies, Curve cake (both in shape of Curve), pens, bookmarks

Thursday 17 December

4 – 8pm: Invite only Curve Cocktail and Canapé party, professional choir, harpist, carols and classical music, canapés, curve cookies tours, networking, showcasing Curve as part of wider regeneration.

Target audience: Businesses

Friday 18 December

10am – 2.30pm: Staff opening. Special time for SBC staff to see around the building and use the new facilities. Tea and curve cookies. Showcasing Curve as part of everyday business and part of wider regeneration.

Target audience: Staff

Saturday 19 December

10am – 6pm: Event day.

In the building:

- Elf workshop (arts and crafts)
- Santa's grotto
- Tours
- Photobooth
- Face painting
- Cake cutting with Mayor
- Museum activities
- Digital Eagles sessions (12-2pm)
- Lego build activities (children's library)

Performances area:

- Dance – Bollywood, contemporary, kids, Polish
- Carol singers
- Gospel Choir
- Films / messages
- Jazz trio
- Brass band

High Street:

- Market
- Street entertainers
- Balloon modelling
- Reindeer
- Ice sculpting
- Kids rides
- Curve magical trail (like Easter egg hunt but Christmassy)
- Santa parade / lanterns

6:00 – 7:30pm Intermediate “Quiet time”

7:30 – 10pm Creative Academy Performance

Sunday 20 December

10am – 4pm: Event day

Same as Saturday.

Communications

Dedicated communications plan.

## **The Curve opening launch – communications plan**

### **Background**

The Curve – Slough's new library and cultural centre – will be opening to the public over four days; Thursday 17 to Sunday 20 December 2015.

The Curve will be launched to three main audiences; businesses, staff and families with each having a separate time to see all The Curve has to offer them.

### **Aim**

To raise awareness of, and encourage visitors to, The Curve on the opening weekend and thereafter.

### **Communication phases**

1. Pre-opening build up
2. Opening weekend
3. Post event communications

### **Target audiences**

- Businesses leaders
- Residents – in particular families
- Adult learners
- Staff

### **Key messages**

#### Businesses

- The Curve is a flexible space ideal for business meetings, exhibitions and other activities
- The Curve is another step toward a regenerated centre of Slough and there are still big plans ahead
- We promised and have now delivered an iconic, state of the art, multi-use building – we are changing views in Slough

#### Residents and families

- The council is leading the way in providing state of the art facilities for our local residents
- The Curve is opening / open – come and see everything it offers
- The Curve is the latest step in the regeneration of the centre of Slough and there are still big plans ahead
- The Curve is for everyone – library, adult learning, communities, performances – it has it all

## Staff

- The Curve is the latest step in the transformation of the centre of Slough which the council is leading
- The Curve is available for staff to use – join the library, use the meeting rooms, computers and other facilities
- One of the projects contributing to the five year plan outcome 3 – a vibrant town centre

## **Action plan**

### Pre-opening build up & opening weekend

<b>Item</b>	<b>Details</b>	<b>Timings</b>	<b>Cost</b>
Posters	“We’re moving to The Curve” A4 & A3 <ul style="list-style-type: none"><li>• Central library</li><li>• Thomas Grey Centre</li></ul>	October onwards	
Postcards	“Join us at The Curve” Opening launch promotion and general invitation, could be given with every library loan (?) <ul style="list-style-type: none"><li>• Central Library</li><li>• Thomas Grey Centre</li></ul> “Come and see The Curve” Opening launch promotion <ul style="list-style-type: none"><li>• MyCouncils</li><li>• SMP</li><li>• LMP</li><li>• Libraries</li><li>• Leisure Centres</li></ul>	October onwards	
Facebook	Community page with general and boosted advertising. Establish page, update timetable, key announcements, speed up to final two weeks	1 October launch	
Social Media	Regular updates on twitter and streetlife	October onwards	

Item	Details	Timings	Cost
Website	<ul style="list-style-type: none"> <li>• Countdown clock</li> <li>• Service alerts – home page, libraries pages, adult learning pages</li> <li>• Special events page for linking to</li> </ul>	<p>November December</p> <p>October</p>	
Media management	<ul style="list-style-type: none"> <li>• Press releases at key milestones</li> <li>• Sneak preview on councillor testing day</li> <li>• Photos of inside as created</li> <li>• Event announcements</li> </ul>	October onwards	
Train station digital signage	<p>“The Curve is opposite – opening xx”</p> <p>Four week campaign, 2 screens (platform 2 &amp; 5) 120 showings per hour from 6am-10am &amp; 4pm-7pm Monday to Friday, 6am-5pm Saturday &amp; Sunday</p>	December	
Bus advertising	<p>Four week campaign, Slough only – opening launch event</p> <ul style="list-style-type: none"> <li>• 20 streetliners</li> <li>• 30 bus backs</li> <li>• 150 interior panels</li> </ul>	December	
Bus stops	<p>Post bonfire event – opening launch event</p> <ul style="list-style-type: none"> <li>• 85 cross-Slough bus shelters</li> </ul>	November	
Radio advertising	<p>Asian Star, six spots per day, production (108 spots over two weeks)</p>	December	

Item	Details	Timings	Cost
Receipt backs	<p>Argos</p> <ul style="list-style-type: none"> <li>• Slough Bath Road</li> <li>• Maidenhead</li> <li>• Maidenhead (inside Homebase)</li> </ul> <p>10 weeks in all three stores - 175,127 transactions</p> <p>99p Stores</p> <ul style="list-style-type: none"> <li>• Slough</li> <li>• Slough Family Bargain Store</li> <li>• Maidenhead</li> </ul> <p>10 weeks in all three stores - 217,655 transactions</p> <p>Homebase</p> <ul style="list-style-type: none"> <li>• Slough</li> <li>• Maidenhead</li> </ul> <p>10 weeks in both stores - 107,580 transactions</p> <p>10 weeks in slough alone - 42,210 transactions</p>	October – December	
Windsor Royal Theatre	<p>Two programmes, back cover, full colour for duration of the show (5 weeks-ish) “Coming soon”</p> <p>Panto programme, back cover, full colour for duration of the show “The Curve is open”</p>	November December	
Floor media	<p>Floor media – footprints or similar – leading from key points to The Curve. From:</p> <ul style="list-style-type: none"> <li>• Library</li> <li>• Train and bus station</li> <li>• Town Square</li> <li>• Herschel Car Park</li> </ul>	December	
Banner	<p>Full length fabric banner down outside of lift block of Wellington House</p>	December	

Item	Details	Timings	Cost
Floor plans / maps	Printed A4 floor plans of The Curve, colour (could be part of wider Curve leaflet / booklet)	December	

Business event specific communications

Item	Details	Timings	Cost
Formal invites	Designed and printed / email html	November	

Staff event specific communications

Item	Details	Timings	Cost
Invite to staff drop in	Inviting staff to event and giving details <ul style="list-style-type: none"> <li>• Grapevine</li> <li>• All user email</li> <li>• Newsround</li> <li>• Five Live</li> </ul>	December	

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August 2015